Substance Abuse Library and Information Studies (SALIS)
eProceedings: An Introduction

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It is our great honor and pleasure to welcome readers to browse the eProceedings of the 36th Annual Conference of the Substance Abuse Librarians and Information Specialists (SALIS) hosted by the Rutgers Center of Alcohol Studies (CAS) in New Brunswick, NJ, April 29 – May 2, 2014. The conference theme was “Looking forward, looking back: Reflections on the past and planning for the future.” This is the first time conference proceedings share the vast knowledge of SALIS members presented and accumulated over the years at the Annual Conference. SALIS conference hosts have always wished to see more participants at the events. As an alternative to traditional journal publications, showcasing papers and posters is our new and experimental way to also involve those who could not travel to the Rutgers conference. If successful, this publication can be the first of a series of conference proceedings called Substance Abuse Library and Information Studies, which shares and preserves our contributions in a traditional way, but in a more current format, as eProceedings.

What exactly is SALIS?
In 2014 SALIS is the only professional group of its kind in the entire world serving the substance abuse field for decades. SALIS membership and target audience include librarians, information specialists, researchers, practitioners, government and non-governmental organizations, and the public at large. As we often cite, SALIS is a small but influential non-profit organization in a specialized field with members all over
the United States, Canada, Israel, Australia, and most recently, throughout Europe. But what does this all mean to librarians and to the profession? SALIS is known as an organization without borders. Members have learned to enjoy and benefit from a mostly online and virtual SALIS community. SALIS traditions ensure that newly hired member librarians are welcome to the field by the peers, and they receive help from colleagues all over the world from day one on the job. The support from like-minded individuals in the same situation, many of them also working in solitude, can bring a sense of belonging and some comfort, while it also assists in shaping the job in the new position. For a more comprehensive history of SALIS, please see Andrea Mitchell’s paper on the topic, which serves as a fitting conclusion to this initial volume of the eProceedings.

What is the SALIS Annual Conference about?

Everyone acknowledges that our major event, the annual conference, adds tremendous value to the group both professionally and personally. It is challenging to maintain meaningful professional relationships in a world where much of the work is performed online. Putting a face to a name has never been more important than in our fast-paced and ever-changing work environment. A rare occasion to see each other face to face, such as at the conference, is a great opportunity to meet in person, establish new connections, and strengthen old friendships, but also to recap events that happened in the previous year.

The conference, hosted by one of the SALIS member institutions each year, has been a major event on the calendar of long-term SALIS members. Many of them have been involved in molding the organization to what it is now: a reliable professional network of librarians, and by extension, their host institutions. Although the individual librarian may change jobs, the library, the department, the prevention center, or the company still needs the knowledge, the experience, and the resources only SALIS can provide. The same applies to us: the institutional memory of a professional organization is as good as its documentation. The conference proceedings wish to add to that too.

What happens at the conference stays at the conference? Not anymore!

The conference program includes organizational activities, such as the board meetings, general membership meetings, and special interest group meetings, as well as a scholarly agenda. The SALIS annual conference is the major event for many librarians to present on their research or to share what is currently happening in their libraries. In the past, we enjoyed numerous wonderful presentations, discussed important problems, and often found solutions to problems in our own libraries inspired by both the formal and informal talks. Sharing previous experience and offering new ideas go hand-in-hand in these conferences. Some of the conference materials became available after the event on the SALIS website, which continues to serve as an excellent resource for members only.

It takes a great deal of work to present at a conference. It takes even more to host one. After listening to the successful presentations year after year, the organizers at Rutgers feel that the topic of this year will be of interest for colleagues outside our field too, and an easy access to the eProceedings may draw the attention of broader audiences to SALIS and the profession.

What are you talking about when you are talking about eProceedings?

Traditionally, depending somewhat on the field, publishing one’s work in conference proceedings is not necessarily considered equal to a publication in a peer-reviewed journal. Papers in conference proceedings usually greatly vary in style, length, and
formatting. Some authors may choose to write up their ideas in a full-length paper before the presentation and simply read it aloud at the conference, with or without slides, then publish it in the proceedings. Others, who prefer to ad-lib the presentation, driven by some slides and the audience, will produce a written version for the proceedings that might include a few thoughts missed during the talk.

Although an option from the beginning, submitting a written contribution was not mandatory for the presenters, and not everyone took the opportunity to send in a paper to be considered for the eProceedings. Even though nothing can replace the atmosphere of the conference room, the proceedings wish to serve as an extension to the program agenda, including the rich selection of topics, styles, and presenters. Experimenting with the genre for the first time, the editors of the SALIS eProceedings decided to grant as much freedom to the presenters as possible to write up their paper, as long as the final version reflects the paper presented at the SALIS conference. As a result, texts in this collection represent a great variety of styles, from fairly colloquial presentations of ideas and reflections to some more scholarly texts with a formal section of works cited. As formats and tones are largely prompted by the topic discussed and mirror the paper presented at the conference, the emphasis remains on diversity, just like in our field.

**Conference Theme**

The Conference theme of “Looking forward, looking back: Reflections on the past and planning for the future” has largely influenced the organization of the Proceedings’ contents. History played a prominent role in this year’s Conference, and the contents have subsequently been organized into the following sub-themes: Creating History, Discovering History, Advancing History, Preserving History, and Displaying History. The eProceedings are, as mentioned, concluded with a SALIS History.

**Creating History**

The opening talk of the 36th Annual SALIS Conference was delivered by Dr. Robert Pandina, the Director of the Rutgers Center of Alcohol Studies, the oldest institution in the field. In his engaging recollection Dr. Pandina reviewed how the first American journal in substance use, the *Quarterly Journal of Studies on Alcohol*, shaped the field from the very beginning. His paper highlights some milestones of the evolution of this field from a unique and sometimes subjective perspective of a distinguished researcher, who has been involved in the field in a variety of ways that have served to shape alcohol studies as a discipline.

Related to this historical presentation, next, Dr. Gail Milgram, the former Director of the Rutgers Summer School of Alcohol Studies, walks us through the beginning of alcohol education, as it started in 1943 at the First Summer School of Alcohol Studies at Yale. The exceptional value of this paper derives from the fact well known to the conference hosts that directing the School has been her life’s work. As such, her “dedication and love for the School comes through on occasion”, as she admits in her text. To that we add that we are glad to preserve it for the benefit of alcohol historians.

**Discovering History**

An entire section is dedicated to mysteries and speculations on the unknown parts of the life of a remarkable founding father of the field, E.M. Jellinek. Led by Center of Alcohol Studies (CAS) librarian Dr. Judit Hajnal Ward, and information specialist William Bejarano, a group of former graduate assistants, now librarians (Christine Bariahtaris, Scott Goldstein, Karen Thomas, and Molly Stewart) take turns in presenting their unforgettable journey in discovering pieces of the puzzle. E.M. Jellinek is well known as a founder of alcohol studies, including our library field, as he was instrumental in organizing and publishing alcohol-related information. The six papers, presented in a fast-paced panel at the conference...
conference “Mystery and speculations: Piecing together E.M. Jellinek’s redemption,” depict the early, pre-alcohol era life of Jellinek, which to this point has remained mostly undocumented. In lieu of a continuous flow of slides as presented at the conference, these papers tie the new and undocumented information in this section expanding on details as necessary.

Their quest is complemented by Dr. Ron Roizen, sociologist, the ultimate Jellinek-expert. The seven papers present a virtual expedition in the past, focusing on the search and sharing failures and dead ends.

**Advancing History**

In our time, when libraries and prevention/treatment centers feel threatened by the tight economy, it is increasingly valuable to look into our strengths to keep moving forward. The next two papers, although from different perspectives, prove how traditional methods and established values advance history in the long run. Barbara Weiner walks us through the merger of two essential components of the addiction field, the Betty Ford Foundation and the Hazelden Foundation, with a detailed chronology and plenty of pictures. The combined efforts of these two reputable organizations will reach broader audiences than either of them alone, supporting each other in many ways for the benefit of the field.

The next paper, based on the talk given by Dr. Barbara Seitz de Martinez from the Indiana Prevention Resource Center, serves as an outstanding example of how creative use of library services may secure the library’s existence. With its charts and tables potentially hard to grasp during a presentation, the written version helps the reader understand the importance of matching library services with the organization’s mission. Using examples such as e-resources, GIS, and prevention outreach services, the paper presents ideas and practical examples of how to match these services to broader audiences related to the core goals of the organization. Tailored to a special population, the Latino community, the library’s new service model, drawn upon their own outreach and assessment, should serve as inspiration to other librarians.

**Preserving History**

Witnesses to big and small events, librarians preserve history in their daily work. This section starts with the introduction of the International Alcohol Information Database, the brand new initiative at the International Center for Alcohol Politics. Bryony Addis-Jones has been working on the project for several years now. With its over 50,000 records, the new database is a promising source to both librarians and researchers. The paper, related from the perspective of the practitioner-developer librarian, offers plenty of examples on the use of International Alcohol Information Database – Research, a work in progress with a potential of meeting the needs of the evidence gap between the past and the future, as suggested by the title.

Next is a personal account, hence the informal tone, on a fairly common situation and how it was handled. Sheila LaCroix of the CAMH Library describes a solution to their challenge of having to downsize a physical collection using a host repository, a possibility that others in a similar situation might not have considered. Co-authored by Olivia Dale Long, the paper features a list of potential repositories, a valuable resource for others who wish explore the option.

A hot topic such as the controversies around recreational marijuana cannot be missing at the SALIS conference, especially after the presentations in Berkeley, CA last year on the topic. Meg Brunner’s undertaking of documenting the role and efforts of librarians in two states, Washington and Colorado will surely preserve this part of addiction librarianship history. Chronicling the events and responses to new rules and regulations from a variety of organizations, ranging from the media to her own, the ADAI, the author provides an outstanding snapshot, while suggesting a more active role to SALIS members, who are “uniquely qualified to be
engaged at the highest levels of education and policy-making when it comes to marijuana legislation.”

Another outstanding initiative is discussed in the next paper, written by Christine Goodair, from the International Centre for Drug Policy, St George’s, University of London. She discusses the digitization of over 190,000 records of the Addicts Index files (1968-1994) for research communities. With its balance between background and historical information, as well as the detailed account of the preservation initiative, this paper will resonate with our readers, since many libraries are now faced with physical downsizing and are left wondering what to do with their print collections (paraphrasing the reviewer). SALIS members involved in preservation and digitization projects benefit from the planning and systematic review of the process, as well as some tips to make similar projects viable and successful.

**Displaying History**

It might be odd to see posters in conference proceedings, but in keeping with our mission of encapsulating the diverse nature of the conference, we decided to include them as well. Another feature that made our conference special this year was that poster presenters were given an opportunity to present their posters to the audience in the form of a so-called “ignite session”. This innovative format is in fact a 3-5 minute presentation with the poster projected on a single slide in the background. Providing a short window to give a general overview of their posters, this format saved plenty of time and cut back on potential redundant questions during the actual poster session, which followed the talks. To the newcomer to SALIS, all events are held in the same room during the conference, and poster presenters had the chance to answer more detailed questions during the individual poster time. Short communications in this eProceedings relate to both occasions, as chosen by the presenter.

Another novelty of the 36th Annual SALIS Conference should be noted here. There were several MLIS students among the poster presenters, mostly related to the Rutgers Center of Alcohol Studies Library. The last poster is also unique in the sense that it was created as part of a class project at the Rutgers School of Communication and Information. For the eProceedings, the two presenters decided to share their experiences, i.e., what it meant for them to be part of this event, which reads as an inspiration and prompt to involve more local students at future conferences.

**Acknowledgements**

The editors wish to express their gratitude to all who took this opportunity, and helped us reach our goal to share the SALIS conference experience. We are also ever grateful for the patience and flexibility of all authors of this volume as well as for all the suggestions the reviewers made. The composition of the proceedings was an additional task this year, and it took some experimentation to streamline the process from peer-reviewing to creating the final typeface. Many thanks to all for understanding the challenges and accepting the changes the editors had to make in order to create a coherent and high-quality publication.
Of chickens and eggs: How a journal built a center and a field

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This presentation will trace the development of the scientific history of alcohol studies in the United States from the early 1930’s until the present as seen through the role and mission of the Center of Alcohol Studies (CAS). The CAS emerged from the faculty of the Laboratory of Applied Physiology at Yale University and has been located at Rutgers since 1962. Focusing on 75 years of the Journal of Studies on Alcohol and Drugs (formerly the Quarterly Journal of Studies on Alcohol and the Journal of Studies on Alcohol), the oldest alcohol/addiction research journal currently published in the United States, the history of the Center of Alcohol Studies will be used as a microcosm and prototype of research centers in the United States and elsewhere in the development and evolution of scientific approaches to study alcohol in all of its facets from molecular genetics to social policy and interventions.

I hope that my talk will provide some context for you in trying to understand how the alcohol field - our alcohol field - developed. I will focus specifically on the role that the Quarterly Journal of Studies on Alcohol and its successors played in shaping the Center of Alcohol Studies and the field itself. In researching for this particular topic, I started with the archives that are housed in the CAS Library and information services section here at Rutgers. I will confess that this speech would not have been possible without the work of our librarian, Judit Ward, and her staff and my own administrative assistant, Stephanie Peeters. I have gone through perhaps one percent of the material that is available in those archives and selected some very specific benchmarks that I thought were particularly significant in understanding how this field developed and what roles Rutgers and Yale played in developing this field. In particular, I would like to talk about how a journal (our journal, QJSA, JSA, and now
Briefly, the study of alcohol has a long past and a fairly brief history, perhaps no more than 80 years. The evolution of the alcohol field is, as with many fields, as much a story about people as it is about discovery. My goal today is to briefly outline the manner in which the scientists of the Center of Alcohol Studies shaped the field that we know today and to tell this story through the lens of the QJSA and its founders. The story is a rich and complex one, and I can only hope to give you the highlights and themes in the time we have together today.

As with many scientific and medical battles waged against physical and mental ailments and social ills, the struggle to raise the bar on the scientific knowledge base regarding alcohol use and its consequences gained its major impetus largely through social activists. They were concerned about the dreadful impact of drunkards and drunkenness on their own lives, the lives around them, and society in general, mostly in an emerging social milieu in the new age of industrialization in England, France, Italy, and the United States. The timeline (Fig. 1) highlights many of the important events of the field, beginning with alcohol prohibition up to the present day.

Social activists such as Carrie Nation and other individuals did a good job of breaking up distilleries and campaigning against “drink”, and gave momentum to the alcohol movement in what I would call the pre-scientific era of alcohol studies. It's largely through these protests that interest in the actual scientific aspects of alcohol gained, in a sense, its power. Now just to put this in perspective, we often think about our own prohibition period from 1920 to 1933 in the United States. But it was not limited to the United States, as much of the world was going through some form of alcohol prohibition.

Here are some examples of prohibition laws (Fig.2). Some of them were very lengthy. Our own, obviously, was thirteen years in length, and the Russian attempt was 11 years. I don’t think they were particularly successful either based on historical accounts even during the periods of so called Prohibition.

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Interestingly enough, the Laboratory of Applied Physiology at Yale University was originally the springboard for what is now the Center of Alcohol Studies (established at Yale), and as you will see, and where I will end our little journey today, the springboard for the National Institute of Alcohol Abuse and Alcoholism (NIAAA), now housed in the National Institutes of Health. What I hope to demonstrate to you today is how the articles in the QJSA and its related publications supported by the efforts at Yale, and ultimately at Rutgers, actually laid the groundwork for what is continuing today as the basic and applied science of alcohol studies.

The Laboratory of Applied Physiology was founded at Yale University in 1920 by Yandell Henderson and Howard Haggard. Both men were physicians. The Laboratory was an outgrowth of the Yale Department of Physiology. Initially, activities in the Laboratory focused on respiratory physiology and toxicology, both in theory and practice. The work of the Laboratory included the effects of poisoning in natural settings, such as how it had been experienced in World War I. The Laboratory had also been engaged in solving the serious problem of control of noxious gases in the Holland Tunnel.

During the early days, Laboratory scientists had little interest in alcohol. However, during the late 1920s, they published a series of papers on the metabolism and physiology of alcohol, funded by small bequests from various sources. It was the publication of these papers that appears to be the spark that ignited interest in alcohol in the Laboratory. During the two decades following the founding of the Laboratory, a number of researchers joined, who can arguably be considered among the founding progenitors of the “science of alcohol studies”.

These investigators included Leon Greenberg, who, along with David Lester, invented the Alcometer, the precursor to modern day Breathalyzer. Greenberg joined the lab in the 1920s as an assistant director. He remained at that lab and moved from Yale to Rutgers when the Center moved in 1962, and remained there until his death in 1973. I had the opportunity to be mentored by Leon Greenberg for a very short period of time. Norman Jolliffe, E.M. Jellinek, and Mark Keller also joined the laboratory during the early years.

The Laboratory gained notoriety for its objective and scientific work on alcohol, and received financial support from such sources as the Carnegie Corporation, which provided funding to the Research Council on Problems of Alcohol. Hence, a number of different benefactors funded Henderson, Haggard, and subsequently Jolliffe and Jellinek to collect and evaluate the known scientific literature on alcohol. No doubt, the early benefactors were motivated, in part, by the consequences of the “grand experiment” of Prohibition and subsequently by concerns about the impact of the collapse of Prohibition as well as the reintroduction of legal alcohol on the American public health. This concern was shared by the United States Congress, which called upon Yandell Henderson to appear in hearings on a number of alcohol-related topics, as they were concerned about the impact of the end of Prohibition on society.

In 1927 or 1928 the Laboratory of Applied Physiology faculty published a series of papers on the metabolism and physiology of alcohol. Henderson and Haggard were the primary authors. In 1937, Dr. Jolliffe received a small grant from the Research Council on Problems of Alcohol, which was not connected with Yale University. Jolliffe hired E.M. Jellinek, and Mark Keller to produce a review of everything that was known about
the scientific nature of alcohol and alcohol studies, including materials published by Henderson and Haggard in the prior decade. They conducted the review, and one of the venues in which they first published the results was the *Quarterly Journal of Studies on Alcohol*, the first journal of its kind in the United States. The review consisted of an evaluation of all the scientific knowledge on alcohol that was known at that time. The Research Council was trying to produce something for their lay members to understand about the actions of alcohol, and they were actually quite disappointed about the lack of information that Jolliffe and Jellinek were able to dig up.

Jellinek was accompanied by Mark Keller for the Research Council’s project, and brought him as his bibliographer to the doorsteps of Yale. *Effects of Alcohol on the Individual* is the title of the volume produced by Jellinek in response to the Research Council’s small grant that contained the larger scope of all of the information he had gathered in his studies, plus a little bit more that he gathered from members of the Laboratory of Applied Physiology (Jellinek, 1942).

![Howard W. Haggard, founder of the Quarterly Journal of Studies on Alcohol](image)

After establishing the *Quarterly Journal*, Haggard appointed Jellinek the managing editor and Mark Keller became the bibliographer. What is interesting about Keller, and I understand why he and Jellinek might have gotten along so well, is that he was, as we would say today, "homeschooled." He confessed to me one day in a moment of probably regretful lucidity that he in fact never had graduated from the eighth grade. Despite their lack of formal credentials, both Jellinek and Keller were brilliant minds.

Ultimately, Keller became editor, succeeding Haggard and Jellinek, and he remained editor from 1959 to 1977, a remarkable stretch of time as journal editorships go. The length of editorship gave him incredible power over shaping what the field looked like by controlling the entry point of scientists to that information.

By 1942 and 1943, Jellinek was drawing accolades, as was the Laboratory of Applied Physiology, for the *Quarterly Journal*. The works going on at the Laboratory were principally being conducted by Haggard, Jellinek, Greenberg, and some others. The *Journal of the American Medical Association* praised not only the work that Jellinek did, but also the concepts that were beginning to emerge, forming the basis of what would become the Center of Alcohol Studies and the alcohol field (Alcohol Problems, 1945). Largely because he was receiving these types of tributes, Jellinek was able to convince Haggard to establish what was called the Section of Alcohol Studies within the Laboratory of Applied Physiology. So, in fact, the Center of Alcohol Studies was preceded by something called the Section of Alcohol Studies, which Jellinek headed until approximately 1948 or 1949. No one can really pinpoint exactly when Jellinek stepped down.

These favorable reviews published in the *JAMA* also gave legitimacy to the field and to the Section of Alcohol Studies (Rotman, 1945). One thing I would point out is the fact that of the 15 or so references in the *JAMA* articles, almost all came from the *Quarterly Journal of Studies on Alcohol*. Hence, the journal was already beginning to shape the thinking of scientists and practitioners in the
field in the early 1940s. There were naysayers as well (for example, "John Barleycorn goes to Yale", The Narcotic Review, 1947).

I think because of the success of the reviews that he received and because of the growing impact of the Quarterly Journal of Studies on Alcohol, Jellinek convinced Haggard to take a chance and begin what was then called the Summer School of Alcohol Studies at Yale University. Its first session was in 1943 and lasted six weeks. The school’s lecture series was based upon the work of Jellinek and the materials in the QJSA. Looking at the cast of characters who taught, as well as their topics, you can see the roots of just about every piece of science that continues to exist today in the alcohol studies field, along with the men and women who shaped the field in its scientific infancy (Abridged lectures, 1943).

Bill W., founder of AA, and Marty Mann were among the first attendees of the school. There was always a close association between the movements involving self-help, AA, and the scientific foundation of alcohol studies. Moreover, the works of the Center and the Journal were spread via the Summer School and influenced the work of the attendees over many decades. To date, over 40,000 individuals have attended the school.

By the 1940s and 1950s, Selden Bacon, a sociologist, had arrived on the scene, along with other sociologists such as Earl Rubington and Robert Straus. They began building a strong base in sociology within the Section of Alcohol Studies. The first rendition of the outline of what was called the Yale Plan on Alcoholism features Haggard as director and Jellinek as co-director of the Section on Alcohol Studies. Other founding members included Greenberg, David Lester, and Giorgio Lolli. They became the fundamental folks who laid the groundwork for much of what goes on in the alcohol and drug abuse field currently.

Also important to note is the fact that about the time the Summer School was founded in 1943, the National Committee for Education on Alcoholism was established by several members of the Section of Alcohol Studies and others. The following year, in 1944, the committee became the National Council on Alcoholism, with Marty Mann as its first director, and it still goes on today as the National Council on Alcohol and Drug Dependence.

By 1947, the Yale Plan on Alcoholism was beginning to get a lot of serious press. It was becoming well known not only in Connecticut, but nationally, largely through the works of spreading the word in the Quarterly Journal of Studies on Alcohol and related publications and during the Summer School sessions.

Jellinek was beginning to develop his seminal notion of the disease concept of alcoholism with a grant that he received in 1946 from Marty Mann and R. Brinkley Smithers. Smithers, as it turns out, himself a recovering alcoholic from a family of recovering alcoholics, became one of the main benefactors of the Center of Alcohol Studies, particularly during the move from Yale to Rutgers in 1962. So there is a tremendous connection throughout history of folks who
really laid the foundation - literally and figuratively - for the study of alcohol problems and the recovery movement. At that point in time, there was virtually no governmental support for alcohol studies. Most funding came from private foundations or small amounts of grants from one organization or another.

Jellinek’s doodle, currently preserved at the CAS Library, showed his first notions of the stages of alcoholism. The actual Disease Concept of Alcoholism book was not published until 1960, long after Jellinek left the Center of Alcohol Studies (Jellinek, 1960). The famous rendition of the stages of alcohol and the typologies of alcoholism were developed with small grants.

The way Jellinek found his subjects was basically to cull out selected individuals from Alcoholics Anonymous and do extensive interviews with them to develop his typologies (Jellinek, 1946). There are subtle and arguably important differences between Jellinek’s original idea and current renditions popularized in NIAAA brochures and in other brochures.

Bunky, as he was called, wasn’t wasting his time. He was working on trying to fundamentally understand the progression of the stages and types of alcoholics. And, he was spreading his view in the growing cadre of scientists and practitioners of the alcohol field. His messages and those of the pioneers were carried largely in the QJSA and its related publications and the Summer School.

Meanwhile, at Yale, Selden Bacon convinced Haggard that they should elevate the status of the Section to that of a Center. As we can figure out, Selden was a better politician than Jellinek. Basically, he forced Jellinek out of the Laboratory of Applied Physiology. Jellinek went off to Texas to try to open up his own branch and had one School of Alcohol Studies there, which apparently lasted exactly that one session. Jellinek then went on to the World Health Organization to become a key player in the world with the information that came from the Center. Even though he left Yale in 1950, he always had a regard and fondness for the Center and remained involved in its activities up to the time of his death. He actually died at his desk in 1963.

At the Laboratory of Applied Physiology, a chart was created to show the missions of the Yale Center of Alcohol Studies—namely, (1) research in physiology, psychology, cultural, legal, education, economics, medical research, (2) publication (the Quarterly Journal of Studies on Alcohol), (3) education (the Summer School of Alcohol Studies, special institutes), (4) therapy, including the launching in 1944 of the first Yale Plan Clinic.
for diagnosis, treatment, research and training with a focus on the delivery of specialized treatment to alcoholics, and (5) special services.

The Yale Plan Clinic was adopted by the state of Connecticut and began proliferating throughout the state. The clinics became the first formal, scientifically-based centers for the treatment of alcoholism in the US.

It is interesting to note that the Yale Plan on Alcoholism is not only what our center does now, but exactly represents the foundation and the mission of NIAAA, founded in 1970. The US government, through the actions of NIAAA, now provides significant grant money for these treatment centers. So, the foundations for the field were really beginning to emerge in the early 1950s. They remained consistent over time and have become the building blocks for the entire field.

Shortly after that period of time, the Center began producing brochures that outlined the real scientific nature of what the Center of Alcohol Studies of Yale was trying to do.

The various roles of the Center of Alcohol Studies were wrapped up in one brochure, featuring Haggard, David Lester (our biochemist and reasonably good baker) preparing some sort of concoction, Vera Efron, who became right hand person to Mark Keller, and Mark Keller himself.

In the picture above, Dave Lester was trying to measure alcohol vapors in human respiration. Nobody up to that point was able to figure out how to do this, but Lester was
pretty clever and reasoned that if you could develop a process for measuring the amount of alcohol vapor in the lungs, you could develop a device for estimating blood alcohol concentration. This process became the basis for the Alcometer, which has evolved to current Breathalyzers, with all their obvious uses both in the laboratory and by law enforcement (Greenberg & Keator, 1941).

In 1950 in the Yale Scientific Magazine, Bob Straus, who moved to the University of Kentucky and also became a member of the Academy of Sciences as a sociologist, published the first public article on the Yale Plan Clinic on Alcoholism (Straus, 1950). If you read his first paragraph carefully, and compare this to the NIAAA mission statement, you will see almost the exact same language. Hence, what the Center established in the 1940s and 1950s was institutionalized at the national level with the formation of NIAAA in 1970.

We didn't stop there. We got out on the public bandwagon and we participated significantly in public information sessions. Bacon and the Center were putting alcoholism on a national stage on par with the critical issues of the day. Many articles appeared with the Center described as a primary source of public health information about alcohol and alcoholism (Bacon, 1958).

In 1951, shortly after the formal emergence of the Center of Alcohol Studies, the president of Yale, Whitney Griswold wanted to purge Yale of all of its applied institutes, even though the same president had approved the Laboratory of Applied Physiology and enthusiastically approved the Section and the Center of Alcohol Studies (Candon, Ward, & Pandina, 2014). The Center held on until 1962, when it was very clear that Yale was no longer going to support its last remaining applied institute. The actual building of the Center of Alcohol Studies and The Laboratory of Applied Physiology was across the quad from Griswold’s office. In fact, even though he wholly endorsed the Center leaving, and wished us well, we later found poison pen letters in our historical collection, in which he attempted to sabotage any movement of the Center of Alcohol Studies from Yale. I assume this was an attempt to make sure that anything he couldn’t have (even though he didn’t want it) would fail.

However, Selden Bacon had friends, such as R. Brinkley Smithers, Marty Mann, and other very important men and women in the National Institute of Mental Health. And at that point in time there was only one person and one desk, literally one desk, devoted to the study of alcoholism at NIMH. They cobbled together a deal with Brinkley Smithers and NIMH to bring the Center of Alcohol Studies from Yale to Rutgers. This deal was finalized in 1962. Mason Gross, then president of Rutgers, was farsighted on his thoughts about the Center of Alcohol Studies and what it could bring to the university. In fact, not only did he provide space based on Brinkley’s large contributions and financial support from NIMH, but as a real dealmaker, he agreed that Rutgers University would provide state support in perpetuity. This meant line support and faculty support for the Center of Alcohol Studies (not only for the professors moving from Yale, but also for their successors) to assure that alcohol studies would always be a part of Rutgers University. By all accounts, this was what allowed the Center to have mainline support and act independently.

The Smithers Building at Rutgers in 1962
(Postcard from Rutgers Center of Alcohol Studies Archive)

The research portfolio of the Center as it moved to Rutgers included basic animal and human research in physiology, psychology, sociology, and genetics. Other prominent
aspects included education and training and documentation services, which included the *Quarterly Journal*. The Summer School also came and held its first Rutgers School in 1962. One thing prominently missing from its portfolio in its move to Rutgers was a focus on therapy and the development of new therapies for alcoholics. That was because those Yale Plan Clinics became the property of the state of Connecticut. Also, by that time, many other places, including Hazelden, were beginning to develop their own models based on the Yale model, so there was a proliferation of these types of programs based on the original work of the Center and AA. Interestingly enough, in one of my iterations as director, I was able to obtain university support to reestablish our clinical programs at the Center, and we now have the last piece of the Yale puzzle back within our own Center.

Mark Keller was, by all accounts, instrumental in moving the Center to Rutgers. In all likelihood, he, who was in charge of the Journal and documentation services, probably decided everything should rotate around the journal. By 1962, the Center library contained virtually the entire work on alcohol: 6,000 scientific volumes and 20,000 items in total.

The Smithers Building at Rutgers in 2014
*(Photo from Rutgers Center of Alcohol Studies)*

The above picture is what we look like now. Trees got bigger; my office is off in the corner. You will also notice another building behind ours, which became one of the founding blocks of the neuroscience campus at the university. In fact, our building, which was built in 1964, was the third building ever built on the science campus, and was thought to be one of the building blocks, along with Nelson Biology and the Waksman Institute.

These buildings were all placed there in hopes that they would become the catalyst for a new wave of scientific investigation at Rutgers University. In subsequent years, we received other grants, support, and gifts from the Brinkley and Adele Smithers family to build a second building, which houses not only our library facilities, our information services, and our clinical divisions, but also a number of other laboratories in neuroscience.

The culmination of these early activities of the Laboratory of Applied Physiology is clearly etched into history on the 812 pages of the first volume of the *Quarterly Journal of Studies on Alcohol* published in 1940 and 1941. The 34 articles published in that first volume span biomedical, psychological, and sociological knowledge about alcohol, and arguably laid the foundation of the modern science of alcohol studies in the United States.

*The cover of the first issue of the QJSA with table of contents.*

In this inaugural volume of the *Quarterly Journal*, the foundation of a center and a field
was, in keeping with our chicken and egg theme of this talk, “hatched”. The journal published not only the outstanding contributions in the field, but probably the only contributions, at least in the United States. It reads like a Who’s Who of alcohol research. Our editorial board consisted of most of the scientists working in the alcohol field at that time. This listing does not include some truly seminal work being done in Europe (e.g., E.M. Widmark). In a way, the fact that the field of alcohol studies has bourgeoned from those few pages published in Volume 1 to its current status is a testament to the vision of those individuals who launched that early venture. It is also a testament to the now thousands of scientists and practitioners who have devoted themselves to accumulating and disseminating biomedical, psychological, and sociocultural information and who actively apply that information to treatment, prevention, and social policy development.

Alcohol and Drugs, Volume 75 Supplement 17), to mark the occasion of the 75th anniversary of the first volume of the Quarterly Journal. We look back on the evolution and status of science, or perhaps more accurately, the sciences of alcohol studies, through the lens of seminal materials published in the Quarterly Journal of Alcohol Studies and its successors, the Journal of Studies on Alcohol and the Journal of Studies on Alcohol and Drugs.

One of the benchmarks related to Mark Keller was the organization of the existing alcohol information (in an era predating computers) on punch cards, known as the CAAAL system (Keller, Efron, & Jellinek, 1965). Up until the time of faster computers in the 1970s, you could not conduct a search more quickly than by using these punch cards. We still have this collection preserved; it’s really pretty fascinating, and it just goes to show you the depth of Keller’s thinking about alcohol.

At this point in time, from about 1962 up to about 1975, no other journals were devoted to publishing alcohol-related materials and few other journals published alcohol-related research. Keller abstracted the totality of the alcohol literature and
Included it in the CAAAL directory, not only from materials in the Quarterly Journal, but from all sources. These abstracts were also included in the companion volume (part B) of the Quarterly Journal. Keller obtained substantial support from NIAAA until 1983 to continue with the process of abstracting and documenting the literature. This also gave Keller and the Center incredible influence on shaping the field. By 1950, there were 60 CAAAL repositories in twenty-six countries in the world.

In 1968, Keller published the first Dictionary of Words on Alcohol, the first formalization of every single word that he could find in any language that had to do with alcohol in any way, shape, or form. Included in this were brief bibliographies that quote famous founding fathers on alcohol (Keller, 1968). So by doing this and proliferating this around the world, he basically established the lexicon and the template for understanding alcohol and alcohol use.

The journal has gone through many iterations. We went from the Quarterly Journal, which was published quarterly, to the Journal of Studies on Alcohol in 1975, which was, up until about 1983, published in two different versions. One version contained original articles, and the second, called Part B, included all the abstracts of published and unpublished alcohol literature. These were not author summaries, but they were written by our scientists, our “savant monks” in the basement. We had at least ten or fifteen of them that sat there (I think they had quill pens and those little hats and everything), and actually read the articles, and would argue about their proper summaries. Now, think about what that means, besides the craziness of the work of it all in the context of this computer world we live in now. What it really did was give control to the Center of Alcohol Studies over the information flow of alcohol science before it got out to the rest of the world.

And we are now the Journal of Studies on Alcohol and Drugs. I was brought to the Center from Vermont to move the Center in the direction of drugs other than alcohol. Most of my fundamental research was done with marijuana. I’m the guy who actually helped synthesize THC. I did most of the original research in animal models and then human models of tetrahydrocannabinol, which is the active component in marijuana. I was brought to the Center to help move them into areas other than alcohol. My own path to the Center is a curious one and subject for another time.

Currently, at least half of the Center’s support comes from the National Institute on Drug Abuse and the other half from The National Institute on Alcohol Abuse and Alcoholism as well as foundation grants.

See below the history of addiction journals (Fig. 3). Notice that up until 1963, there was virtually nothing but the Quarterly Journal of Studies on Alcohol. These charts give you an idea about the proliferation of addiction journals both in English and in non-English titles. Even with the foundation of NIAAA, the Quarterly Journal was the dominant outlet for alcohol literature until about 1970.

It wasn’t until almost the 1980s before a massive increase in the number of journals that focused on addiction, and which included alcohol and other drugs. In addition, we begin to see disciplinary journals willing to publish articles about alcohol and other drugs for the first time. In the “old days” (pre-NIAAA), a scientist had to be virtually brilliant and have an actual brilliant breakthrough to expect that a disciplinary journal, whether it be a psychology journal, or a medical journal, or the journal Science or Nature, would touch an article that had anything to do with alcohol or drugs.
Again, up until the time of the 1970s and early 1980s, the *Journal* was having tremendous influence as the principal, if not sole, outlet for alcohol research. Likewise, the Center exerted influence over alcohol research, not only because of the work of its faculty, but also many of the students. These students became fundamental scientists in the field. Trained at the Center of Alcohol Studies, they went on to become primary alcohol researchers from the Center to other institutions. Also, up to the 1970s, we were one of the only multidisciplinary alcohol research centers in the country.

Tony Carpenter became director after Selden Bacon retired from the Center in 1975. Below is a photo from Selden’s retirement party. Tony is standing there with Mark Keller, and that handsome fellow in the photo is Edward Kennedy. The man you can barely see in the background is Harrison Williams of Abscam fame.

What’s the significance of these folks? Well, there came a time in the late 1960s and early 1970s when Selden Bacon, Tony Carpenter, and others decided they would try to influence the federal government to develop a research institute on par with the other research institutes of National Institutes of Health in order to establish the legitimacy of the science of alcohol studies. And their partner in that effort was the National Council on Alcoholism. NCA represented the lay arm of the alcohol movement, the arm of recovering people, many of them financially well-off, successful, recovering alcoholics. Together, they worked to convince three important politicians in different ways to establish legislation to create NIAAA. One was Harrison Williams, himself a recovering alcoholic with bouts of depression. The others were Howard Hughes, a recovering alcoholic from Iowa, who also...
suffered from depression, and Edward Kennedy. Kennedy was very much interested in developing parity for mental health and alcohol and drug dependence in terms of the health care system. Our Center, along with these allies, was able to influence the Senate and the House to pass legislation which established the National Institute on Alcohol Abuse and Alcoholism. Hence, in December 1970, the NIAAA was established under authority of the Comprehensive Alcohol Abuse and Alcoholism Prevention Act.

In May of 1974, NIAAA and the newly created National Institute on Drug Abuse, along with NIMH, were cobbled together in something called the Alcohol Drug Abuse and Mental Health Administration, which represented the whole spectrum of interrelated disorders. Note, however, this administrative entity was still separate from NIH structures. And all along, the Center of Alcohol Studies, born at Yale and residing at Rutgers, was right in the midst of the development of those efforts which led to NIAAA.

In 1976, the authority of NIAAA was expanded and given additional funding from the Senate to establish Centers of Excellence for Research on Alcohol across the country. CAS was also instrumental in obtaining these resources. As a result of that legislation, over about a two- to three-year cycle, nine other research institutes were established focusing principally on research, both biomedical and psychosocial. All sponsored by the National Institute on Alcohol Abuse and Alcoholism, these cloned at least some of the functions of the Center of Alcohol Studies around the country.

We have transitioned into a new and very interesting era in alcohol and drug studies, as well as mental health studies in general. NIAAA, the National Institute on Drug Abuse and NIMH have been reunited with sister institutes in the NIH. What was the vision statement and mission of the newly born NIAAA? It was of course to increase the understanding of normal and abnormal biological functions related to alcohol use. This vision comes right out of the mission statements of the Center of Alcohol Studies in the 1940s and 1950s. Also included in the NIAAA mission statement was improving the diagnosis, prevention, and treatment of alcohol disorders, and enhancing the quality of healthcare. The foundations for all of these things were laid out in the original Yale plan, dating all the way back to the 1940s and 1950s.

With the establishment of NIAAA, the ideas expressed in our mission statement received formal recognition and governmental support. This led to the current state of affairs, in which the importance of alcohol research for a scientific and applied approach toward prevention and treatment is understood, along with analysis of the healthcare policy, and incorporation of treatment for alcohol and drug dependence.

NIAAA's research initiatives:
- Basic Research on Medications Development for Alcohol-Use Disorders
- Genetic Studies of Vulnerability to Alcohol
- Mechanisms and Markers of Alcohol-Induced Organ Damage and Organ Protection
- Behavioral and Genetic Risk Factors for Alcoholism
- Long-term, Community-Based Prevention of Alcohol Problems at Specific Life Stages: Underage Populations and the Elderly
- Identifying the Neuroscientific Basis of Alcohol-Related Behaviors
- Multi-site, Collaborative Initiative on Fetal Alcohol Syndrome, Women, HIV/AIDS, and Alcohol
- Disparities in Adverse and Beneficial Effects of Alcohol
- Advancing Behavioral Therapies for Alcoholism
- Training the Next Generation of Investigators

Above, you can see the NIAAA research initiatives (NIAAA, 2004). Looking closely,
you will find that every single one of them was something that was done at the Center of Alcohol Studies and is currently being done at the Center, dating all the way back to the eras of the 1930s and 1940s.

Another piece of this puzzle was the establishment of the Research Society on Alcoholism in 1977 (which also publishes a journal). Every significant field needs its own society. Most of the founding members of the Research Society on Alcoholism were students of CAS faculty, including people like Ed Riley and Carrie Randall, both of whom served terms as its president, as have other CAS faculty such as Barbara McCrady.

So, this is the kind of thing that I thought was fascinating to think about and share with you-- not only how CAS has influenced the alcohol field, and how its efforts have given birth to the field we have right now, but also as a kind of case study. Obviously, neuroscientists aren’t schooled in case study methodology, but we are good observers. What I have tried to portray to you today is the case study of how a single institute with a single purpose, growing from some very, very different roots, had the capacity to shape a field for a period of over 75 years, and established the science that we all do today. The field has expanded well beyond the foundations laid by the Laboratory of Applied Physiology, the Section of Alcohol Studies, and the Yale Center of Alcohol Studies. The Rutgers Center is still a vital part of the field, but only a part. Nonetheless, no field should forget its roots, and hopefully talks like this will keep our curious history alive.

References

Abridged lectures of the first (1943) Summer Course on Alcohol Studies at Yale University. (1944). New Haven: Journal of Studies on Alcohol.


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This paper presents a brief history of the first Summer School of Alcohol Studies (est. 1943) at Yale. It highlights changes in the School over time as well as significant factors (e.g., curriculum, faculty, format, interactions), and points out how these elements contributed to the School's success at Rutgers. Major issues in the field and their impact on the Schools and other programs conducted by the Center’s Education and Training Division are also discussed.
Though I’ve tried to present the information on the Summer School of Alcohol Studies, and its evolving into the School of Alcohol and Drug Studies, and the other programs that were developed by the Center of Alcohol Studies’ Education and Training Division in an objective manner, I must admit that my dedication and love for the School comes through on occasion. Since directing the School was my life’s work, the positive feeling that permeates this paper is natural and, hopefully, understood by the reader.

History

The first Summer School of Alcohol Studies, directed by E. M. Jellinek, was held in 1943 at Yale University. The curriculum was determined by the faculty of the Section of Alcohol Studies in the Laboratory of Applied Physiology, which was directed by Howard Haggard with Leon A. Greenberg as the co-director. As the Section of Alcohol Studies expanded to include sociologists, psychologists, educators, economists, and psychiatrists, it evolved into the present Center of Alcohol Studies. Since the faculty members were part of the small number of researchers who were interested in alcohol studies at that time, they collaborated with members of the larger community (e.g., Alcoholics Anonymous, alcohol beverage industry representatives, clergy, criminal justice, education, medicine, Women’s Christian Temperance Union, etc.). The photo of the Class of 1943 shows representatives of the disciplines and organizations that participated in the School. Though more than 250 individuals applied to attend the first School, only 80 could be accepted due to the size of the facility. The 1943 School covered the important topics of the time, including problem drinking and alcoholism, the role of alcohol in society, laws related to alcohol availability, etc.

Though the key individuals who designed and implemented the School were Yale faculty members, it should be noted that Yale University probably did not provide financial backing for the School. None of the folks who came down from Yale University to Rutgers University ever mentioned that they had asked Yale for financial support or had expected it. Though they also never explained their rationale for setting the School up as a self-supporting entity, the lack of financial backing from the University might have been their motivation for doing so.

On a related matter, Selden Bacon, John Anthony Carpenter, Leon Greenberg, and David Lester, the four faculty members who came to Rutgers University from Yale University, and Mark Keller, the Quarterly Journal of Studies on Alcohol editor, often spoke of their early gatherings with their peers to discuss alcohol issues. It always seemed as if the time spent discussing, studying, and researching alcohol was in addition to their Yale faculty duties. If this was the case, it appears that Yale wasn’t interested in having a faculty group focus on alcohol, which would imply that the administration didn’t change their feeling over time. Yale’s negative position on having a section/center devoted to alcohol in their midst must have existed from the 1940s through the early 1960s, when the Center left Yale University to move to Rutgers, The State University of New Jersey. This line of thinking brings one to the conclusion that the Center’s
departure from Yale was an event that was predetermined to happen at some point.

Though it’s unclear how Yale University felt about the first Summer School of Alcohol Studies and subsequent Schools, in 1979, the Consultants on Alcoholism for Communities (CADC) Newsletter included an article titled “The Grand-Daddy of Them All: SSAS.” Significant factors in the School’s design accounted for its status and for the growth it experienced over time: curriculum, format, faculty, students, interaction between faculty and students, discussions between students from one area of the country with students from other areas, the combining of students of various disciplines in the courses, and the School’s spirit.

Curriculum

The Yale faculty and researchers who were interested in alcohol issues determined the topics that were covered at the first Summer School of Alcohol Studies. The School’s content reflected the faculty’s research interests, the published research studies on alcohol/alcoholism, and the events of the time (e.g., Repeal of Prohibition in 1933, founding of Alcoholics Anonymous in 1935, etc.). They also considered topics that would interest a wide and varied participation in the School. Three lectures that were open to the public were “Alcoholism as a Public Health Problem” by Lawrence Kolb, M.D., “Alcoholism as a Biological Problem” by Howard W. Haggard, M.D., and “Penal System Versus Medical Care of Alcoholics” by Austin H. MacCormick, Sc.D.

Eight courses of study, which were subdivided into segments, served as the School’s framework in 1943. The eight courses of study included an introductory course; psychological aspects; alcohol and traffic; personality, constitution and alcohol; statistics of the alcohol problem, social measures in the prevention of inebriety, legislative control of the alcoholic beverage trade, and religion and the prevention and treatment of alcoholism. The topics were split into a number of lectures. The lecturers included Leon Greenberg, Ph.D., a Yale faculty member who moved with the Center to Rutgers, E.M. Jellinek, Sc.D., the Director of the School of Alcohol Studies, Norm Jolliffe, Sc.D., an Associate Professor of Medicine at New York University, Giorgio Lolli, M.D., a research assistant in Applied Physiology at Yale University, Rev. Francis McPeek, the Executive Director of Social Welfare, Federation of Churches, Washington, D.C., Anne Roe, Ph.D., Secretary, Psychological Section, New York Academy of Science, Harry M. Tiebout, M.D., Physician-in-charge, Blythewood Sanitarium, and William Wilson, Director, Alcoholics Anonymous. (Note: William Wilson used his full name when he taught at the first School; as time went on; he used William W., then Bill W., as he is known today.) Though there were many other lecturers, these individuals were selected because they represented the diversity of faculty backgrounds at the 1943 School. This diversity was maintained throughout the years of the School.

In the first year of the School, the participants received 102 hours of lectures and 62 hours of seminar studies. As the School grew, the curriculum expanded to include more than 100 courses; many of the courses were targeted to specific populations (e.g., criminal justice, physicians, educators, members of the clergy, etc.).

Format

The first School of Alcohol Studies was six weeks long; in addition to the courses that were conducted, significant time was available for discussion. As time went by, courses on specific topics (e.g., “Medical Aspects of Alcohol for Physicians”) were added to the School.

The School continued to grow at Yale and was considered an important educational resource for individuals in the alcohol field. To expand the School into other areas of the country, the faculty conducted a pilot school in Texas, which was called the Yale Institute of Alcohol Studies. Under the direction of E.M. Jellinek, the program was jointly conducted by the Yale Center of Alcohol Studies and Texas Christian University. Wayne Womer, an
alumnus of the School, lectured at the Summer School’s closing banquet at Rutgers for many years, as he was the Secretary for the School’s Alumni Association. He shared the fact that the Texas pilot didn’t work out as well as hoped because segregation was still very much a part of the south. Based on race, faculty members and students were forced to sleep and eat in different locations. Since one of the significant factors of the School was that faculty and students interacted in the dining halls and were also lodged in the same buildings, the separation by race had a negative impact on the pilot program. The Institute in Texas was only conducted once per Wayne Womer’s comments. [However, the Education and Training Division of the Center in the 1980s, 1990s, and 2000s acknowledged the importance of our global society, especially related to the issues discussed at the School, and conducted a School in Israel and one in Denmark. The Division also partnered with Hazelden to conduct a second School in Denmark and one in Australia.]

By this time, the School’s format was predominantly courses, which were supplemented by lectures. In the mid-1970s, special interest seminars were added to the format so that participants could take a short course (i.e., one and one-half hours to six hours in an area of interest). Other educational programs were developed in the

The Section on Alcohol Studies evolved into the Center of Alcohol Studies, which moved from Yale University to Rutgers University in 1962. The four Yale faculty members (i.e., Selden Bacon, John Anthony Carpenter, Leon A. Greenberg, and David Lester) who came to Rutgers moved into a temporary building in New Brunswick, NJ. They were joined by Mark Keller, who was the editor of the Quarterly Journal of Studies on Alcohol, a research and scientific journal that was first published by the Center in the early 1940s. [The Quarterly Journal of Studies on Alcohol evolved into the Journal of Studies on Alcohol, and then into the Journal of Studies on Alcohol and Drugs, which is still published by the Center today.] Selden Bacon was the Center’s director when it arrived at Rutgers in 1962. The Summer School of Alcohol Studies, which was conducted for the first time at Rutgers University in 1963, was three weeks in length. Raymond McCarthy, the Director of Education and Training at the Center of Alcohol Studies, was also a faculty member of the School. Milton Maxwell, Ph.D. was recruited from Washington State University and joined the Center's faculty in 1965 as the Director of the School. Milt also served as a Class A (non-alcoholic) Trustee of Alcoholics Anonymous and became Chairman of AA's General Service Board from 1971-1978.
same format by the Center’s Education and Training Division. A one week Alumni Institute evolved into the Advanced School of Alcohol Studies. In the mid-1970’s, the Center joined forces with the New Jersey Division of Alcoholism to conduct the New Jersey School of Alcohol Studies. Participants at the New Jersey School networked with colleagues and leaders in the field in the state. Though the New Jersey School successfully facilitated interaction among professionals in the field in New Jersey, it was felt that the program needed a broader perspective and input from individuals from other states and countries. To accomplish this, the New Jersey School became the Institute of Alcohol Studies.

The three-week School continued and the time frame of that program allowed for the development of strong friendships and partnerships with people in the field from various parts of the country as well as other countries. The one-week schools met many educational needs and also fostered collegial relationships.

From the mid-1970s to the mid-1980s, all the educational programs conducted by the Center of Alcohol Studies flourished. The three-week school and the one-week programs were each capped at 600 because of space limitations. During a summer, in addition to the three-week School of Alcohol Studies, two one-week programs were conducted. It was possible for 1800 participants to attend programs in a given summer during this period of time. This changed in the mid-1980s and the high number of 600 per program decreased to around 300, due to the events in the field at the time. Twenty-eight day residential treatment changed in the U.S. as managed care began to set shorter time limits for treatment. This forced many treatment facilities to reduce the number of days in their residential treatment program and/or modify residential treatment to intensive outpatient and/or out-patient, causing a reduction in staff needed at the facility. Many treatment facilities closed or changed their focus during this time.

Another significant factor was that states didn’t want to pay for out-of-state training and travel. One example of this follows: on a Friday before the School, I received a call from a representative of a State that had sent many students to the School for years. He stated that they wouldn’t pay for the more than 50 individuals who were registered to attend the School, which was opening on Sunday. The loss of this large group in the School’s enrollment negatively impacted on classes; for example, a class that had 15 enrolled on Friday morning wound up with one student when it began on Monday. A financial impact was felt as well as the School was obligated to pay for services that were under contract.

As state budgets tightened, fewer individuals were supported to attend the School, which was out-of-state. Many of the folks who wanted to attend took vacation time and paid their own way, which kept many states represented at the School. However, as time went on, other schools were established throughout the country, making it easier for folks to receive training without traveling to Rutgers.

The field felt that alcoholism/drug counselors should have certification to be considered professionals. This goal was important as it legitimized the work that many recovering individuals were doing to help others. Though the movement was applauded nationally, national certification requirements didn’t evolve. States were left to decide how many hours in course work was required, what course work would be mandated, and what if any tests would be given to assure that the individuals had mastered the course content. In addition to courses, practical experience was required; the number of hours in practical experience also varied from state to state. Certification set the stage for many individuals to become certified; unfortunately, the certification was tied to the state in which the person lived and worked at the time, which became a factor in where an individual received their training and practicum.
The three-week Summer School of Alcohol Studies was modified into a two-week school to accommodate the amount of time that was possible for those who needed the educational program and were taking their two-week vacation to attend; getting three consecutive weeks off from work just wasn’t possible. Note: Not getting time off from work at a treatment facility was a significant change in the field; prior to this, treatment facilities were anxious for their employees to receive training at the Center’s programs. As financial situations changed, many employers also stopped paying for educational programs for their employees. This factor, plus the other circumstances described above, caused the two-week school to become a one-week school; other Center one-week programs were eliminated, as enrollment had decreased in them as well.

In addition to the time frame of the School, the title of the School changed to School of Alcohol and Drug Studies, as this better represented the expanded focus of the School; other program titles were modified as well to include “and Drug Studies.” In addition to more accurately representing the School’s focus, this decision was in line with what the field wanted. Since many counselors worked in facilities that treated both alcohol and drug dependent individuals, it was important that they attend a School that met their needs. One large agency that sent many individuals to the School met with me and said that they would have had difficulty continuing to send individuals if the School’s name hadn’t changed to include “drug studies.” In many ways, changing the School’s title to include drugs made ultimate sense and would be something I’d support again. The only downside to this change arose from the politics of the time, which supported the War on Drugs, which focused on illegal street drugs and didn’t target over-the-counter substances and alcohol. Since drug users at that time were considered criminals by many, combining alcohol and drugs grouped alcoholics and addicts under the same umbrella, which dismayed some in the field.

Faculty
The faculty of the first Schools represented the individuals in the forefront of the emerging alcohol field. Lectures by Selden Bacon, E.M. Jellinek, Bill W., Marty Mann, Ray McCarthy and others were offered.

Faculty at the First Summer School in 1943
(Yale, 1943)

As time went by, other leaders emerged in the field and also came to teach at the School. Vernon Johnson, co-founder of the Johnson Institute, was responsible for refining and implementing intervention as we know it today; Vern wrote I’ll Quit Tomorrow. He taught at the School for many years. Daniel Anderson, Ph.D., taught at the School for more than 30 years; Dan was known for his work in designing the Minnesota Model and spreading the concept to other treatment facilities (e.g., Betty Ford Center) throughout the world. As President of Hazelden from 1971-1986, Dan always had one of his colleagues from Hazelden accompany him to the School as a participant. Rev. Gordon Grimm, Hazelden’s
first full time Chaplain, was brought to the School as a participant by Dan and then returned to offer courses at the School. Damian McElrath, Ph.D., was also introduced to the School by Dan and instructed courses himself for years. As time went by, Damian lectured in courses offered by Craig Nakken, who also hailed from Minnesota; Craig’s book, *The Addictive Personality: Understanding the Addictive Process and Compulsive Behaviour*, made a significant impact on the field.

In addition to the faculty growing as described above, many individuals from a variety of disciplines taught and lectured at the School for long periods of time. Mrs. Geraldine Delaney, the founder and Executive Director for 50 years of Little Hill Foundation-Alina Lodge, a long term treatment facility for “the reluctant to recover” as she described the Lodge, often came to lecture as did Dr. Stanley Gitlow. Dr. Gitlow, an addiction pioneer who participated in ASAM’s founding and served as the ASAM President during his career, is Professor Emeritus of Medicine at Mt. Sinai School of Medicine. Dr. Mark Gold, an addiction expert, Dizney Eminent Scholar, Distinguished Professor, and Chair of the Department of Psychiatry at the University of Florida’s School of Medicine, presented his state of the art research at the School. Ernest Kurtz, author of *Not God: A History of Alcoholics Anonymous*, taught and lectured at the School for many years. William White, author of *Slaying the Dragon: The History of Addiction Treatment and Recovery in America*, offered two lectures on the opening Sunday of the School for many years. Janet Woititz, Ed. D., a pioneer in the Adult Children of Alcoholics movement, a counselor; and a best-selling author who was on the New York Times best seller list for over a year with her first book, *Adult Children of Alcoholics*, also taught at the School. Edith Lisansky Gomberg, Ph.D., who was a Research Associate at the Center when it was at Yale University, taught at the School for 15 years (1962-1977). Sheila Blume, M.D., who attended the School as a student in the “Medical Aspects” course, returned to lecture every year for close to 50 years. Sheila was Commissioner of New York State’s Division of Alcohol/Alcoholism, the Medical Director of South Oaks Hospital, and a President of ASAM. Sheila’s lectures were on addiction and women and also pathological gambling.

The examples of instructors and lecturers are offered to show that in addition to the Center faculty, the most respected and well-known leaders and researchers came to the School to instruct those new to the field. Other instructors and lecturers also enjoyed presenting at the School and were pleased to be able to list their involvement on their Curriculum Vita. As the Center itself expanded, many faculty members played a role in the School. Robert J. Pandina, the current Director of the Center, taught courses at the School for years, as did Helene Raskin White. Larissa Pohorecky, John Brick, and Suchismita Ray also offered courses at the School, as did I. Peter Nathan, who was the Center’s Director after John Anthony Carpenter, attended many of the School’s events. Barbara McCrady lectured at the School and co-authored a Center pamphlet, *Employee Assistance: Policies and Programs*, with me. Marsha Bates presented seminars as did Elizabeth Epstein and Jennifer Buckman. James Lagenbucher wrote a Fact Sheet for the Center’s Education and Training Division.

Many other individuals instructed courses at the School over the years. Patricia Burke, Bruce Carruth, Jane Nakken, who was originally brought to the School by Dan Anderson, Patricia and Fred Reihl of Freedom House, Bette Ann Weinstein and James Emmert. John Wolfe, M.D. designed and taught a medical course for those without a medical background. Still teaching courses today are Kathy Bedard, Ray Dreitlein, Bill Kane, John Kriger, Robert Lynn, Diane Rullo, Mel Sandler, Jack Schibik, Paula Toynont, Mark Wallen, Richard Talty, Ellen Egan, Alan Lyme, Alvin Taylor, Thomas Legere, and David Anderson. Megan Sullivan has also been teaching at the School for a time. I’m happy to highlight Megan as she was a student at the School some years ago. Though Megan’s not the first student who became one of the instructors after her
career was underway, she’s a wonderful testament to the School’s education. Frank Greenagel is another example of a student at the School who became one of the instructors; today, Frank works in the Alcohol and Drug Assistance Program for students at Rutgers. Lisa Laitman, another School instructor for years, is Director of the ADAP program. As an attendee of this year’s Recovery Graduation, I can attest to the wonderful work of the ADAP program and the importance of it to the recovering students and their families. As time goes by, new instructors will join the School’s ranks; some will be Center faculty, some will be national and/or state figures in the field, and some will have been students who were motivated to join the field to make their mark.

After Ronald Lester, who was the School’s director following Milton Maxwell, left the Center, I began directing the School in 1980. It was important to me that a policy be established and distributed to all faculty and lecturers that set a specific set amount to instruct a course or a lecture. When speaking to Janet Woititz, Ed.D., after the policy was distributed, she said that she was fine with the remuneration being set for specific tasks. I told her that I was happy that she was still willing to present at the School, as I knew that she was in demand all over the country. She responded that the School had been the first academic institution that had asked her to present her work with adult children of alcoholics to individuals in the field. Since teaching others would make a difference in the lives of children of alcoholics, she would always be willing to teach at the School ahead of other places that wished to engage her, even though they offered her more money. Other faculty members voiced similar sentiments; many also indicated that their role in the field was due at least in part to their participation and teaching at the School.

When the New Jersey Lawyers Assistance Program (NJLAP) was founded in 1994, Bill Kane, Esq., an instructor at the School and many other Center programs for many years, became its Director. As the NJLAP grew and expanded to include the New Jersey Judges Assistance Program, which Bill also directs, every new employee attended the School. In private correspondence, Bill noted that “the training of their entire staff contributed to their goal of delivering highest quality help to colleagues in the legal profession.”

Students

Students came to the School from throughout the United States, Canada, and about 40 other countries. The participants were from many disciplines and various backgrounds. For some, the School expanded and re-confirmed their knowledge; for others, the School was the beginning of their career in the field; for others, the School changed their lives. R. Brinkley Smithers is one individual who always said that the School changed the focus of his life; after attending the School, he made the alcohol studies field his life’s work.

After attending the School, a group of participants from Denmark decided that their country needed treatment facilities based on what they had learned. They returned to Denmark and opened two major treatment facilities. The first international School that was conducted by the Center in Denmark was designed to train those working in the new treatment facilities and also in other agencies in Denmark.

Most leaders of the field and government and voluntary agencies in the U.S. attended the School. As the field became more sophisticated, other schools were founded. Many were modeled after the Yale-Rutgers School, though some created their own format and/or special focus.
Interaction between Faculty and Students

One of the highlights of participating in the School was the interaction between the faculty and the students. By design, the School was set in a location that facilitated faculty and student interaction. Both groups ate in the same dining room and were housed in the same dorms on campus. The faculty attended the same events as the participants, which meant that discussion was always lively. This can be demonstrated best by the agencies and organizations that were founded at the School. In 1944, when Marty Mann was a student, she spent time with the faculty (i.e., Selden Bacon, Mark Keller, Bill W.).

Their discussions focused on the need to educate people on the disease of alcoholism. This group founded the National Committee for Education on Alcoholism, which became the National Council on Alcoholism. Marty Mann worked at the Center of Alcohol Studies for about five years after the founding of NCA.

After attending the School, R. Brinkley Smithers decided that he would use his family’s charitable foundation, as well as his own resources, to concentrate on the disease of alcoholism. One of his first efforts to spread the word that alcoholism was a disease was to support moving Marty Mann and the National Council on Alcoholism into offices in New York. The National Council on Alcoholism evolved into the National Council on Alcoholism and Drug Dependence, which is still in existence today.

R. Brinkley Smithers was also instrumental in helping the Center of Alcohol Studies move from Yale University to Rutgers, The State University of New Jersey. Brink personally contributed funds to constructing the building that would house the Center at Rutgers and also had the Christopher D. Smithers Foundation contribute to the building’s construction as well.

As the Center grew beyond the building’s capacity, R. Brinkley Smithers and Adele Smithers donated funds to expand the building. Brink also provided scholarships to the School so that others could attend; he also supported the participation of the first Soviet narcologists at the School.

The Rev. David Works attended the School in 1951; upon his return to New Hampshire, he founded the North Conway Institute, which organized a statewide seminar to educate clergy on the disease of alcoholism. For many years, David held conferences and seminars in North Conway, NH. The National Black Alcoholism Council, Inc., now the National Black Alcoholism and Addiction Council, Inc., held some of its first meetings at the School. Dana Finnegan, Ph.D. and Emily McNally, Ph.D. founded the National Association of Lesbian and Gay Addiction Professionals at the School in 1979.
Other collaborations were also solidified at the School.

**Discussion between Students**

Throughout my years directing the School, it was always apparent how important the discussions between the students were. To make sure that everyone felt comfortable chatting with other students and faculty, I would ask that we all use first names during the School, so that positions and titles didn’t get in the way of our communication. After making that statement, I would ask each participant to turn to each side and/or their front and back to meet others that were participating in the School. I also asked them to find out where the individuals were from and what they did back home. Before leaving the lecture hall, I would challenge the students to meet as many people as possible, as the richness of their experience at the School would depend on their interactions and discussions with other students and members of the faculty. The interchange between the faculty and the participants continued outside the lecture hall where fruit, cookies, and soft drinks were served. Lively discussions followed throughout the School in classes, seminars, the cafeteria, etc.

The structure of the School also facilitated participants to get to know others. Since everyone took three classes each day, it was easy to meet fellow students in class. When the last morning class was over, the classmates would walk to lunch and often sit together discussing the class that just finished. Following the afternoon class, special interest seminars were scheduled. Since those attending a special interest seminar were interested in the topic, just as with those attending a class, they presented an additional opportunity to meet other participants who had similar interests.

Having the School in an academic institution also made discussion easier, as the academic environment provided an open atmosphere in which to ask questions or discuss topics that might be uncomfortable in other locations. For example, in the early days of my directing the School, some individuals in the field thought that only those who were recovering alcoholics would be successful alcoholism counselors and others felt that a degree in counseling would make a counselor just as effective. Many discussions focused on this issue; other current, and often controversial, topics were also discussed. The issue of whether an individual might be able to learn to drink socially after the person had been diagnosed as an alcoholic was discussed, as was the issue of whether treatment could be matched to a person. The issue of whether alcoholics and drug addicts would benefit from the same treatment protocols or if each dependency required their own treatment was also discussed. Length of stay and evaluation of treatment were also discussed. Though these issues might have caused problems if they were discussed in other locations, the discussions of these topics at the School helped the participants understand both sides, which enabled them to effectively articulate their personal position on a topic.

**Students of Different Disciplines in the Courses**

The School encouraged people to take courses in topics in their field as well as courses that were of interest to them. This produced a class that was often mixed with those of one field (e.g., criminal justice) with individuals who were there to expand their understanding of how and why particular programs and strategies came about and were implemented (e.g., representatives of the military). Though medical students took
the course specifically designed for them by Dr. Mark Wallen, they also selected another course which was often not connected to the medical field. After the School, the medical students would write evaluation letters to the Scaife Family Foundation, which supported their scholarships, detailing what they thought about the School. In addition to saying that they received more information on alcohol and drugs than they had gotten to date in medical school, they shared that they were more comfortable with the prospect of treating alcoholic patients in the future.

Part of the course for medical students, instructed by Dr. Mark Wallen, included a one-day trip to a treatment facility. The medical students commented on how important this experience was to them. They also noted that they had benefited greatly by taking a course that was outside medicine, as they had a chance to discuss topics with individuals from different backgrounds (e.g., education, criminal justice, treatment, etc.) in the field.

Spirit

The spirit of the School is perhaps the most significant factor which made the program so successful. At the same time, it's the most difficult to quantify. It was felt by all who were a part of the School; that is, administration, faculty, students, and staff. It was also felt by the Rutgers University community, as members would often come up to me and ask what was going on, as the campus was more lively and more friendly in the summer when the School and our programs were in session. The students talked to each other and the faculty; they also said “good morning” and/or smiled a greeting to those who passed by.

Faculty would share that coming to the School to teach was a highlight of the year for them as they received as much, if not more, than they felt they gave. The spirit of comradery combined with an immersion in evolving aspects of the field gave the faculty a sense of renewal. At the opening of the School, a returning student would help those who had never attended a School. At the end of the session, participants would often say that the “Rutgers Experience” was more than they had expected on many levels. In fact, some individuals would articulate that the School had helped them understand themselves better.

Though the discussions were serious most of the time, activities were built into the schedule to provide everyone time to enjoy being together. For those who didn’t want to participate in an activity, the event gave them permission to take time for themselves. When the School was three weeks and then two, a variety of events (e.g., a Saturday or Sunday picnic; trips to AA World Services, plays, and baseball games in New York; a closing slide show which highlighted the participants and events of the School, etc.) were built into the program, as most participants stayed over the weekends. The one week time frame for the School created a challenge as a trip off-campus wasn’t possible since the School didn’t include an open weekend. A dance, which evolved into karaoke, was scheduled during the week and a closing networking dinner replaced the more formal banquet. These events provided fun without alcohol/drugs, which was important to recovering and non-recovering individuals attending the School.

Regardless of the School’s length, the most inspirational event occurred...
immediately after the closing dinner. The Open AA meeting symbolized the interaction and the sharing among the students. This open meeting, which often included members of other self-help groups, put faces on the important reason the School existed. Everyone at the School came together during this one-hour period of time to acknowledge and support recovering individuals and to participate in their meeting. The wonderful elements of the School were tied together by this meeting for all of us (i.e., administration, faculty, staff, and students). The closing AA meeting was also significant in that it gave those who had never attended a meeting the opportunity to experience one. Hopefully, this would make them comfortable in recommending and explaining a meeting to their clients and patients.

The importance of the School to its alumni had them found an Alumni Association, which set yearly dues for members at $10.00 per person. The specification was that the dues money be used only for scholarships to the School, as the members wanted to give others the opportunity to attend the School. William O’Donnell, the Alumni Association’s President, would write a letter each year asking the alumni to pay the $10.00 in dues and to contribute an additional amount, if they were able. The alumni Association Scholarship Committee, chaired by James Emmert, devoted a tremendous amount of time and effort to the scholarship process. They established criteria, reviewed applications, and often met with the scholarship recipients.

Concluding statement
Having the ability to interact with the faculty and to get to know the students was a wonderful experience that I had during all my years (i.e., 1980 -2011) directing the School. The School gave all of us the chance to grow as individuals and to learn from each other in a caring and respectful atmosphere.

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The grand-daddy of them all: SSAS. Consultants on Alcoholism for Communities (CADC) Newsletter, 6, No 8, 1979.
Mystery and speculations: An introduction to E.M. Jellinek’s redemption

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This is the first in a series of papers depicting the mostly undocumented life of E.M. Jellinek. This paper serves as an introduction to several more topics related to Jellinek’s pre-alcohol studies life and scholarship, including his family background, his years in Hungary, his time abroad, his tenure at the Worcester State Hospital, and his relationship with Mark Keller. This first part focuses on some major controversial issues about Jellinek’s life, which challenged those who attempted to write a biography. The information in these papers was first presented at the 36th Annual Substance Abuse Librarians and Information Specialists (SALIS) Conference on May 1st, 2014, by seven presenters in a panel entitled “Mystery and speculations: Piecing together E.M. Jellinek’s redemption.”

Introductions, intentions, and scope

There are essentially four goals we1 want to accomplish with this panel, which are as follows:

1) To honor and acknowledge the founder of our library, one of the figureheads of the Center of Alcohol Studies, and the primary driving force behind the emergence of alcohol science.

2) To show the research processes involved in collecting, digitizing, and analyzing all of the information we have uncovered. Of particular importance with this goal is an emphasis on making as much information as

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1 The “we” in this article refers to the joint efforts of the Rutgers Center of Alcohol Studies staff and Dr. Ron Roizen
possible accessible, as we never know what will become relevant in the future. In keeping with the theme of the Conference (entitled “Looking forward, looking back”), we have been building on our past to better prepare us for our future.

(3) To give a fuller picture of the foundations of alcohol science, as rooted in the making of the man who was a large part of its beginnings. We believe it benefits those of us who work in substance abuse libraries to have a working knowledge of one of the founders of our discipline, as his personality had a very large influence on its structure.

(4) To document this history in our voice (because who else will do it?). We are essentially two generations removed from the foundation of this field, and it is important to make information accessible in hope that it does not get distorted or filtered through those with biases one way or another on the topic. Essentially, our job is to uncover as much of the material as we can, utilize the material we have uncovered, and perhaps most importantly, provide context when available.

Jellinek is of course most famous for his numerous contributions to the alcohol science field, some of which I make mention of below, but it should be noted that he started this phase of his career when he was approximately 50 years old, which leaves quite a lot of life to consider before he took up this cause (Jellinek, 1947a). So as mentioned, the focus of this panel, while certainly making reference to his years in alcohol studies (especially during Molly Stewart’s portion on his relationship with Mark Keller), is on the forging of his personal, educational, and professional interests pre-alcohol.

The panel’s intention is to give a well-rounded picture of this complex and interesting man, and show how his unique take on life and scholarly pursuits is reflected in the work we are doing as substance abuse librarians, decades after his passing. Included in this work is the research involved in trying to fill in the gaps of his life, and we have come to find that the more we learn about Jellinek, the more we learn about the foundation of alcohol studies as a discipline. In keeping with his (either second or third) ex-wife Thelma Pierce Anderson’s wishes, in a letter to colleague Mark Keller about a potential Jellinek biography, we plan to reveal the man in several aspects of his life (Anderson to Keller, 1984). Of course, an honest assessment of an individual will always expose flaws in character, but our intention is not to defame. We plan on showing the true human being, flaws and all, and on charting his failures and subsequent successes in equal measure. (Hence, the word “redemption” prominently displayed in the title of the panel.) Above all, we want to show that this is a man who contained multitudes and defies archetype.

Speaking to the fourth goal of ours (“Who else will do it?”), and with respect to Thelma’s concerns, we want Jellinek’s biographical information to be placed in the proper context, and not sensationalized or used to push an agenda. While the dubious claims and alleged indiscretions we will discuss can certainly paint him in an unflattering light, it is too simplistic to think in such binary terms as to discredit his great contributions to the field. The theme of this panel is to recognize a man who failed often, and surely felt the reverberations of those failures, but continued to work at his craft.

For an example of how cherry-picked information can be used for defamatory purposes, take the response to Dr. Ron Roizen’s 1997 column “Jellinek’s Phantom Doctorate”, which explored his attempts to verify Jellinek’s academic credentials and detailed his discovery that Jellinek may have been less than forthright about his claims. Roizen concludes that this shows just how marginal a figure Jellinek was in the scientific world, and postulates that the field of alcohol science itself was marginal by extension. He even makes sure to state: “a doctor-less Jellinek should by no means vitiate either his career or his accomplishments in the alcohol science movement. Indeed, some of us may even be inclined to grant Jellinek a few extra-credit points--i.e., for accomplishing as much
as he did with a c.v. as problematic as his appears to have been!” (Roizen, 1997).

Shortly after Roizen’s article was posted, Dr. Stanton Peele chose not to focus on these balanced and nuanced conclusions, and instead used Roizen’s research to write an article entitled “Jellinek Was a Cheat!” for his personal blog (Peele, 1997). It is probably not coincidental that discrediting Jellinek outright would fit in with his views against the disease concept of addiction, as Jellinek’s perhaps most publicized work is entitled The Disease Concept of Alcoholism. Thirteen years later, in 2010, Peele reposted the same article to his website dedicated to his addiction recovery program (Peele, 2010).

We will be getting into Jellinek’s academic credentials shortly, but first, as to our intentions, a reminder of his innumerable contributions to the field of alcohol and substance abuse studies. The following list is by no means exhaustive, but provides an overview of just how many initiatives in which he was involved. Perhaps his most enduring contribution to the field is his idea of “phases” of alcohol addiction (Jellinek, 1946, 1952), later modified by Dr. Max Glatt to include a recovery element (Glatt, 1958), but still popularly referred to as the “Jellinek Curve.” This curve has been modified and applied to all sorts of addiction disorders over the years and remains highly cited to this day (Fisher 1990, Hoffman 1994, Baird 2008).

Also in need of mention is his wide-ranging appeal to audiences of all types. For the scholars, he was one of the founders of the pioneering Quarterly Journal of Studies on Alcohol (QJSA), currently Journal of Studies on Alcohol and Drugs (JSAD), the longest running alcohol/substance-related research journal published in the United States, in addition to his numerous publications in other journals (Keller, 1984). He also catered to the layperson, highlighted by the short animated feature “To Your Health” (featuring his cartoon likeness), and the publication “Alcohol, Cats and People” describing experiments with alcohol on cats, peppered with amusing illustrations (Jellinek, 1948, 1953).

And of course, spanning both popular and scholarly audiences is perhaps his most comprehensive work, the book The Disease Concept of Alcoholism (Jellinek, 1960), which combined with his other work has left an impact exemplified by the fact that alcoholism is occasionally referred to as “Jellinek’s Disease” (Keller 1984).

Further still, he developed the idea and curriculum for the Summer School of Alcohol Studies, still holding its annual sessions along with several specialized courses, under its current moniker the Summer School of Addiction Studies (Jellinek, 1943). His appeal to librarians and information specialists may be best represented by his work on the CAAAL collection, an organizational system for all of the alcohol literature available at the time (Jellinek, Efron & Keller, 1948). And finally, his legend lives on via the periodically granted “Jellinek Memorial Award”, in which
the Canadian-based Jellinek Memorial Fund recognizes scholarly contributions to the alcohol field, represented by the “Bunky” bust (Jellinek Memorial Awards).

An un-examinable life?

I’d like to begin showing our research process by highlighting just how difficult this man’s life is to piece together, taking you through attempts to sort everything out in a biography. The first true attempt at a Jellinek biography got underway in 1965, less than two years after his death. His daughter, Ruth Surry, took up the effort, funded by a $2,000 grant from the Brinkley Smithers Foundation. We have a series of memos written shortly after Jellinek’s death between Surry, R. Brinkley Smithers, and someone we have only been able to identify as “CPF” (possibly an editor or otherwise in Smithers’ employ) detailing an outline of her discoveries, her sources, the costs involved, and reports on her progress (Surry, 1965). In these memos, the initial emotion is pleasure that things were moving along so rapidly.

She began by speaking to family members and tracking leads. However, approximately one year later, in a message from CPF to Smithers from 1966, the sentiment became significantly less optimistic. By this point, Ruth was under significant pressure, and seemingly overwhelmed by the “tremendous amount of research involved” (CPF, 1966). She began to express trepidations about revealing Jellinek’s relationship to his family, and CPF worries in the memo about how long a book from her might take to complete. In a handwritten note at the bottom of the letter, he mentions that she promises a progress report soon. By December of 1966, she notes that the “biographical work is proceeding very slowly indeed” and that much of the information is contradictory (Surry, 1966). (If you are curious about what she must have gone through, a brief preview of some of this confusing information will follow shortly. We have only these memos as sources for this attempt, which include a helpful outline of Jellinek’s life, but have no actual pages produced in her effort. We remain optimistic, however, as we contacted the Smithers Foundation to see if they may possess anything beyond these memos, and they recently replied, offering to send over anything that may be related to the project, so we hope to gain more information about this attempt soon.)

Several other Jellinek biographies were attempted outside of Ruth’s ill-fated effort. Mark Keller actually makes mention of a potential biographical piece in 1963, only a few months removed from Jellinek’s death, in a letter to Thelma Anderson. Though, he does stipulate that he doesn’t “have in mind a biography in the true sense, but one essentially limited to work and achievements. (Someone with literary ambitions could try a real biography)” (Keller, 1963). The aforementioned CPF letter notes that Max Glatt, one of the pioneers in the treatment of alcohol problems (and as noted earlier, the man who added the “curve” to the “Jellinek Curve”), had the idea to work on a Jellinek biography with more of an oral history bent, collecting statements from prominent
members of the alcohol science field with their views of the man. He is quoted as saying that the lack of a Jellinek biography is like “a building without the cornerstone” (CPF, 1966). Nearly twenty years later, Keller asked Thelma herself to take up the task. In a letter from Thelma in 1984, she appears apprehensive, but then delves into some hypotheticals about the potential scope and focus of the book (Anderson to Keller, 1984).

By 1990, Keller had apparently taken the reins himself, and even crafted a title—“Bunky: A Remembrance of E.M. Jellinek”. Thelma mentions the title while wishing Keller luck in its undertaking (Anderson to Keller, 1990). We do have a copy of about 8 pages taken from an early draft of that attempt. Perhaps the most comprehensive biography comes courtesy of J. George Strachan, who wrote an unpublished 63-page draft entitled *E.M. Jellinek: His stay in Canada* (Strachan, 1989). The title is a bit of a misnomer, as nearly two-thirds of the draft covers Jellinek’s personality and his career before arriving in Canada. Despite all of these ambitions, none of these biographies have been completed and published, so that proverbial cornerstone in Dr. Glatt’s quote is still missing.

To avoid confusion, perhaps we could just refer to him by his preferred nickname, “Bunky”. One of the ongoing myths is that his father called him “Bunky” because it means “little radish” in Hungarian (Keller, 1984). Interestingly enough, we have a native Hungarian speaker on our panel and two attending the conference, all of whom agree that the Hungarian word for “radish” is “retek”, not “bunky”. We will explore this further in Dr. Judit Ward’s paper on Jellinek’s Hungarian past.

**Poring through the documentation**

Jellinek’s CV and biography, provided by the Strachan Files from Alberta, sheds a little light on his credentials, but also leads to more questions. As we have found with much of the material on him, we tend to move two steps forward, and then one back.

We can see that he attended the University of Grenoble in 1911, though no degree is listed. Next, it lists that in 1914 he received his Master of Education at the University of Berlin, though it appears he received it three years after he had left the school. Twenty-one years later, in 1935, he...
received his Doctorate of Science, but no institution is listed. This also raises the question of what exactly he was doing in those 21 years, another topic we will get into later. Twenty years after that, in 1955, he receives an Honorary Doctorate of Medicine from the University of Chile ("Additional Biographical Information," 1963).

In 1947 the publication Current Biography compiled his early education into a narrative (Jellinek, 1947a). It makes mention of University of Berlin (1908-1911), which corresponds with the Alberta bio; Grenoble for the year 1911 (still holding true), and then a previously unmentioned school, referred here only as "Leipzig", from 1911-1914, as where he earned his Master of Education. It also mentions that his Doctorate of Science degree comes from Leipzig, issued 21 years later. It should be noted that Current Biography gets its information from various sources, and there is a good chance Jellinek wrote this bio himself. By 1988, in an article written by CAS librarian (and former SALIS member) Penny Booth Page, his education is spoken of in general terms, though she mentions that his Doctorate of Science from University of Leipzig is honorary (Page, 1988). And in 1997, Dr. Ron Roizen tracked this down a little further, noticing that The Historical Register of Yale University, 1937-1951 has the same Leipzig information regarding his M.Ed., but that his 1935 Sc.D. is from the University of Tegucigalpa, located in the capital of Honduras (Yale University, 1952).

In the memo from Ruth Surry to Smithers (1965) in reference to her attempted biography, she mentions that Jellinek first went to Berlin Technical Institute, then left for University of Leipzig, and went to Grenoble for graduate study after that. She does not specifically mention that he graduated from Leipzig. Finally, in correspondence from Thelma to Keller in 1988, she remarks on his various titles and degrees, quoting his answer that “European degrees are not comparable to American degrees but they were like doctorates”, before positing that “the truth may be more interesting” (Anderson to Keller, 1988).

Jellinek’s career, according to the Alberta file, begins in the 1920s. But according to that file and the Current Biography piece, he earned his Master's in 1914, either from Berlin or Leipzig. So what was he doing between then and the “1920s”? The possibly self-written piece from Current Biography expands on that a bit. It mentions that from 1914-1919, he was employed as a biometric consultant, and as a library and field researcher. Again, no institutions are listed. Also, he was apparently working simultaneously (1915-1920) as biometrician at the Government School for Nervous Children in Budapest (perhaps that is the biometric consultant job that he mentions in the previous sentence). We should also note that we have not been able to verify whether or not this school ever existed. These years are shrouded in mystery, but luckily Dr. Ward will expand upon them in her paper detailing his Hungarian years.

The following decade also lacks substantial sources. We have not been able to find any corroborating evidence of his years in Sierra Leone, though both his CV and (auto?)biographical piece mention his stint ending after five years. After looking everywhere for information on the Elder Dempster company, our findings on this claim are again inconclusive. One other scrap of evidence we have about his time in West Africa comes from his posthumously published article in the Journal of Studies on Alcohol in 1977 entitled “The Symbolism of Drinking”, in which it is mentioned that he had observed some tribal symbolism during his time there (Jellinek, 1977).

Another piece of corroborating information comes from the Worcester State Hospital Annual Reports, in which he is introduced as a statistician who worked in West Africa for Elder Dempster and R. Pariser, the latter a firm not mentioned in any previous or subsequent document (Worcester, 1931).

After his African years, Strachan’s biographical narrative lists his title as
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assistant director of research with United Fruit Company in Tela, Honduras, and his bio adds that he worked for them for five years, starting in 1925 (Strachan, 1989; Jellinek, 1947a). His daughter also mentions a book about bananas written by him during his time there (Surry, 1965). Again, this somewhat correlates with his educational background, as he claims to have earned his Sc.D. from a school in Honduras, but if you have been able to follow along this tangled web, he claims to have earned that degree in 1934, approximately four years after leaving the country.

Finally, further complicating our research process is the fact that Jellinek allegedly changed his name when he left for Sierra Leone, and kept that pseudonym until he began working for Worcester State Hospital in 1931. We found this in the aforementioned memo from his daughter regarding his biography, in which she mentions that he took the name Nikita Hartmann (Surry, 1965).

Conclusions

So, what to conclude from such a convoluted mess of dates, facts, and claims? The confusing nature of this introduction is at least partly intentional, as the purpose was to show just how maddening and difficult it has been to track Jellinek’s life over the years. The good news is that the subsequent segments of this series will provide some clarity and answer some questions posed here, though there is still much work to be done. In Jellinek’s 73 years of life, he traveled from New York City to Budapest, West Africa, Central America, Massachusetts, Connecticut, Texas, Canada, Switzerland, California, and possibly beyond. He worked in many fields, possibly under different names, and was allegedly involved in activities that one would likely be inclined to keep under wraps. For these reasons and more, attempting to follow his chronology is frustrating and difficult, but we hope as you follow along the different parts of this series, that the adventure of it all holds as much interest for you as it does for us.
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E.M. Jellinek’s bookplate and signature in a book donated by him to our library
(Rutgers, Center of Alcohol Studies)
E.M. Jellinek: The Hungarian connection

Judit Hajnal Ward, PhD, MLIS

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This is the second in a series of papers depicting the mostly undocumented life of E.M. Jellinek. This paper establishes the connection between Jellinek Morton, a well-known figure in Hungary in the early part of the 20th Century, and E.M. Jellinek, one of the founders of alcohol studies. Newly found documents in Hungary and at the Rutgers Center of Alcohol Studies Library and Archives provide compelling evidence of this connection and shed some light on the mysterious circumstances of his 1920 disappearance from Hungary. The information in these papers was first presented at the 36th Annual Substance Abuse Librarians and Information Specialists (SALIS) Conference on May 1st, 2014, by seven presenters in a panel entitled “Mystery and speculations: Piecing together E.M. Jellinek’s redemption.”

Hungarian names and other references to a Hungarian connection in Jellinek’s life are clearly noticeable for the native speaker\(^1\). The Worcester State Hospital Annual Reports list five Hungarian names as follows: Ralph Banay, who became a renowned and controversial psychiatrist; his brother, George was the librarian. The physician András Angyal and physicist Béla Lengyel are also listed, and in 1938, another Hungarian, anthropologist Géza Róheim joined the
Worcester State Hospital. At the Yale CAS, András Angyal and George Banay were on the faculty of the Summer School of Alcohol Studies. András Angyal was also Associate Editor of the Quarterly Journal of Studies on Alcohol (1950-1960). George Banay and Géza Róheim both published in the journal. Finally, Hedda Bolgar, who later became a famous psychoanalyst, also worked for the Center for a while.

For all the discrepancies in the available biographical sources on Jellinek, one common element prevails: the Hungarian connection. What it actually entails is an obscure past with vague details and hazy facts. In most of the available private communications, such as letters written by Mark Keller, Vera Efron, i.e., his closest coworkers, and Thelma Pierce Anderson, his second wife, several clues indicate that there is more to the story than they wish to circulate. Thelma suggests that a biographical article should begin not earlier than the banana book, and preferably with the Worcester years, i.e., in the 1930s. She explains: “I should be happy to tell you my reasons privately, but I do not want to put them on paper; believe me they are good reasons!” (Anderson to Keller 1963). The question will probably remain unanswered: Was Jellinek hiding his Hungarian years deliberately?

There was no mention of him being of Hungarian origin in any publication during his scholarship activities in alcohol studies. From the Hungarian perspective, the idea of his potential Hungarian roots was literally rejected, even though his interest in Hungary was later confirmed (Métneky, 1996). An article claims that Jellinek’s work “entirely lacks any interest in Hungary or Central-Eastern-Europe or features reflecting related mentality” (Kelemen, 1990). The same author recently revisited his view after a physician of Hungarian origin, Antal Sólyom, from Virginia, pointed out to him that his neighbor for two years in Detroit (1972-1974) was Edna Jellinek. Jellinek’s younger sister, who spoke perfect Hungarian, explained that her parents met in Paris, and after living in New York, they relocated to Budapest where she was born. However, her brother, Morton had been born in Brooklyn (Kelemen and Márk, 2012, Kelemen and Márk, 2013).

Up to that point, the world separated these two identities. There was a Jellinek Morton (pronounced “yelinek”, last name comes first in Hungarian), a promising young Hungarian scholar from an affluent family, who became involved in some extralegal currency trading activities and fled the country in 1920. His story was passed on by a popular communist propaganda book entitled Conmen, vagabonds (Frank, 1957), where a whole chapter was dedicated to him as one of the four major Hungarian con-artists.

Another book, The good old world: the biggest panamas from the Horthy-era (Horváth et al., 1959) also depicts him in a chapter entitled Morton Jellinek disappears with the money. Jellinek’s other claim to fame in the Hungarian literature was his friendship and close professional relationship to an outstanding anthropologist, Géza Róheim. Biographies on Róheim do not miss mentioning the fact that Jellinek later became known for his swindles (e.g., Verebélyi, 1977).
The better known identity of E. M. Jellinek as the father of alcohol studies includes a long list of achievements, presented in details in biographical articles. Although there were several indicators that these two people were the same, until recently, it was virtually impossible to establish the connection without reasonable doubt. With the advances of modern technology, archives are becoming more and more accessible, which allows research and discoveries on both continents. His handwriting from the early years of the 20th century looks very similar to the one from his personal correspondence in 1947. Word of mouth and facts based on a single source, although unacceptable on their own as research methods, can serve as useful tools to point researchers to the right direction on both continents when seeking for answers in archives.

Name variations

He is known in alcohol studies as E.M. Jellinek. His identity has been concealed by the name variations found not only in publications about him, but also in primary sources in both English and Hungarian. Noteworthy is the reverse use of first name and last name in Hungarian (as Jellinek Morton), and the consistent use of the middle name as first name, instead of Elvin. We located his birth certificate issued by the State of New York, which has E. Morton Jellinek as his name, but the letter o looks more like an a in the title, thus showing Morton: it would be the Hungarian version, less the diacritic on the á (Márton). He is listed as E. Morton Jellinek in the Worcester State Hospital Annual Reports in the 1930s, but as Elvin Jellinek in the Current Biography entry in 1947 (Jellinek, 1947). His first name varies as Elvin, Erwin, and even Alvin in the various sources. His middle name shows even more variety: Morton, Marton, Márton, Martin, Merton, Morty, and Mortimer.

Of even more interest is his well-known nickname, Bunky, which will be discussed later in detail. Less known are his other alter egos, Petronius (his satirical persona) and Habakkuk (a nickname for his ulcer), used during the Worcester years. With Jellinek’s interests and background in classics and religion in mind, these seem to be heteronyms, i.e., imaginary personas created by a writer to write in different styles. Both names lead us back to his Hungarian era, i.e., to his high school studies and his Jewish heritage. The mysterious Nikita Hartmann alter ego played a role in his life in the late 1920s. The name variations go down in the entire Jellinek family. The start date of this lifelong crafting of various personalities has remained unknown. Jellinek’s biography seems to present self-imposed multiple personalities as shown by these variations.

With two given names, Elvin and Morton, Jellinek was casually called Bunky by his colleagues and friends. According to several sources, he insisted on being called Bunky. He often signed his letters as Bunky too. He is mentioned as “Bunky Jellinek” (Greenberg, 2008). Jellinek’s popular nickname has been claimed to originate from his father, meaning ‘little radish’ in Hungarian (e.g., Page, 1988). The first occurrence of the nickname is unknown, there is no evidence of its use before the Worcester Hospital years. By the time he was introduced to Mark Keller in 1939, he had already been known as Bunky.

In his unpublished and unfinished memoir on Jellinek, Keller mentions how difficult it was for him to use this nickname at first.

Bunky means “little radish” – a pet name in Hungarian. Very early in our acquaintance he mentioned that it was his nickname and he invited me to call him so. For many years I was unable to do so – even when I heard colleagues and minor assistants who had known him at Worcester familiarly calling him Bunky, even when I realized he liked to be called Bunky. I did finally manage it, after several years of close association and...
collaboration. (Keller to Anderson, 1988, p. 5).

It is very possible that by the time Thelma Pierce, his soon-to-be his first American wife, started to work with Jellinek on October 10, 1932 at the Memorial Foundation for Neuro-Endocrin Research at the Worcester State Hospital, the Bunky nickname had already been in use. Thelma consistently refers to her ex-husband as Bunky in her letters to Mark Keller between 1963-1988 (e.g., Anderson to Keller, 1963).

Elvin Morton Jellinek’s early written communications in the United States, well represented by our collection, are mostly signed simply as E. M. Jellinek. Letters and postcards from the 1930s till his death are consistently signed as Bunky. He was also addressed or mentioned as Bunky by many in official and casual texts. According to the Historical-etymological dictionary of the Hungarian language (Benkő, 1967), there is no root bunk-meaning “radish” in Hungarian. The Hungarian word for “radish” is reték. The nickname Bunky in its written form shows a more closer resemblance to the Hungarian word bunkó (pronounced boonko), which is presented as an entry in the oldest and most comprehensive dictionary of the Hungarian language published in six volumes between 1862 and 1874 in Budapest (Czuuczor and Fogarasi, 1862). It refers to a node on the end of a branch cut off a tree, of a club (dorong) or stick, or a mace. It also refers to the club itself. Another meaning evolved in the Hungarian slang referring to an ill-mannered, rude, or uneducated person. The ending -y is rather an English y than a Hungarian diminutive (which would be -i, see for example, Jellinek daughter’s nickname Dundi, meaning “chubby”). Finally, the letter u in Hungarian is always pronounced as “oo”, so it would sound “boonko” in English. A linguistically sophisticated person, such as Jellinek, was probably aware of all these meanings in Hungarian, and he could be called anything but ill-mannered.

Proficient in many other languages, including English and Spanish, and a man of card games as member of high society in Hungary, he might have chosen and worn the Bunky nickname as some playful self-deprecation after his 1920 caper to insinuate himself for the rest of his life. An alternative explanation to the origin of the Bunky nickname is suggested here originating from gambling, based on a card game called banca (“bank”) in Spanish, known as bunco or bunko in English, one of the three variations of baccarat.

As reported by Hungarian newspapers (e.g., Pesti Napló, June 19, 1920), Jellinek’s favorite card games before he left Hungary were chemin de fer (a variation of baccarat) and baccarat, also known as bakk in Hungarian. These were very popular and illegal at the turn of the century, but nonetheless widely played in Hungarian cafes of big hotels frequented by writers, poets, journalists, and other affluent or aspiring members of the high society. Baccarat was always played with a group of friends, very rarely with strangers. Banco and punto are two baccarat terms (pronounced as “bunco” in Hungarian). It’s still speculative, but more justified etymologically than the “little radish” explanation.

**EMJ: The early years**

According to a birth certificate dated August 25, 1890 retrieved from the New York City Birth records archive, E. Morton Jellinek was born on August 15, 1890 in New York. His mother was Rosa Jacobson, 24, and his father was Marcell Jellinek of Austro-Hungary, 32.

The family address on the certificate is 1202 Fulton Ave. The New York City Directory from 1891 has Marcell Jellinek living at 12 Lincoln Place, Brooklyn (New York City Directory, 1891, p. 677). Marcell Jellinek married Rose Jacobson (stage name Marcella Lindh) in New York City sometime in 1889. Their marriage certificate is #1727 ID#0000023902 (Dept of Health, 1869-1880). It is not clear when exactly the family left the United States to relocate to Hungary, but 1895 seems to be the most probable year.
According to the data collected in the Budapest Archives, Jellinek went to the Váci Street elementary school in the sixth district. He attended high school first at the Barcsay Street High School in the seventh district, and took his maturation exams, i.e., graduated in 1908 from the Royal State High School in the fifth district (Budapest Archives, VI. 502. D).

His college years seem to be a bit more obscure. According to a transcript acquired by Ron Roizen in 1996 from the school, Jellinek studied philosophy at the Leipzig University from November 11, 1911 to July 29, 1913, and then again from November 22, 1913 to February 12, 1914. The letter from the Leipzig registrar also added that Jellinek lived in Berlin and Grenoble between the two dates. The document also contains the list of courses Jellinek took at the university, and claims that he was not awarded a doctorate (Roizen, 1996). The courses listed include linguistics (Introduction to linguistics, German syntax, German linguistics, phonetics), ethnology (Introduction to ethnology, comparative ethnology, American ethnology) and religious studies (Roizen, 1996). Jellinek studied in Leipzig at the same time as Géza Róheim. It seems that they shared interest in anthropology and psychoanalysis. Jellinek was registered in 1913, but did not take any courses. No similar documents have resurfaced so far from other universities, such as Berlin or Grenoble. A thorough search has not found any trace of Jellinek attending any universities in Budapest (Kelemen and Márk, 2012).

At this point we have to emphasize that Jellinek’s education is more important than his credentials. It is not only Jellinek’s family background that guaranteed above-average erudition, but growing up in the Austro-Hungarian Monarchy at the turn of the century, which assumed a great cultural significance. Vienna and Budapest became cultural centers of Europe with exciting intellectual and artistic events daily. To demonstrate this point, here is an incomplete list of Jellinek’s contemporaries in Budapest, which was a major cultural and scientific center in Europe: Béla Bartók, Karl Polányi, Georg Lukács, László Moholy-Nagy, Ernő Dohnányi, Sándor Ferenczi, Tódor Kármán, Leo Szilárd, Eugene Ormándy, and Albert.
Szentgyörgyi, who all made significant contributions to culture and science later.

Hungarian sources collected so far offer several other examples to illustrate Jellinek’s broad interests and early scholarly activities such as his membership listing from the Hungarian Folklore Society as a humanities student in 1912 (Magyar Néprajzi..., 1912). He was board member of the Hunnia Press, his father’s company (Magyarország..., 1917). He also received a medal, the WWI Gold Merit Cross with Crown on Military Drape in 1916 for driving an ambulance during the war (Hungarian National Archives, K 148 1916-2-9028).

In his early years as a scholar, Jellinek focused on anthropology and psychiatry, trying to marry the two. His first known book entitled The origin of the shoe (A sarú eredete) is dated 1917 and reads more like a long article than a book (Jellinek, 1917a).

He also published Freud’s Totem and taboo as first Hungarian edition (Freud, 1918) and Sándor Ferenczi’s Hysteria and pathoneurosis (Ferenczi, 1919). According to a comment before the dedication and thanks to Róheim, Jellinek’s book is meant to elaborate on his presentation at the Ethnography Society in November, 1916. He thanks Róheim for "valuable references". Contrary to what the title promises, the main topic is not the origin of the shoe, but its various appearances in traditions, folk customs, or even religions and cults from all over the world. Some Jellinekian traits are definitely noticeable in the text, such as finding new connections, approaching globally and from a fresh perspective, quoting in four different languages, and providing evidence of a wealth of knowledge in several fields.

Jellinek also published book reviews in a folklore journal, Ethnographia (Jellinek, 1912, Jellinek, 1917b). More importantly, he was a speaker at the 5th International Congress of Psychoanalysis, Sept 28-29, 1918, Budapest, where Freud was the keynote speaker. According to a conference report, the auditorium of the Hungarian National Academy was so crowded that “not even three more people would fit in” and the audience listened to Freud’s presentation in “...religious silence”. Jellinek presented on the psychological explanation of blood pacts and similar contract ceremonies. In his report, Róheim writes:

The most ancient ontogenetical approach to the world is hatred. The child receives his first positive stimulus from the world via his contact with his mother's breasts and via nutrition, this archaic situation serves as unconscious prototype any time he has to overcome his neophobia in the form of adaptation to an individual new to him. Blood or saliva in blood pacts serves as breast milk, and rope also present there is the symbol or remainder of the umbilical cord. Hopefully this paper will be fully

The publisher is not his father’s Hunnia Press, but a popular book vendor and publisher, Manó Dick, of Jewish origin. Dick operated his business in the 7th district in Budapest. He also published Freud’s Totem and taboo as first Hungarian edition (Freud, 1918) and Sándor Ferenczi’s Hysteria and pathoneurosis (Ferenczi, 1919). According to a comment before the dedication and thanks to Róheim, Jellinek’s book is meant to elaborate on his presentation at the Ethnography Society in November, 1916. He thanks Róheim for "valuable references". Contrary to what the title promises, the main topic is not the origin of the shoe, but its various appearances in traditions, folk customs, or even religions and cults from all over the world. Some Jellinekian traits are definitely noticeable in the text, such as finding new connections, approaching globally and from a fresh perspective, quoting in four different languages, and providing evidence of a wealth of knowledge in several fields.

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mature to be published soon. (Róheim, 1918).

It should be noted that one of the guests listed is a Mrs. Hedwig Jellinek, the only reference by name we have found to his first, Hungarian wife. Court documents and newspaper articles mentioned her as Jellinek Mortonné according to Hungarian naming rules for married woman at that time, i.e., Mrs. Morton Jellinek (Budapest Archives, VII. 18. d. 18460).

**A close friend: Géza Róheim**

One of Jellinek’s closest friend was Géza Róheim, anthropologist-psychoanalyst, the second most read Hungarian scholar (after philosopher Georg Lukács). His life was well researched and documented, and may shed light on Jellinek’s life too.

Just as Jellinek’s name is related to alcohol studies, Róheim is credited for founding the field of psychoanalytic anthropology. Both coming from prosperous Jewish-Hungarian families, their lives crossed paths several times.

They both studied subjects such as philosophy, psychology, anthropology, linguistics, and literature at the universities of Leipzig and Berlin. They both took classes on ethnology, which discusses social and historical topics from the perspective of science, with Karl Weule in Berlin, whose impact can be traced in their early texts. Róheim was a member of the Hungarian Ethnographical Society since high school, Oct 21, 1909 and also a Folklore Fellow. Róheim was very active in the Hungarian Ethnographical Society. He was board member since 1914, and seems to have involved Jellinek in many activities. Róheim was analyzed by Ferenczi and Vilma Kovács in 1915-16 (which refers to laymen analysis, i.e., the person analyzed received training in analysis and started to work with others, such as Vilma Kovács, a practice reoccurring at Worcester State Hospital). Róheim presented at the 5th International Congress of Psychoanalysis, Sept 28-29, 1918, Budapest, where he met Freud.

Róheim’s rising career was broken after he was fired from his job at the National Museum based on charges that he actively participated in the Hungarian Soviet Union in 1919. He was unable to get hired into an academic position in Hungary after that, but he completed several successful field trips to carry out anthropological research in Australia, Africa, and Central America. He gave talks in the United States and was in New York from March 6 through April 4, 1931. In 1938, after the Anschluss, upon his friends’ advice and with their help, he emigrated to the US. He worked at Worcester State Hospital, gave professional development lectures to the doctors and treated schizophrenic patients. His connection to Jellinek can be illustrated with a quote from a letter to Vilma Kovács from this time. Since Róheim is afraid of his mother, he writes the following:

*I can see Morton coming on the road. We are going over to have lunch, goulash. [...] I got a letter from my mother... Don’t*
mention Morton to her, for the obvious reasons (Róheim, 1992, 128).

The relationship between Jellinek and Róheim would deserve an article of its own. They seem to have a lot in common in addition to their family and educational background, the exceptional talent for languages, and their interests in anthropology, psychoanalysis, and research methods. They both acquired vast knowledge from many areas and felt committed to not only book science, but fieldwork and statistics. They both developed effective methods to find relationship in large material, and often times they were the first to find connections. They were both full of brilliant ideas, but had to struggle with the consequences of a broken career path for various reasons.

Jellinek’s Caper

As presented in the SALIS newsletter’s collage (Ward & Bejarano, 2013), Jellinek’s name showed up in the title of articles of many Hungarian newspapers starting from June 18, 1920, for example, The mysterious disappearance of Morton Jellinek, secretary to the Prime Minister. Where did Morton Jellinek’s diamonds go? Police questioning Jellinek’s agents. Chasing the currency speculators’ half billion. Arrest warrant against Morton Jellinek. Was Jellinek mentally ill?

To put these headlines into context, it should be noted that there was an enormous amount of newspapers to fill with sensational news daily in Hungary in the early 1920s, such as Budapesti Hírlap, Az Est, Friss Újság, Kis Újság, Magyarország, Magyar Újság, Neues Politisches Volksblatt, Neues Pester Journal, Népszava, 8 Órai Újság, Pester Lloyd, Pesti Hírlap, Pesti Napló, Új Lap, Az Újság, Világ. By 1925, there were altogether 934 newspapers published in Hungary: 618 in Budapest, 316 local (Buzinkay, 1993).

The articles retrieved from the microfilm collection at the National Széchényi Library tell us the following story. On June 18, 1920, Hungarian newspapers appeared with sensational headlines such as Currency fraud for half a billion (Népszava, June 18, 1920). These articles revealed a complicated Ponzi scheme starting earlier that year, which was made possible by the political and financial turmoil. After the dismantled Austro-Hungarian Monarchy introduced stamping old bank notes of crowns in the successor countries to be used as currency of the new state, with the deadline scheduled at different times in each. According to the articles, a mysterious currency broker acquired dollars for 140 crowns, which cost 230 crowns in the market, promising a quick turnover with large profit. If needed, he even provided a written warranty issued by Gusztáv Létay, director of the Hungarian Unio Bank. Part of the trick was reported as purchasing jewelry for crown to be smuggled out of the country and sold there for good currency. Then the foreign currency was brought to Budapest by diplomatic couriers of the allied countries, whose luggage was never checked at customs.

The mastermind behind the operation was said to be Dr. Morton Jellinek, the ministerial secretary of the prime minister’s office, who allegedly worked with several female agents. At the beginning of June 1920, he was reported to have collected a large amount of money to exchange, but he disappeared instead. According to the newspaper articles, Jellinek and Létay took a train to Szeged (in southern Hungary, located close to the Yugoslavian and Romanian
border) to meet a courier on the Simpson Express. Lacking proper documents, they were not allowed to cross the Tisza Bridge to make the appointment. However, Jellinek still wanted to go, without Létay. The trip was risky as the Serbs shot at every boat. The story goes that wearing only a sports coat, Jellinek got in a small boat. He left his leather briefcase, containing documents, but not any valuables, with Létay. That was the last time anyone saw Jellinek in Hungary.

A few days later, his wife reported him missing at the Budapest Police. The family lawyer, Mihály Vándor, went looking for him in Vienna. Meanwhile, the creditors and investors demanded their profit, and rumors of his escape were spread all over the capital. Eventually, on June 18, 1920, the newspapers picked up the story. The victims, among them banks, barons, several millionaires, government officers, artists, and owners of companies, were unwilling to press charges, even though they claimed to have suffered significant losses. This can be interpreted as an admission of co-conspiracy, i.e., that they were all aware of the illegal ways of profit-making, but still opted for the quick money.

On June 29, 1920 an arrest warrant was issued in Hungary and was sent to major newspapers in four languages. Jellinek was accused of fraud, embezzlement, and smuggling. The warrant is reported to have a photo of him too, which hasn’t been recovered.

The judge of the Budapest criminal court issues an arrest warrant for fraud, embezzlement, and smuggling unstamped Hungarian currency outside the country against Jellinek Morton, born in New York, 30 year old, religion reformed, former secretary of the prime minister’s office, citizen of Budapest, who caused a damage of several million crowns to several individual and groups by setting up fraudulent transactions with foreign currency and who collected large amounts of money recently to do more transactions and then he fled. The above mentioned is of medium height, slim, with bluish grey eyes, with dark and slim face, dark brown or rather black hair, clean shaven, speaks Hungarian, German, English, French and Italian quickly and nervously, and he was wearing a dark grey suit a similar color overcoat, soft hat, and black shoes with laces. We want that under your auspices search for Jellinek Morton in case of locating him please secure any values on him, arrest him, and inform us about this. [sic! *poor phrasing] (Az Est, June 29, 1920).

An overstamped banknote
(Courtesy of Andrea Hajnal Kicsák)

The historical context to understand how the scheme was possible is as follows. The Austro-Hungarian Empire just collapsed in the fall of 1918, as a result of being defeated in World War I. An attempt to set up a Communist Hungarian Soviet Republic was crushed in the spring of 1919. Instead, the Kingdom of Hungary was restored, spearheaded by the last commanding admiral of the Austro-Hungarian Navy, Regent Miklós Horthy. The Treaty of Trianon was signed on June 4, 1920, to regulate new borders, which became major economic barriers. Hungary lost 72% of its territory and the majority of its natural resources. The successor states continued to use the Austro-Hungarian crown (krone, korona), limiting the validity to its own territories by overstamping the banknotes. For example, Austria stamped the word DEUTSCHÖSTERREICH, on the notes circulating in Austria. The new currency was undergoing inflation at a fast rate due to the consequences of the War and Trianon, and people were concerned about their assets losing its value day by day. As such, they were
willing to take serious risks in the hope of a quick profit. Stamping notes created an influx of unstamped notes in certain regions, and the lax procedures the movements of crowns between the successor states allowed significant profits (for more on cross-border currency flows see Gerber & Spencer, 1994).

**Jellinek: Myths and legends**

The first legends about Jellinek were created around the time of his escape from Hungary by word of mouth and the daily newspapers. The articles written at this time provide a mixture of accurate and inaccurate information in addition to editorializing the story. A few examples of articles from that period (translation by author):

*Jellinek Morton is the son of Marcell Jellinek and Marcella Lindh, who was born in the United States and was brought up in England and the Netherlands and arrived in Budapest five years ago. The 35 year old, elegantly dressed, short, and hearing impaired ministerial secretary speaks seven languages perfectly (Budapesti Hírlap, June 18, 1920).*

In an editorial entitled “The Craze of Speculation” the Pesti Hírlap describes him: “This young man is from a respected family, wealthy himself; he lived an exorbitant gambling life” (Pesti Hírlap, June 18, 1920).

More details, true and false mixed, can be found in another early newspaper article:

*As for the person of Morton Jellinek, we can report Dr. Morton Jellinek is the son of Marcell Jellinek, the brother of the well-known director of the Budapest train company and of Marcella Lindt, the famous singer, who was born in America, raised in England and the Netherlands, and arrived in Budapest five years ago, now is 35 years old, very well dressed, short, and hearing impaired. He speaks several languages perfectly, English, French, Hungarian, German, Dutch, and Danish. Due to his language proficiency, he was a member of the press department of the prime minister's office, and later he was the secretary of Dr. Henrik Gonda, ministerial advisor, press secretary of Dr. Sándor Wekerle, and he gained the rank of ministerial secretary. (Pesti Napló, June 18, 1920).*

His interest in gambling was the focus of many articles:

*Jellinek played two card games—bakk (baccarat) and chemin de fer. Especially with the second one, his style raised some eyebrows even among experts. There was no amount high enough that he wouldn’t “knock” without blinking, which means whenever it was his turn, he always called. He would play throughout the entire night and knocked very frequently, calling 30-40,000 crowns. One night the difference was half a million. Jellinek usually lost when he was gambling, and we can state that the lost amounts were negligible compared to the millions he conned from others. (Pesti Napló, June 19, 1920).*

The existence of the first wife can be traced back to not only court documents, but to various news items, such as:

*Investigating officials haven’t yet started their work because no official victim showed up yet, no charges have been pressed, but the police are running inquiries and started investigation within their own capacity. Police proceedings are based on the report made by Morton Jellinek’s wife at the police headquarters in which she informed them that her husband disappeared, and she related them the mysterious circumstances of her husband’s disappearance. (Az Est, June 19, 1920).*

The Jellinek story with its budding myths, however, quickly disappeared from the newspapers and was replaced by other and more sensational stories of the time, such as
the international labor boycott of Hungary beginning on June 20.

Summary
Little has been known about Jellinek’s Hungarian period so far. The newspaper articles above would never be sufficient to verify the events, especially given the fact that prominent players in the scandal were affiliated with some newspapers. That is where librarians, archivists, and digitization efforts will come into play. We collected most of the currently available materials from the Budapest Archives, and with their ongoing digitization supported by European Union funding, hopefully more material will resurface in addition to the folder related to the Jellinek trial, which does not contain the actual trial documents. Its docket number, B.7069/1920, is well cited, but it only leads to another accession number, which loops back to the original docket number for unknown reasons. Some tampering with the ledger is evident. However, documents from the related procedures and trials, including the Hungarian Royal Attorney’s reports and notes, provide plenty of details about the Jellinek case too. Indictments, witness testimonies, and other legal documents are available about other partners in crime, written by lawyers or the Royal Attorney, including a list of the transactions.

It should be noted that many pages of the Royal Attorney’s report sound similar or even identical with Frank’s text, Conmen, vagabonds. References are made to the circumstances of the transactions as well as to the events of the day Jellinek disappeared. The legal documents prove clearly that his alleged partners still accepted money from investors after he left the country. It is also speculated that all partners were in the fraud together, and eventually helped Jellinek escape, then split the profit. There is some reference to jewelry transactions too. Noteworthy is the full documentation how Marcell, his father, was involved, while the name and address of Mrs. Jellinek is also listed living with Marcell Jellinek in the Nyúl Street apartment. However, the Jellinek docket has not shown up yet.

Jellinek disappeared from Hungary for good in June 1920. Perhaps it remains a mystery forever whether he was the mastermind behind the currency transactions, or simply took the blame for others. His story pops up in obscure Transylvanian newspapers and in the New York Times as late as 1925 (New York Times, 1925), containing false information about his location. Private correspondence and even librarians have been perpetuating myths without enough details. Our work aims to put an end to this by collecting, digitizing, and providing access to all related materials.

References

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The family of E.M. Jellinek: Documenting a history

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This is the third in a series of papers depicting the mostly undocumented life of E.M. Jellinek. This paper investigates Jellinek’s family history from a genealogical perspective using popular resources from the field. The author points out the potential connections and influences of Jellinek’s notable and distinguished family as related to the little known period of Jellinek’s early life. The information in these papers was first presented at the 36th Annual Substance Abuse Librarians and Information Specialists (SALIS) Conference on May 1st, 2014, by seven presenters in a panel entitled “Mystery and speculations: Piecing together E.M. Jellinek’s redemption.”

Since beginning our investigations on E.M. Jellinek at the Center of Alcohol Studies, the research has, more often than not, yielded more questions than answers. He was clearly a charismatic and brilliant man, who was able to adapt his interests and abilities to any given situation. Why pursue his family as a particular research interest? In researching his family history, we hoped to uncover clues as to how Jellinek came to command such
abilities, as well as people that may have helped him between the time he left Budapest in the early 1920s and arrived at Worcester State Hospital nearly a decade later. Hopefully, our research can add to the previously documented Jellinek family history, such as Kempter (1998) and Kelemen and Márik (2013).

Previous research had discovered enough to know that there were the three core figures with which we could begin our research. Morton’s father was Erwin Marcel Jellinek of Budapest. The Jellinek family was affluent and well connected. As a young man, Marcel was an actor and theatre manager in Germany before moving to New York. Morton’s mother was notable soprano Marcella Lindh (born Rose Jacobson), who sang with John Philip Sousa’s band. Letters from family members also indicated that Morton had a sister named Edna, but no birthdate is mentioned in these letters. The most promising starting point for exploring Morton’s family was his mother, given her status as a notable public figure in her time.

The first source of information that I used was the Google news archive and Google Books search. I searched using all three of her well-known aliases: Rose Jacobson, Rose Jackson and Marcella Lindh. The most results appeared for “Marcella Lindh,” primarily reviews of performances in which she was included or announcements of upcoming singing engagements.

The majority of the results was from 1890-95, when the family was still living in New York City and Marcella was engaged with the Sousa band and several shows at the Metropolitan Opera. The only contemporary descriptive account that could be found of her singing appeared in a published diary of Alma Mahler-Werfel, the widow of Joseph Mahler, who saw Rose perform (Mahler, 1999).

There are virtually no results for Rose Jacobson or Jackson that match, and none at all for Marcella or Rose Jellinek. Searches for Marcel Jellinek show that he made a career change, owning a printing business with a relative of his wife (The Etude, 1890); advertisements for Jellinek & Jacobson Publishers appeared in several newspapers. He is also listed as a business manager for a theater in downtown Manhattan. Mentions of Marcel and Rose become scarce after moving back to Europe in the mid-1890s.
The CAS archives contain letters written from Thelma Pierce Anderson, Jellinek’s likely second wife, to Mark Keller at the Center of Alcohol Studies. Thelma’s letters make mention of other family members, such as Johanna Fuchs, Morton’s maternal grandmother, with whom he was very close. They also make the first mention of any of Rose’s relatives, an Aunt Elsie in New York City, and that the family name may have been changed to Jackson at some point (Anderson to Keller, 1988). Searches for Elsie Jackson or Jacobson on Google news did not turn up any promising information. Thelma’s letters are invaluable in that they relay some anecdotal and charming stories about the Jellinek family, mostly relating to Morton’s youth in Hungary. Information about his parents and sister can also be sifted from her letters. One excerpt gives us an important clue that Rose and Edna returned from Europe to the United States sometime during Thelma and Morton’s marriage. The letters are relatively short of information on Morton’s life after his departure from Budapest. We do not know if he simply never told her any details about his life during that time, or if she chose to omit them. It does not appear that Thelma met any members of Morton’s family (Anderson to Keller, 1963, Anderson to Keller, 1984).

I then opted to continue our search on Ancestry.com, a proprietary database favored by many amateur genealogists. I had joined Ancestry to do personal research and was impressed by the amount of information I was able to find quickly. This made me very optimistic about our chances for uncovering information about Morton’s family. I was also eager to apply Ancestry’s family tree feature to our project. The Ancestry feature keeps track of all the sources attached to any given person, and became an invaluable feature once we began digging into the family history. I began my search using Jellinek’s full name, Elvin Morton Jellinek, to ensure that the most accurate results appeared. I did try searching under his supposed alias, Nikita Hartmann, to see if he had been in America during the 1920s, but could not draw any real conclusions from the searches. The vast majority of the information about Morton on Ancestry.com covers the 1930s through his death, including city directories with his addresses, US Census accounts, passenger lists for boats and trains, and records of his death certificate.

Some of the first records that appeared were marriage certificates. Morton had at least four wives. We were able to find information about some of them through Ancestry. One of the first finds on Ancestry was the record of Morton’s marriage to Thelma in 1935 (New Hampshire, Marriage Records Index). Once I began searching under her name, I could also approximate from census records that their daughter was born around the mid-1930s (the actual birthdate, June 29, 1936, was verified later from the California Death Index, 1994), and could confirm that the marriage lasted approximately 10 years. In 1946, Morton is not listed in residence with his wife and daughter, confirming the information that Thelma had provided in her letters. The second marriage record that I was able to find was Morton’s marriage to Cora Lee Boylston in 1947 in South Carolina (Richland County, SC, Marriage Index, 1947). Documents from our Canadian colleagues showed that Morton’s fourth wife was named Martha Mary Healey (Strachan, 1989). Keller makes mention of meeting her father once in New York City (Keller to Anderson, 1988), but cannot provide any additional details. Martha
Prior research had not uncovered any prior connections to South Carolina, so I decided that Cora merited some additional research. When searching under her name, one of the first results was the report of her death abroad from pneumonia while she was on a trip to Geneva with Morton in 1951. Her death was reported to the American consulate so that they could notify her relatives, including her parents, mother-in-law, and two children from a previous marriage. I decided to do some more searching into Cora's first marriage, since I wanted to see if I could unearth how she and Morton crossed paths. Several census records show that she lived with her first husband, Edward Boylston, in Baltimore with their three children. Edward passed away at a young age and she was left a widow. Ancestry searches led us to a photograph of Cora's gravestone, which she shares with her first husband. The most relevant and intriguing piece of information on the grave is the listing of a Christopher Jellinek. In all other aspects of our research, we never found any mention of Christopher, but he is likely her son by Morton, given his last name. We were able to find a Christopher Jellinek listed on Ancestry who was born in 1947.

After deciding that I had turned up as much information as I could on Morton's marriages, I turned to his immediate family. One of the first documents I uncovered was a record of Marcel's birth in Hungary, listing his full name as Markus Erwin Marcel Jellinek (JewishGen). Most of the additional documents were city directories that listed both home and business addresses in New York City, beginning in the late 1880s and ceasing with the family return to Europe. Most importantly, I found a record of Marcel's naturalization as a US Citizen which was witnessed by a Solomon Jacobson (US Naturalization Index), most likely the same relative of Rose's who went into the publishing business with Marcel; additionally, several of his passports were witnessed by a G. S. Jacobson (US Passport Application, 1895).

Ancestry soon confirmed that the difficulty in pinning down Rose's background was mostly due to her own actions. I had hypothesized that searching under her given name or married name on Ancestry would be more successful to find official documents, but I was mistaken – Marcella Lindh was still the best search term. She applied for several passports at US consulates and embassies in the 1890s to travel for singing engagements. Rose appears to have traveled broadly within Europe, and always lists intention to return to the US. However, she is very inconsistent about her personal information. For example, she lists her birthplace once as Mexico City (US Passport Application, 1896), which is not corroborated by any other documentation. After WWI, information on Marcella is scarce except that she traveled in the early 1920s with her daughter to New York (New York Passenger List, 1920).

While researching Marcel, I uncovered a passport application from 1901 that lists Edna as being three weeks old (US Passport Application, 1901). Armed with a birthdate, I decided to tackle Edna's history next. The vast majority of information found on Ancestry about Edna spans from 1920-26, when she traveled frequently to the United States from Europe. The best sources of information are her passport applications, which include addresses, occupations (she was a musician), and personal photographs (US Passport Application, 1921).

Her full name is Edna Eugenie Jellinek Lindh Pariser after her marriage around 1921 to Robert Pariser, a businessman from Berlin and possible school friend of Morton. A birth record turns up for her daughter, Marcella Krisztina Pariser, born 1926 in Budapest (US Consular Report of Births, 1924). We have a theory that Robert may have been a school friend of Morton’s, and may have aided him after fleeing Budapest. Robert and Edna's marriage did not last – we do not know the exact date of divorce, but his second marriage to a German woman in Italy in 1939 was reported to the US consulate (US Consular...
Reports of Marriages, 1939). After that, the records disappear.

Edna Jellinek's passport photo from 1921

I returned to the Google News search to see if I could find any additional information on Edna. Edna Jellinek's name appears frequently in the *Baltimore Sun* during the late 1940s and early 1950s as the director of the International Center at the Baltimore YWCA, considered an expert in folk art. There are several articles that feature her prominently, such as a piece about her and her mother's struggles in Budapest during WWII, where they lost virtually everything. Marcella lived in Baltimore with Edna (Baltimore Sun, 1947, Scarborough, 1947, Baltimore Sun, 1949). Additional searching showed that she and Marcella eventually ended up in Detroit, where Edna held a similar position for an art collection (Windsor Star, 1964). The Baltimore connection is important in another manner. Edna and Marcella arrived in Baltimore right after the end of WWII – seemingly, as soon as they could secure passage out of Europe. It is possible that, when visiting Edna and his mother in Baltimore, Morton met of Mrs. Cora Boylston for the first time.

At this point, I felt I had investigated Morton's immediate family to the best of my ability, and devoted my attention to tracking down the Jacobsons. The US Census became invaluable during this part of my research. An 1870 census record for Kalamazoo showed a Rosa Jacobson born to Solomon E. Jacobson (the same name as the witness to Marcel's naturalization) and Johanna Jacobson in 1867 (1870 US Census). She had three older brothers, but there is no mention of a sister named Elsie. Her parents and her oldest brother, Gustave, are listed as having been born in Mecklenburg, Germany. I was sure that I had found Rose. The second piece of convincing evidence was an 1881 ship manifest that shows parents Solomon and Johanna sailing to Hamburg with children Gustave, Charles, Rosa and Elsie (Staatsarchive, 1881).

During our research, we noticed that we had a large pile of home and work addresses from city directories and census records, prompting us to create a Google Map to track them. Once we began to collect members of the extended family, we realized that the map would be an excellent way to visualize the movements of the family and potential patterns of interaction. When examining the spread of Manhattan addresses, we could see that the Jellineks and Jacobsons stayed within the same bounds, even over decades. The goal for this map would be to put each decade into a different layer so that they could be viewed individually or applied so that you could do one-to-one or one-to many comparisons. The map includes all of the addresses that we have for the Jellineks and Gustave Jacobson's family globally.

My final piece of research on Morton's family focused on his daughter, Ruth. Ship manifests on Ancestry showed she accompanied her father on some of his travels to Europe when she was a teenager (New York Passenger Lists, 1951, 1952). We knew from Thelma's letters that Ruth's married name was Surry. I was able to find some city directories that show Ruth lived her later years near Santa Barbara, California. We know from other research that, unfortunately, Ruth took her own life in 1994 (California Death Index, 1994). Research into her youngest son, Shawn, reveals that he passed away in 2011 (Social Security Death Index, 2011), but we have not been able to verify the
cause of his death. I was able to find whom I believe is Christopher Jellinek, but I am unable to verify the information.

Researching the Jellinek family was an enriching and enlightening task that has proved helpful in understanding the roots of Morton’s personality and academic interests.

He grew up surrounded by various people with a multitude of interests and abilities, and this may have contributed to his ability to adapt so readily to the scientific study of alcohol and addiction.

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The “banana book” by E.M. Jellinek

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Belk Library and Information Commons
Appalachian State University

This is the fourth in a series of papers depicting the mostly undocumented life of E.M. Jellinek. This paper details another intriguing and even lesser known period of Jellinek's life—the ten years that he allegedly spent abroad, after his disappearance from Hungary, between 1920 and 1930. A mysterious book on banana diseases serves as a lead to support the claim that A.N. Hartman, listed as the author, was Jellinek's alias during this period. This paper describes how the quest for this book opened new avenues of research to fill in some of the gaps in Jellinek's life during this period. The information in these papers was first presented at the 36th Annual Substance Abuse Librarians and Information Specialists (SALIS) Conference on May 1st, 2014, by seven presenters in a panel entitled "Mystery and speculations: Piecing together E.M. Jellinek's redemption."

The 1920s is the decade most shrouded in mystery when it comes to E. M. Jellinek's life. We know virtually nothing about this period, and what we do know is highly speculative and more or less unverifiable. One source is Jellinek's biography from the 1947 Current Biography entry, that says

"the subject of plant growth next was the young scientist's chief interest: he worked as biometrician at Elder Dempster in Sierra..."
Leone, West Africa, for five years beginning in 1920; and as biometrician, and later director of research, for the United Fruit Company for five years beginning in 1925 (Jellinek, 1947, p.334).

Further information about this decade of his life is mentioned in the 1931 Worcester State Hospital Annual Report as follows:

E. Morton Jellinek, M.Ed. University of Leipzig, was appointed chief statistician May 1, 1931. Mr. Jellinek has been statistician to the Prime Minister of Hungary, biometrician for the research departments of the firms of R. Pariser and Elder Dempster and Co. (West Africa), assistant director of agricultural research, United Fruit Company (Central America). Various publications in ethnology and biometry. (Worcester State Hospital, 1931, p.18).

The Report of Research Service contained within the Annual Report introduces Jellinek as an asset around whom they organized a statistical service. The assistant superintendent, Francis H. Sleeper, M.D., claims that

we have been fortunate enough to obtain the services of Mr. E. Morton Jellinek as chief statistician. Mr. Jellinek brings to bear on the problem many years’ experience in biometrical research and notable adaptability to the various needs of such a comprehensive research. (Worcester State Hospital, 1931, p.15).

He is listed as assistant director of research with United Fruit Company in Tela, Honduras, according to an unpublished biography prepared by J. George Strachan about

the history of the events and people leading up to and concerned with Dr. Jellinek’s ‘STAY IN CANADA’ with the Alcoholism Foundation of Alberta (in Edmonton, Alberta), and with the Addiction Research Foundation of Ontario (in Toronto, Ontario) between Sept. 1958 and January 1962 (Strachan, 1989).

Another source, Jellinek’s daughter Ruth Surry’s memo to R. Brinkley Smithers, supports the claim of his stay in West Africa. As she mentions,

He was in Sierra Leone working for the Elder Dempster Steamship Line under the name of Nikita Hartmann. He said that before he went to work for Elder Dempster he had traded with the natives—taking medicines to them in exchange for skins and shells and worked as a cook in a restaurant. (His exact job for Elder Dempster in vague (sic). He was either a plant biologist or an engineer.) (Surry, 1965, p.3).

Later on in the decade, however, the evidence of his whereabouts is slightly sturdier. All indicators point to the likelihood that between 1926 or 1927 and 1930, Jellinek – still as Nikita Hartmann – was living in Honduras, working for the United Fruit Company, first as an agronomist or in a similar research-oriented capacity, then as a director of research.

According to Jellinek’s former wife Thelma Pierce Anderson, these are the approximate dates and positions that Jellinek occupied (Anderson to Keller, 1988):

<table>
<thead>
<tr>
<th>Date</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>11/01/26</td>
<td>Timekeeper, agriculture, Tela, Honduras</td>
</tr>
<tr>
<td>03/01/2?</td>
<td>Agronomist, Tela, Honduras</td>
</tr>
<tr>
<td>03/01/29</td>
<td>Assistant, Research Department, Boston</td>
</tr>
<tr>
<td>06/17/30</td>
<td>Resignation requested</td>
</tr>
</tbody>
</table>

However, there is no way to verify this. Even more problematic, Jellinek reportedly told László Frank in 1930, that he was on a coffee farm.

“…I don’t want to talk about my escape… the fact is that I spent a few days in Romania, then I fled to Yugoslavia, and
from the Dalmatian Shore, I traveled to Italy. Then to New York... then to South America”
“And you came from there to visit here in Berlin.”
“From there. In Grunewald... you know, here in West Berlin... I bought a villa for my parents... They live here... I visited them—finally... now... since I can... but in a few days I’m traveling back to South America.”
“And there... in South America... where do you live?... Or is this a secret?”
“Not anymore. But I still don’t want anyone to know in Budapest”
“And... what do you do for a living?”
“I have a coffee farm. I’m an excellent farmer... but I also continue my studies in ethnology. I have recently published a book on Indian Folk Customs.”
“Of course, under a different name... You have changed your name.”
“You bet”, laughed Jellinek.
(Frank, 1957, translated by Judit Hajnal Ward)

The source of this conversation is a 1957 propagandistic adventure novel published in Hungary, entitled “Conmen, vagabonds” (Frank, 1957, second edition Frank, 1966). While the events in the book may be based on facts, we cannot be certain of the extent to which the story was dramatized for the reader. That Jellinek spent some years in South or Central America is likely, especially given his later demonstrable knowledge of botany in some of his journal articles. But did he ever work for the United Fruit Company, or was that just a cover story?

There may be only one way to prove that someone named Nikita Hartmann genuinely worked there. If we were to find the company personnel files, we could probably track down a Nikita Hartmann during a particular period. We have not been able to obtain these documents. Even with the document in hand, however, there would still be the perhaps more challenging task of connecting Nikita Hartmann to E.M. Jellinek. As of now, all links are speculative based on family recollections.

Instead, what we have now are two mentions by members of Jellinek’s family that he published a book about bananas during his time at the United Fruit Company. First, Ruth Surry writes,

While working for United Fruit he published a book on the diseases of bananas. To finish the book he went to Boston where United Fruit has its main office. He went to Boston as E. M. Jellinek, thus causing United Fruit great embarrassment and confusion (Surry, 1965).

Along similar lines, Anderson writes,

It may be well here to mention the ‘banana book.’ Probably the title is known to you; it is not to me. I have seen a copy — bound in dark green, hard cover; about 5”x8 in size, and approximately 3/4 inch thick. It is possible that a copy can be obtained from the United Fruit Company (Anderson to Keller, 1963).

To give a bit of historical background, the United Fruit Company, which was founded in 1899, had by the 1920s negotiated hundreds of thousands of acres for growing bananas in the West Indies, Central America, and South America. Along with Standard Fruit, it
dominated the banana market. The company maintained a laboratory in Tela, Honduras, for studying Panama disease (*Fusarium wilt*), a disease which infects the banana root.

We set out looking for Jellinek’s alleged banana book, not realizing how many books were published about bananas. After extensive searching, we finally caught a break when we discovered, in an obscure footnote, a 1962 book that had a good bibliography of early twentieth-century banana research. That book led us to this reference:


In an email, Andre Lassoudiere, French banana expert, to Ron Roizen, gave us two citations with “Hartman, A.N.” as the author, one the same as found in the footnote and another entitled “Biometrical Studies of the Gros Michel Banana” (Lassoudiere, A., personal communication, July 16, 2013). This lead introduced A.N. Hartman to us, who published in United Fruit Company journals in the second half of the 1920s. The only available copy of this title exists in microform. We requested and received this item via interlibrary loan, and had it digitized for posterity. Like this title, most of Hartman’s publications appeared in research bulletins, but at least one was listed in OCLC’s WorldCat as a popular title.

We tried and failed to acquire a copy via the regular library channels, but based on the WorldCat holding, we contacted Harvard’s Herbaria Botany Library. An extremely helpful librarian there scanned the cover and first few pages of the brittle book, *Banana Growth and Fruiting: A Popular Summary*.

From the scans, it appears that it is a somewhat abridged and less technical version of the earlier publications. This fact intrigued us because it reminded us of the dichotomy between scholarly and popular publications that would later become a staple of the Yale Center of Alcohol Studies. An example of this is the Lay Supplement series which were published in order to educate the broadest audiences beyond the scholarly community.

_Banana Growth and Fruiting_ immediately became the prime candidate for the supposed banana book.

From the scan, we can determine that it is the correct dark green color that Anderson remembered, though not exactly the same dimensions. It was published in 1930, around Jellinek’s transition from South America to Boston and thus consistent with Ruth Surry’s recollection. Furthermore, the circumstantial
evidence is encouraging. It was published in the right country at the right time by a man with a similarly-abbreviated moniker as Jellinek (and possibly using an Americanization of the name “Hartmann”).

Further confirmation may come from using discourse analysis software to compare Hartman’s banana book with some of Jellinek’s early English language publications.

Although it is virtually impossible to prove or disprove authorship, at first glance, there is some reason to think that the two works were authored by the same person.

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E. M. Jellinek: The Worcester Hospital years (1930-1939)

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This is the fifth in a series of papers depicting the mostly undocumented life of E.M. Jellinek. His years at the Worcester State Hospital, a psychiatric facility, are summarized in this paper, based on available reports and recollections on the hospital's daily activities. Included here are his broad research and creative interests during that time, which may tie his Hungarian scholarship with his later output in alcohol studies. The information in these papers was first presented at the 36th Annual Substance Abuse Librarians and Information Specialists (SALIS) Conference on May 1st, 2014, by seven presenters in a panel entitled “Mystery and speculations: Piecing together E.M. Jellinek’s redemption.”

It was in the multidisciplinary environment of the Worcester State Hospital in Massachusetts that Jellinek may have developed his ideas on the research of diseases. The progression of his work with schizophrenia has clear influences on his work with alcoholism in the following decade. This period in Jellinek’s life is important to understand. We can trace similar trends in his process, such as defining a concept or disease before attempting to study it, apparent in both the first few articles he published on schizophrenia and his early articles on alcohol studies (Hoskins & Jellinek, 1933; Jellinek, 1939; Bowman & Jellinek, 1941).

In many ways, Katherine Dexter McCormick is responsible for bringing Jellinek to Worcester. While most famous for...
her work on birth control, McCormick was also significant in the field of schizophrenia. Her husband succumbed to the disease only two years after their marriage. She strongly disagreed with the doctors’ course of treatment, focusing mainly on psychological and psychiatric treatments. As a response, McCormick established the Memorial Foundation.

Mrs. McCormick imposed stringent limitations on the use of the estate funds, directing that money be allotted only to organic studies and not for any purpose related to psychiatry and psychology. Afterwards, although psychophysiological items were occasionally “sneaked” into the research, funds for these as well as for anything pertaining to psychiatry and psychology had to be obtained from other sources (Shakow, 1972, p. 70).

Thus, a committee was established under David Shakow to develop a methodology for quantifying and treating schizophrenia through applied physiology and biochemistry. Thanks to this, it is known that Jellinek was recruited as part of this committee with Forrest Linder, Joseph Looney, Hugh Carmichael, and Joseph Rheingold, as stated in the Annual Report 1931 of the Worcester State Hospital. In the same report, Jellinek’s hiring is noted as follows:

Mr. Jellinek brings to bear on the problem many years’ experience in biometrical research and notable adaptability to the various needs of such a comprehensive research (Worcester State Hospital, 1932, p. 15).

Further information about Jellinek’s arrival was gleaned from a series of letters written between Thelma Anderson, his wife during the Worcester years, and Mark Keller, his friend and colleague. In one of these letters, Thelma states that

Various sources say that Bunky arrived at Worcester in 1931. How he came to be a biometrician is vague. One story has it he met the “angel” of the Memorial Foundation for Neuro-Endocrine Research by invitation. Roy Hoskins, M.D., the Director of the project, was impressed and Bunky was hired! (Anderson to Keller, 1988).

Naturally, this “angel” could refer to the Mr. Stanley McCormick. However, András Angyal was often referred to as “angel.” Angyal (pronounced ON-dyal) means “angel” in Hungarian. He began at Worcester in 1933, shortly after Jellinek, as a Special Worker in Research.

Regardless of how he arrived, Jellinek found the environment at Worcester to be congenial and encouraging to research. David Shakow, in a 1972 article about Worcester’s research on schizophrenia, mentions that

At Worcester [researchers] had close contact not only with students and staff in their own professional areas but others as well. Perhaps most important were the limitless opportunities for intimately working with students from many other

The Annual Reports of the hospital between 1832 and 1953 were digitized and are available online through the State Library of Massachusetts and the Internet Archive.
professions for which the Hospital was an active training ground. During the year, and especially in summer, the Hospital hosted nursing, medical, social work, psychiatry, psychology, occupational therapy, theology, biochemistry, and statistics students, with an occasional sociology and anthropology student thrown in for good measure. (Shakow, 1972, p. 80).

He goes on to describe frequent parties and open houses. He attributes the familial environment at Worcester to the isolation caused by the Great Depression. In addition to the numerous cross-department seminars was the professional medical library maintained by George Banay.

Further evidence of the environment at Worcester comes from this verse written by Jellinek as a response to the frequent time audits the hospital underwent:

Don't you know it, little Miss?
Statisticians must not piss.
If they wish to dehydrate
They must wait, they must wait
For some suit'ble transformation
In the shape of perspiration.
That is better for their health,
As well as for the Commonwealth.
(Shakow, 1972, p. 83)

Many marriages came to be as a result of the Worcester environment, including that of E.M. Jellinek and Thelma. Again, thanks to the letters from Thelma, a timeline can be created. Thelma was working as a clinical psychologist at the New York State Psychopathic Hospital in Syracuse under Harold Hildreth, who knew Jellinek from his time at Worcester. While Jellinek was visiting, Hildreth told Jellinek that Thelma was in need of a job. Shortly afterwards, Jellinek offered Thelma a position as his statistical assistant at $20.00 plus maintenance a month. After four or five months, Jellinek confessed that he had not been authorized to hire anyone and had been paying her salary from his own pocket. Jellinek was able to convince the director, Dr. Bryan, to allow Thelma to stay on, sharing the salary of one hospital attendant between several assistants (Anderson to Keller, 1963). Jellinek and Thelma were married in Keene, New Hampshire on October 18, 1935. They divorced a decade later, on March 25, 1946.

Early on in the research process, Jellinek and others researching at the foundation came to understand that it was important to first define schizophrenia prior to moving forward. In 1933, Hoskins and Jellinek published an article stating this point (Hoskins and Jellinek, 1933). It is likely that the interdisciplinary nature of the hospital environment lead to an interdisciplinary approach to schizophrenia. The Seven Months’ Study was intended to obtain base-line data on schizophrenics and to determine both their intra- and interindividual variability, the finding which had so impressed us in our earliest studies (Shakow, 1972, p. 84).

Amongst the many things it accomplished, according to Shakow, was laying the groundwork for many subsequent studies; encouraged us to set high standards of performance; and, because of the exercise in multidisciplinary, cooperative techniques, helped us to become a smoothly functioning research group (1972, p. 86).

Over 500,000 quantitative observations were recorded and then analyzed by Jellinek and his department in order to establish a five-point rating scale system.

Impressed by Jellinek’s work, the hospital appointed him to a committee to a yearlong examination of the research environment at the hospital in 1934. Jellinek was appointed as the chair of the Committee on Coordination of Research with H. Freeman, P. E. Huston, and W.C. Miller (Shakow, 1972, p. 87). Dr. Harry Freeman was a pathologist at the hospital. Paul E. Huston was a research associate in 1930 but never appears on the...
Staff list in the Annual Reports although his publications are listed. W.C. Miller may have been E.C. Miller, a visiting doctor of internal medicine who spent most of the 1930s at Worcester. It also may be Wilber R. Miller, a psychiatrist who began with the hospital in 1935.

Much like the Seven Months’ Study established strong parameters for future studies, the Committee led to a reemphasis on psychiatry. It noted that the psychiatric department was not producing many publications and that such publications were rarely in the field of psychiatry. It also resulted in a Research Council, which met weekly to emphasize research principles. Jellinek’s ties to the psychoanalytic movement in Budapest showed potential that resonated with the Worcester State Hospital’s practices. As Shakow notes:

Jellinek made his influence felt in relation to psychoanalysis because of his obvious knowledge of the field, the respect in which he was universally held as a competent biometrician, his broad culture, and his rare sense and intelligence. If ‘Bunky,’ as he was without exception called, felt positive toward psychoanalysis, then presumably psychoanalysis was indeed important and worth paying attention to (Shakow, 1978, pp. 44-45).

After completing the Seven Months’ Study, Jellinek became involved in the next stage of the research, assessing different treatment methods. Numerous reports from Europe were suggesting that insulin was the best treatment for schizophrenia. While researchers at Worcester were skeptical, it fit within the requirements of the Memorial Foundation’s grant as an endocrine treatment. Therefore, Cameron with Jellinek developed the Insulin Study in 1937. When completed, there was little evidence which showed the European studies were correct. Instead, it seemed that insulin had little to no therapeutic effect. Despite this, the insulin study provided a large portion of the work performed by the Biometric Department under the direction of Mr. E. M. Jellinek. There was first the continuous recording of this data, next the preliminary analysis, and lastly a detailed final analysis. The most outstanding results have been referred to already in connection with the insulin study (Worcester State Hospital, 1938, p. 20).

The environment at Worcester continued to affect Jellinek’s research and life. He was surrounded by a substantial Hungarian population at Worcester, many of whom would come with him to Yale in the following years. Brothers Ralph and George Banay were amongst them. Ralph received his medical degree from Royal Hungarian University in 1920 and became the first medical director of the Yale University’s Alcoholic Clinic (New York Times, 1970). George worked at Worcester as the librarian. He developed the medical library at Worcester. András Angyal was a psychotherapist. Late in Jellinek’s career, Angyal was hired as the Head of the Psychiatric Research Unit at Worcester.

Angyal was early to recognize the Alcoholics Anonymous program as the desirable model for psychological recovery. Alcoholics are never ‘recovered’ but always ‘recovering’ (Stern, 1992, p. 366).
Géza Róheim, a childhood friend of Jellinek, was hired at Worcester in 1938 as psychoanalyst and anthropologist.

Many of the non-Hungarians Jellinek worked with also went on to be substantial research forces. Joseph Looney, Director of Laboratories at Worcester, is best known for the "Looney Technique" of blood analysis (Boston College Heights, 1939). Anne Roe began as an assistant psychologist at Worcester, but went with Jellinek to Yale to conduct a review of literature on alcohol education (Wrenn, 1985). David Shakow was the Director of Psychological Research and went on to Yale as the director of the Fund for Research in Psychiatry (New York Times, 1981).

Jellinek left Worcester in 1939. Very little about his motivations are provided in the 1939 Worcester State Hospital Annual Report: "E. Morton Jellinek, D.Sc. Biometrician, to private consultation practice in New York City" (p. 7). Jellinek was recruited by Norman Joliffe to head the literature review study being conducted by the Research Council on Problems of Alcohol and funded by the Carnegie Corporation (Roizen, 1991). However, at the point of his departure, he had apparently not yet been appointed to this new position, as there is no mention of the Research Council in the report.

Thanks once again to the letters between Thelma and Keller, there is a record that Jellinek claimed there was tension between himself and Hoskins. Shakow does mention that pressure that Hoskins was under from both the Memorial Foundation and hospital staff, but nothing about Jellinek's departure (Shakow, 1972, 79). Thelma speculated that Jellinek had become bored with the problem of schizophrenia from an endocrine standpoint (Anderson to Keller, 1963).

Keller agrees, stating

You can explore a special aspect like that just so far and then it gets tiresome to have to adjust one's planning to the special perspective-especially as one's thinking is anyhow not narrowed (Keller to Anderson, 1963).

Of course, it is possible that Jellinek's Hungarian past, or lack of credentials, caught up with him. In addition to Hungarians at Worcester, there was a strong Hungarian community in psychiatry in New York City who might have brought up his past. Two of his former peers in psychoanalysis from Hungary, Franz Alexander and Sándor Radó, established themselves in the United States in the early 1930s. Gábor Kelemen speculates that Jellinek's open opposition to Radó's views on addiction may have been risky, since Radó knew about Jellinek's past. (Kelemen and Márk, 2012, p.309).

Appreciation for Jellinek at WSH is well-represented by an unusual gesture from the staff. He received three leather-bound volumes with all articles published during his time, with his name inscribed on the spine, the photo of which is courtesy of their owner, Richard Noll. The accompanying farewell letter furthers this sentiment, commenting on the staff's "continuing privilege and pleasure
to draw freely upon [his] wisdom." What is known is that, after leaving Worcester, Jellinek went on to do very important research on alcohol, first with Jolliffe and then at Yale. Looking at Jellinek's early research on alcoholism, there are potential indications that his experience at Worcester parallel with his later methods on studying and treating alcohol problems.

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Mark Keller and E.M. Jellinek

Molly Stewart, MLIS
Franklin Township Public Library

This is the sixth in a series of papers depicting the mostly undocumented life of E.M. Jellinek. Jellinek was known to make a great impact on his co-workers in many ways. Perhaps his closest colleague and friend during his years in alcohol studies was Mark Keller, editor of the Journal of Studies on Alcohol. This paper draws heavily upon the newly discovered content from Keller’s correspondence with Jellinek’s former wife, Thelma Pierce Anderson. These letters provided leads in researching topics presented in the previous five papers, as well as corroborating evidence. The information in these papers was first presented at the 36th Annual Substance Abuse Librarians and Information Specialists (SALIS) Conference on May 1st, 2014, by seven presenters in a panel entitled “Mystery and speculations: Piecing together E.M. Jellinek’s redemption.”

While much of E.M. Jellinek’s history is unknown, his time in the alcohol research field has been well documented. For many of these years Jellinek worked closely with Mark Keller, his friend and colleague. The Center of Alcohol Studies Library is fortunate to have numerous letters between Keller and Jellinek’s former wife Thelma Anderson, in addition to articles, speeches and interviews from Keller describing his relationship with Jellinek. These materials create a clearer
picture of Jellinek, in both his professional and personal life.

Mark Keller was born in the Austro-Hungarian Empire in 1907 and immigrated to the United States in 1913. He was a self-educated man, and despite never attending college, he had a broad knowledge of several topics. He began researching in the alcohol field in the 1930s in a group led by Norman Jolliffe. One of the first original staff members at what would become the Center of Alcohol Studies, Keller worked for the Center at both Yale University and Rutgers University. During his time at Rutgers he helped create the Center’s library and its extensive alcohol research collection. Working his way up from editorial assistant, Keller was named editor of the Quarterly Journal of Studies on Alcohol, the highest position within the journal.

Norman Jolliffe was appointed medical director of the project, and began work at NYU Medical School with Keller as his editorial and research assistant. Recruited by Jolliffe to work on the project, Jellinek was shortly appointed executive director. In a 1972 speech Keller remarks that “Jolliffe went up to Worcester where Jellinek was lured away from schizophrenia to alcoholism” (Keller, 1972). In a later interview Keller would say, “he [Jellinek] didn’t know anything about it, about alcoholism” (Blume, 1980).

Although Jellinek had been named executive director of the literature review, it’s evident that he was not wholly trusted, especially when it came to money. Keller writes in a letter to Thelma Anderson, Jellinek’s ex-wife,

> Jolliffe’s decision to ship me up to the Academy to work with Bunky had multiple reasons, one being to raise my income. But there was another…He expressed the feeling that this Jellinek fellow was evidently a holy wonder—but didn’t impress him as a very solid character. What would he do, especially budgetwise, left all to himself? So I was to try to keep Jellinek on an even keel (Keller to Anderson, 1963).

Keller was sent to the Academy to keep an eye on Jellinek, however, according to Keller, Jellinek recognized Jolliffe’s suspicions and played along quite well. Again, Keller writes to Anderson,

> I think Bunky understood my position and he cleared lots of things with me, such as buying this and that, about which I didn’t care a hoot. In retrospect, maybe Bunky understood this aspect of my position better than I did (Keller to Anderson, 1963).

Once the alcohol literature review was finished, Jellinek was invited to join the Laboratory of Applied Physiology at Yale, which would be responsible for creating the Center of Alcohol Studies. Jellinek brought with him the results of the literature review...
and continued his work. In 1941 Mark Keller joined him at Yale, where they collaborated on numerous projects. Jellinek and Keller made important contributions to alcohol research literature, in particular the Classified Abstract Archive of Alcohol Literature, manuals and publications focused on organizing and disseminating information and large bibliographies. After Jellinek's departure from the Center, he and Keller continued to have a close working relationship. In addition to editing Jellinek's book, *The Disease Concept of Alcoholism*, Keller was instrumental in having the work published. Even after Jellinek's death, Keller was invited to carry on his work, and was asked to complete the alcohol encyclopedia Jellinek had been working on.

Beyond their professional relationship, Jellinek and Keller developed a close friendship. In a 1972 speech Keller says, "It didn't take long for Jellinek and me to become friends" (Keller, 1972). In letters, speeches, and memorials, Keller's affection for Jellinek is obvious. As evident in their years-long correspondence, Keller was also close with Jellinek's ex-wife, Thelma Anderson.

As the field of alcohol studies grew, Jellinek encouraged Keller to grow as well and seek new opportunities. At one point Jellinek suggested Keller switch careers and join him in becoming a research consultant. Keller worried he could not join an endeavor of which he knows nothing about, but Jellinek, ever the innovator, believed the ability to think is what matters, as knowledge can be taught. Keller recalls,

*My first reaction was, 'But I don't know anything about it!' To which he replied, 'What you think is more important, and anything you need to know I'll teach you.' But I am terribly unenterprising (my belief in free enterprise is strictly for the rights of others)...* (Keller to Anderson, 1963).

The encouragement and admiration between the two went both ways. Jellinek was a mentor to Keller, but Keller was also responsible for helping to create and produce some of Jellinek's most accomplished works. The two enjoyed a fruitful 25-year working relationship, and Keller would remain a loyal friend and colleague to Jellinek throughout their relationship. After Jellinek's death, Keller's loyalty only grew. He wrote several memorials, articles, and remembrances of his friend. In each of these, he stressed the importance of Jellinek's role in changing and developing the alcohol research field (e.g., Keller, 1964, Keller, 1970, Keller, 1972, Keller, 1984).

Keller so admired Bunky that in 1965 he, along with several others, created the Jellinek Memorial Fund. In addition to a cash prize, the winner receives a bust of Jellinek, nicknamed a "Bunky". Keller won the award in 1977 and his inscribed bust is now housed at the Center of Alcohol Studies, Rutgers University.

Although many could say that Jellinek may not have had the credentials necessary for his position, Keller knew there were no limits to his abilities. Keller describes Jellinek as having "boundless imagination and vision,"
while cultivating an interdisciplinary approach to the field. He attributes the rational, scientific approach to alcohol problems to Jellinek and states that Jellinek “fought…to replace the absence of knowledge which had prevailed in the realm of alcohol problems” (Blume, 1980).

In one memorial article Keller best describes his feelings on the controversial subject,

_E. M. Jellinek was essentially a universal scholar. He never really earned a doctorate, although along the way he acquired a couple of honorary degrees, and he allowed himself to be referred to as Dr. Jellinek because it was too inconvenient to correct everybody all the time. Of course he was a doctor of doctors in the truest sense (Keller, 1970)._ 

Keller, among others, attempted to write a biography on Jellinek after his death, stressing that the biography was a “grand and needed project” that “lots of people were waiting for” (Keller to Anderson, 1988). Keller would correspond with Thelma for years, trying to piece Jellinek’s life together. During that time he realized how much of Jellinek’s history was a mystery to him, despite their close personal and professional relationship. Keller also believed that others would not be successful in writing a biography, failing to “understand Bunky” (Keller to Anderson, 1984).

When Keller wrote to Thelma Anderson asking for her help with the biography, she asked which Bunky the public would be interested in: “Bunky the man, the scientist, the humanitarian, the ruthless, the genius or the screwball?” (Keller to Anderson, 1984).

Among friends, Bunky was known for his nonsense verse. One of Keller’s letters even references a nonsense verse competition to decide what would be written in a going away card; Keller won that one. These nonsense verses give us a sense of Bunky the smart, lighthearted joker. An example of Bunky’s nonsense verse:

_I felt that time was hanging by its toes, _
_I felt the goosedflesh creeping up my nose, _
_I felt the shudder of an unknown thought, _
_I saw the world behaving like a kite, _
_I felt as loving as a Hitlerite; _
_I wondered what the cause might be—_ I found: My cigarette was smoking me._

(Jellinek, n.d)

One of the most interesting finds among the Keller-Anderson correspondence was a story told by Thelma describing Jellinek’s talent for becoming an expert on any topic.

_Parenthetically—on some occasion, I believe it was while he was with United Fruit, he was asked to supervise the construction of a bridge. Now, you and I know that Bunky had the mechanical sense of a billygoat but—he had a weekend to get the bridge project worked out. He gathered together a pile of books and went to bed. On Monday morning, the plans for the bridge were ready! (Anderson to Keller, 1963)—Jellinek took a similar approach when beginning his career in alcohol research._

_I do remember Bunky coming home and saying, ‘How would you like to be married to an alcohol expert?’ I said something along the line of, ‘But you don’t know one damned thing about it’. …I said I thought he could probably learn enough to bull his way along until he needed to know more. Again, Bunky took to the books, and I swear that within ten days he had developed a number of really good and original ideas on a subject about which he (nor anyone else it turned out) had had not one reasonable notion in 50 years (Anderson to Keller, 1963)._

Mark Keller is an important factor in telling the Jellinek story, because a lot of what we know about Jellinek comes from Keller, who gathered information from Thelma
Anderson. Keller’s fading and selective memory colors the past and what we’ve come to know of Jellinek (Roizen, 2011). Some of the Jellinek mythology comes from hearsay or word of mouth stories, which for librarians can be a good starting point. The next step involves locating primary sources whenever possible, searching for secondary sources to provide context, and putting the pieces together. As librarians, we’re responsible for finding materials and providing access.

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The Jellinek project: Summing up, so far

Ron Roizen, PhD
Independent scholar

This is the seventh in a series of papers depicting the mostly undocumented life of E.M. Jellinek. This paper wraps up and contextualizes the findings of the previous six papers, and points out potential areas for further research. The information in these papers was first presented at the 36th Annual Substance Abuse Librarians and Information Specialists (SALIS) Conference on May 1st, 2014, by seven presenters in a panel entitled “Mystery and speculations: Piecing together E.M. Jellinek’s redemption.”

I was delighted when Judit Ward invited me to “bat clean-up” -- or, in other words, offer some summing-up remarks for her Jellinek biography project’s research experience and progress.

Let me begin by reminding readers that E.M. Jellinek was a key figure in the emergence of “a new scientific approach to alcohol” in post-Repeal America. He, more than others, saw “the big picture” regarding what was necessary to establish a beachhead for mainstream science’s cultural “ownership” of the nation’s alcohol-related concerns in the post-Repeal period. He also served as an adept and skillful “front man” or “impresario” (to use Penny Booth Page’s apt term) for this newly emergent scientific specialty. He had a knack for bridging vying (and not always friendly) camps within the new modern alcoholism movement that emerged in the 1940s and 1950s, something evidenced, for example, by the affection accorded him by many members of the Alcoholics Anonymous fellowship. And he could be flexible and nimble in advancing science’s values and advantages to different audiences. He also managed to displace “temperance science’s” past hegemony by outlining the main features of a new, mainstream scientific presence and authority -- even despite sometimes bitter and

3 A.A. co-founder William Wilson (Bill W., “Let’s Be Friendly With Our Friends: Friends on the Alcoholism Front,” The A.A. Grapevine, March, 1958), for example, wrote of Jellinek: ‘Presently, the Research Council took on a live wire, Dr. E. M. Jellinek. He wasn’t an M.D., but he was a “doctor” of pretty much everything else. Learning all about drunks was just a matter of catching up on his back reading. Though a prodigy of learning, he was nevertheless mighty popular with us alcoholics.”
vituperative objections from some dry diehards.  

Jellinek’s career and life after joining the new alcohol science enterprise in 1939 became enmeshed with the story of alcohol science’s subsequent evolution and growth. This period spanned, for Jellinek, the remarkable distance and journey from his role in the early Carnegie-funded literature review project to, in his final years, his important role in conceptualizing the influential Cooperative Commission on the Study of Alcoholism report. Yet, Jellinek began his new career in alcohol science when he was pushing 50. Remarkably, however, very little – very, very little – has been known about his pre-alcohol-studies life and work. It is this pre-alcohol life experience that, happily, is the fertile and fresh field this Rutgers project has sought to cultivate.

Much has been accomplished by this Rutgers-based biography project so far — and, of course, much still remains to be accomplished. High on my own remains-to-be-done list, incidentally, are: (a) collecting and exploring more of Jellinek’s files and correspondence – especially any personal correspondence in the 1930 and, if luck favors the project, the dark and mysterious 1920s; (b) finding and making use of Ruth Surry’s fugitive but allegedly rich biographical materials; (c) securing a copy of the broad report on how Worcester’s schizophrenia research should be restructured, chiefly authored by Jellinek; and (d) (in the best of all possible worlds) traveling to all the important venues in Jellinek’s life. Hence, should the project continue on its course, there is little prospect of rest for its investigators in the coming year. Obviously, enhanced support will be necessary to carry out further work too.

The Rutgers project has divided Jellinek’s pre-alcohol life into three broad periods: the “Hungarian Years” (25 years, from 1895 to 1920), the “Time Abroad” (the decade of the 1920s), and the “Worcester State Hospital” period (the 1930s). I will say just a few words about each. Respecting the first, the Hungarian, period, the project has enjoyed a number of very nice advantages. Judit Ward, herself a native Hungarian speaker, has made periodic visits to Hungary collecting primary source material on Jellinek’s life and times. New scholarship on Jellinek has also recently emerged among addictionologists and librarians in Hungary as well. Thanks to these efforts – although much newly collected material is still being processed – our understanding of Jellinek’s Hungarian period has already been greatly expanded and enriched. This period was by no means unconnected to Jellinek’s later involvements at Worcester and with the new alcohol science movement. At Worcester State Hospital, as Karen Thomas’s article in these pages reported, Jellinek’s advocacy for greater emphasis on a psychoanalytic approach to schizophrenia appears to have been heeded. As Karen quoted: “If ’Bunky,’ as he was without exception called, felt positive toward psychoanalysis,” wrote David Shakow of Worcester, “then presumably psychoanalysis was indeed important and worth paying attention to.” Skipping far, far ahead: Jellinek’s final alcohol studies article, published posthumously in 1977, 14 years after his death, returned to the symbolic level of analysis he’d become fascinated with and developed while in the Ferenczi circle.7 Regarding Jellinek’s currency trading caper in Hungary, it may be noted that only relatively recently have students of Jellinek’s life come to understand the “E.M. Jellinek,” who rose to

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prominence as an alcohol science specialist in the U.S., was actually the same person as the “Jellinek Morton,” who made off with millions of crowns in Budapest in 1920. Judit Ward’s article, in these pages, draws upon a bounty of new information and sources on this notorious escapade.

The “Time Abroad” period, which Scott Goldstein’s article in these pages examines, represents a particularly difficult biographical challenge. Scott has done an excellent job conveying how very sketchy are the available source materials on Jellinek’s life and work in the 1920s – and therefore also how important was the discovery and collection of Hartman’s (i.e., Jellinek’s) “banana book” by this project. As recently as April, 2013, Judit Ward and I, were lamenting -- in a post to Points: The Blog of the Alcohol and Drugs History Society® -- that the banana book was proving very difficult to find. Not finding the book would have left Ruth Surry’s mention of it and Thelma Anderson’s recollections about it unconfirmed and iffy. Finding it, therefore, provides a kind of solid rock anchoring a nice little verity that otherwise would have been left adrift in a sea of biographical uncertainty. Of course, and as Scott has noted, we still cannot say with certainty -- not yet, at least -- that the scientist and writer who signed himself A.N. Hartman was actually E.M. Jellinek. But, and with the discovery of a green-cover book matching Thelma’s description, the odds have now been shifted markedly in that direction. And that shift, in turn -- given the paucity of sources we have on the ’20s -- is big news.

My own pursuit of Jellinek’s life in Honduras led me to an interest in the possibly parallel experience of O. Henry -- real name, William Sydney Porter – the celebrated American novelist and short story writer. Porter ran into trouble with the law in Texas in the 1890s and fled, in July, 1896, to Honduras, which had no extradition treaty with the U.S. He stayed there only about half a year, but managed to write a book of fiction, titled Cabbages and Kings, in which he drew broadly from his experience there. Porter was ashamed of this short period of his life and never talked about it. Hence Porter’s biographers, later on, faced much the same paucity of material the Rutgers project has faced regarding Jellinek’s Honduran stay. C. Alphonso Smith, Porter’s earliest biographer, titled his chapter on Porter’s Honduran period, “The Shadowed Years.” It was interesting to read this chapter with an eye to how Smith managed to finesse his shortage of source material to work with. I’ve also been pleased to find evocative passages in both biographies of Porter and Porter’s Cabbages and Kings. These sometimes struck me as words that might have been written by or about Jellinek’s experience in Honduras. Two wonderful examples of such passages were presented in one of my slides in my remarks to the SALIS conference in May at Rutgers.

Karen Thomas has provided a useful overview of Jellinek’s decade-long experience at Worcester State Hospital in the 1930s. The record of Jellinek’s Worcester years is still pretty scanty, but it is much, much better, at least, than what’s available for Jellinek in the 1920s in West Africa and Central America. Indeed, when contrasted with the 1920s, we have a bounty of material at Worcester in the 1930s. For example, we’re blessed (a) with a record of Jellinek’s many co-authored and singly authored publications; (b) with copies of papers offered in the biometric journal he launched while there;9 (c) with the prospect (at least) of collecting the important internal report on reform of the research process at Worcester, produced by a committee Jellinek chaired; (d) with David Shakow’s descriptions and assessments of Jellinek’s work and place in Worcester professional staff; and, finally, but no less significantly, (e) with Thelma Pierce Jellinek’s wonderfully

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9 Jellinek’s first issue of the Biometrics Bulletin appeared in June, 1936; it subsequently ran for four issues (in Dec., 1936; Dec., 1937; and Sept., 1938), to which he and other investigators contributed articles.
revealing correspondence about this period. We know, in addition, that Jellinek certainly was not sitting on his hands during his Worcester period. He clearly rose to an important place in that institution’s research enterprises, as evidenced by the bound volumes and glowing letter of thanks signed by staff and as well by Shakow’s very favorable and even perhaps affectionate remarks in at least two historical accounts.10, 11 Two additional indicators of the high value of Jellinek’s contributions at Worcester may be noted. First, he was made a fellow of the American Academy of Arts and Sciences near his departure from Worcester in 1938. Second, Jellinek has, in the fullness of time, been recognized as a key player in the biometric movement and its impact of psychopathological research during the 1930s.12 Karen’s article touched on potential links and influences that may have flowed from Jellinek’s work at Worcester to his subsequent career and central role in the alcohol science movement. Let me add only that this area affords an inviting topic for further fruitful exploration. Jellinek’s research contexts in relation to schizophrenia research at Worcester and alcoholism research later in life harbor some intriguing similarities and differences.

I will be brief in my comments on the three remaining articles on the Jellinek project in this issue: namely, Christine Bariahtaris article on Jellinek’s family history; Molly Stewart’s, on his relationship to Mark Keller; and, finally, William Bejarano’s, on Jellinek’s not entirely unproblematic formal education and c.v. and the positioning of this project’s inquiry. All three have offered valuable starting places for further digging and thought. Christine’s genealogical investigation, with its harvest of a great deal of new information on Jellinek’s immediate family and in-laws, is a very welcome addition to the project’s knowledge base. What might be emphasized about Jellinek’s family and family history, it seems to me, is that Jellinek came from a distinguished background of great wealth, great achievement, great learning, and even no little fame (in the case of his mother, the famous soprano, Marcella Lindh). He seems to have been regarded as something of a black sheep with respect to this family legacy, perhaps especially so by his mother. That Jellinek’s paternal grandmother’s, Johanna Fuchs Jellinek, “...read four newspapers each day, each in a different language,’ and that Jellinek’s mother was friends with Guiseppe Verdi – biographical items gleaned from one of Thelma’s wonderful letters – speak volumes about Jellinek’s cultural and educational experience that cannot of course be captured in his c.v.13 Christine cited, in passing Klaus Kempter’s German language volume on the Jellinek family’s illustrious European history in her article’s first paragraph.14 I would like to point out merely that there is a great deal still to be mined for our project on Jellinek’s distinguished ancestry, drawing on Kempter’s work and other sources as well.

Bill Bejarano deserves our thanks for his article’s overall framing of the Jellinek project’s fairminded and balanced intentions and orientation to its subject. Bill noted that Jellinek’s best remembered scientific contribution was arguably his phases of alcoholism papers15, 16. These caused no little

controversy in succeeding decades, often being subjected to criticisms regarding their faulty sampling approach, the biased sample subjected to analysis, and other weaknesses. I would merely point out that a careful reading of Jellinek’s 1946 paper, the longer and more detailed of the two, will reveal that Jellinek was entirely conscious of his analysis’s weaknesses and fully cautioned readers to keep them in mind in evaluating his results. In this sense, Jellinek has received something of a “bum rap” for many of his analyses’ shortcomings – although, I hasten to add, that Jellinek’s suggested phases of addiction and natural history cannot be said to have fully stood the test of time as a scientific schematic. Beyond this aside, I would suggest that Bill’s recounting of Jellinek’s educational experience and past attempts at biographies for him well succeeded in showing, as Bill surmised, “…just how maddening and difficult it has been to track Jellinek’s life over the years.”

Finally, I would simply add a closing comment to Molly Stewart’s useful and illuminating account of Jellinek’s relationship to Mark Keller, longtime editor of the *Journal of Studies on Alcohol*. The preservation of an historical legacy, and debt, requires agents who remember, who carry memory forward, and who, indeed, cherish the memory of the founders and inspirational figures in an historical story. Keller’s appreciation of Jellinek’s significant place in the launching and shaping of the new scientific approach to alcohol was nicely captured, I thought, in the quotation I presented in my final slide to the SALIS meeting. This Rutgers project is of course another expression of the importance of institutional memory. It has, under Judit’s direction and encouragement, given us a promising start and a revealing look at lots of new information about the man, his work, and his times. I’m quite certain Bunky himself would have been pleased with how far the project has come!

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Rich histories merge: Meet the new Hazelden - Betty Ford Foundation

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Manager, Hazelden - Betty Ford Foundation
Hazelden Library

In the addictions treatment field, both the Betty Ford Foundation and the Hazelden Foundation are well known. Less well-known, however, are the interactions of these two organizations over many years. Learn their differences; learn their similarities. Now, with their formal merger creating a new foundation, meet the new Hazelden Betty Ford Foundation.

SALIS has the most wonderful presentations, highlighting research, technology, and cutting edge ideas. But today I’m happy to talk about another aspect of the addiction field, namely, drug and alcohol treatment, helping the individual addict restore hope, health, and healing to their lives. Many invaluable treatment centers serve their communities and regions. However, I’ll focus today on two alcohol and drug centers in the US, each which has a national reach -- the Hazelden Foundation of Center City, MN and the Betty Ford Center of Rancho Mirage, CA. On February 10th of this year, these two organizations merged into one.

Setting the stage

Before the founding of Alcoholics Anonymous in 1935, alcohol and drug treatment as we know it today did not exist. Addiction treatment as a specialized enterprise grew from a few dozen programs in the early-1960s to more than 16,000 programs in 2012—a number which does not include solo practitioners. This explosion in the number of treatment programs was brought about by changes in legislation, in economics, and a growing idea that alcohol and drug addiction was a disease, which could be helped by treatment.

A few statistics:

- 57% of treatment programs in the US are private non-profit organizations; 31% are private for-profit organizations, with the remaining programs operated by various government levels, or tribal governments.

Private non-profit addiction treatment programs treat approximately 2/3 of all persons treated for a substance use disorder in the United States. Both Hazelden, founded in 1949, and the Betty Ford Center, founded in 1982, are private non-profit foundations.

RICH HISTORIES MERGE:
SETTING THE STAGE

- 1935: Alcoholics Anonymous
- 1949: Hazelden Foundation
- 1960s (early): a few dozen programs
- 1982: Betty Ford Center
- 2012: more than 16,000 programs
- 2014 (Feb. 10th): Hazelden Betty Ford Foundation
Today addiction treatment is a $35 billion industry. A 30-day residential stay can run from $30,000 to $100,000, with both the Betty Ford Center and Hazelden at the mid to lower end of this range. Intensive outpatient treatment at Hazelden is about 1/3 the cost of residential treatment, depending on individual needs. Nationally, 90% of patients seek treatment on an outpatient basis.

There was a lot of press this past February when Hazelden and the Betty Ford Center merged into one foundation. This presentation will provide a brief view of what led to this merger, and what the new foundation looks like.

**Missions**

Why did this merger take place? Why did both Boards give their approval for a merger? First, the missions are almost identical. Hazelden is credited with spreading the abstinence-based, 12 Step-based, multidisciplinary professional care model that permeates the treatment industry. The Betty Ford Center was based on Mrs. Ford’s mission to “help others live their best possible life” and is recognized around the globe for its commitment to patient care.

<table>
<thead>
<tr>
<th>RICH HISTORIES MERGE: MISSIONS</th>
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<tr>
<td><strong>BFC</strong>: Our mission is recovery. We restore hope to individuals and families suffering from addiction through world-class treatment and education.</td>
</tr>
<tr>
<td><strong>Hazelden</strong>: Hazelden helps restore hope, healing, and health to people affected by addiction to alcohol and other drugs.</td>
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There are some differences. For example, Hazelden allows use of certain medications to reduce cravings during initial treatment, while the Betty Ford Center has resisted this approach. The Betty Ford Center offers a unique prevention program for children ages 7-12. Hazelden works with insurance companies, while the Betty Ford Center is self-pay. Finally, Hazelden, but not the Betty Ford Center, has a long-established research department for documenting patient follow up data to quantify treatment effectiveness.

Both organizations have a commitment to 12-step fellowships, an abstinence-based clinical model, and multidisciplinary professional care. They also have a long, rich history of collaboration dating back to the founding of the BFC.

Regarding the merger, as Susan Ford Bayles, Trustee of the Elizabeth B. Ford Charitable Trust, stated: “Mother would be pleased”.

### 1980

This is one of my favorite photos, taken in 1980 when Betty Ford was visiting the Hazelden campus in Center City, Minnesota. It’s a beautiful summer day, with sunshine instead of snowflakes!

Mrs. Ford is in the center. To your left is Damian McElrath, former administrator, author, and official Hazelden historian. To your right is Dr. Dan Anderson, former president of Hazelden, and one of the founders of the Minnesota Model of treatment, who actually created the Hazelden Library in 1966.

From this photo in 1980 until the merger in 2014, both organizations have worked...
together in consultations, staff visits, policy initiatives, and shared projects. Here are just a few examples:

This is an excerpt from a Hazelden staff newsletter from 1980:

... staff members and concerned others from the Eisenhower Medical Center, Palm Desert, California, visited Hazelden, met with our staff, and toured the facilities. Eisenhower Medical Center is interested in developing their own chemical dependency treatment unit, as part of a large hospital complex, and came to Hazelden to observe our program.

The group of visitors included former First Lady, Mrs. Betty Ford. Mrs. Ford took a couple of minutes out of a busy schedule to talk with our patients at the afternoon lecture. She encouraged them in their sobriety and also encouraged them to try to help others maintain sobriety. The patients were most appreciative of Mrs. Ford’s brief message of hope. And all of the Hazelden staff who worked with the Eisenhower visitors during their stay enjoyed the visit, and were especially impressed with Mrs. Ford, who was an inspiration to us all.

And another Hazelden staff newsletter from 1996 states:

... a joint fund-raising event for Hazelden and the Betty Ford Center, held ... in New York, raised more than $1 million to benefit treatment recipients. The first-time collaborative event featured a performance of "Victor/Victoria,"...

A number of dignitaries ... were among the 750 people on hand to show their support for the missions of both nonprofit chemical dependency centers. President Ford and Betty Ford were honorary chairs of the event...

The Betty Ford Center and Hazelden have collaborated on several projects ... The benefit was another example of Hazelden’s partnership with the Betty Ford Center.

Collaboration

These two books are unique to their organizations. *Betty: A Glad Awakening* is the autobiography of Mrs. Ford, and in it she recounts her personal struggle with addiction, and her journey to sobriety and recovery. *Hazelden: Spiritual Odyssey*, is written by Damian McElrath, and is the official history of Hazelden’s first 20 years.

One more quote from a Hazelden staff newsletter of 1999, the year of Hazelden’s 50th anniversary. A personal letter from Betty Ford to Hazelden was included:

*Congratulations to Hazelden on 50 years of assisting men, women, and their loved ones to begin the process of recovery. In the last decade, as many programs have been forced to close or cut back, how reassuring it is that Hazelden and the Betty Ford Center continue to be “Beacons of Hope.”*

In 1980, Leonard Firestone and I turned to Hazelden and Dan Anderson for counsel on the first steps in developing our treatment center. Hazelden advised us on our campus and buildings, but more important guided us on our treatment program. Dan Anderson and Gordon Grimm offered us their years of experience and wisdom and then helped us hire John Schwarzlose, who had been trained at Hazelden.

*Over the 16-plus years of the Betty Ford Center, we have enjoyed many exchanges of staff and Board with Hazelden. We share the mantle of leadership and the duty to*
offer a chance at a new life to the thousands of deserving patients who reach out to us. I trust that we will always be partners in this endeavor.

—Former First Lady Betty Ford, Chair, Betty Ford Center, Rancho Mirage, Calif.

Why merge?

Why merge? There is a long list of reasons put forth, but I’ll highlight these:

- The missions and values aligned

The merger allows:

- The ability to reach and help more people, being stronger together than apart
- Greater accessibility with an expanded geographic presence
- Improved outcomes through research.
- The merged foundation will:
- Lead treatment innovations and standards of excellence
- Offer a continuum of services to help whenever help is needed during a person’s life
- Strengthen the ability to meet the challenges and opportunities of a changing economic and social market.

HBBF by the numbers

Here are some numbers from the past year of the newly merged foundation:

- Patients served: 15,000
- Students/professionals educated: 600
- Publishing: 44,000 orders filled
- Residential beds: 800
- Geographic locations: 16
- Annual revenue: $182,000,000
- Employees: 1500 (1200 Hazelden; 300 Betty Ford Center)

What is the HBBF?

What is the Hazelden Betty Ford Foundation? Its official name is the Hazelden Betty Ford Foundation, with the acronym of HBFF. It is described as the world’s leading organization singularly dedicated to combating addiction to alcohol and drugs through a full continuum of services:

First a brief overview of the HBFF’s clinical model of treatment.

It:

- Is abstinence-based and twelve-step based
- Is outcomes-based and evidence-based
- Includes interdisciplinary teams of professionals
- Is gender specific, that is, male patients and female patients experience treatment separately
- Includes specialty tracks:
  - Health Care Professionals
  - Lawyers
  - Professionals
  - LGBT

Recovery services

Each campus is clinically comprehensive, with services appropriate for that center and the populations treated there. The services of each campus, may or may not:

- Include detoxification, pain management, and trauma care
• Include extended care, family programs, and mental health therapy
• Offer lifelong recovery support
• Include residential treatment and/or outpatient treatment

As we look at a photo of each of the geographic campuses, I'll not repeat all these services found on each site, but simply mention the number of beds, so that you get a feeling for the size of each campus.

Aerial photo of the main campus in Center City, MN

RICH HISTORIES MERGE:
RS: Center City, MN (adult)

The main campus offers residential treatment for adults, and there are 260 beds.

The photo on your left is the women's center, which has been renamed in honor of Betty Ford. The Cork Center houses the Hazelden Library, and is the building I walk into each morning when arriving at work.
Youth continuum treatment is located in Plymouth, MN. It has a capacity of 110 beds for residential care, and treats youth ages 14-25.

The facility has just doubled in size. Much needed space now includes, for the first time, a gymnasium, with a climbing wall, an art room, and a music room.

This is a clinically comprehensive sober living environment with 55 beds, located in St. Paul, MN. Once called “aftercare”, originally it was just this beautiful Victorian home, but now in back of that are very practical buildings for offices, therapy, and living space.

The beautiful campus of the Betty Ford Center of Rancho Mirage, CA has residential treatment, day treatment, outpatient, and extended care. Their capacity is 190 beds.
Rich histories merge: Meet the new Hazelden – Betty Ford Foundation

Springbrook, OR is a primary residential treatment center, with a health care professionals focus, and trauma focus. Their capacity is 90 beds.

Naples, FL has residential treatment with 47 beds, as well as day treatment and outpatient. It has a unique feature called “Hazel’s Cup”, a coffee shop within the facility, which has become a gathering place for the recovering community of the area.

The Chicago campus is a sober residence of 20 beds, also offering day treatment and outpatient treatment.
The campus in the Tribeca area of New York is a six story building. Floors 2-6 are collegiate housing for students in recovery. Floor 1 and the lower level offer clinical services.

That was a brief tour of the Recovery Services, or treatment side of the HBFF, which is the largest division by far. There are four other geographic campuses which are free-standing clinics focusing specifically on outpatient services.

Let’s also glance at the other services:

**Prevention and education**

**BFC Children’s Program**

The Betty Ford Center Children’s Program is a four-day program for children ages 7 to 12. It is open to the public, the child does not need to have a parent in primary treatment, and no child is turned away for financial reasons. Sessions are held in Rancho Mirage, Dallas, and Denver.

For the child whose family is impacted by drug or alcohol addiction, this program presents the “seven Cs”:

“I didn't Cause it, I can't Cure it, I can't Control it, but I can take Care of myself by Communicating feelings, making healthy Choices, and Celebrating myself.

**FCD (Freedom from Chemical Dependence)**

Hazelden recently purchased the Freedom from Chemical Dependency (FCD) Educational Services. Based out of Boston, it has been in existence for 35 years, with clients in over 50 countries and in almost every US state. The focus is on private high schools. The core product is a four day, intensive, on-site engagement with a high school, facilitated by FCD Prevention Specialists.

**My Student Body**

MyStudentBody is a comprehensive approach to reducing the risk of drug and alcohol abuse and sexual violence among college students.

My Student Body is an online subscription service, is purchased by 100 colleges and universities, and is made available to about 500,000 students.

You can see that Prevention services move from children, to high school students, and to college age students.
**Publishing**

The Publishing arm of HBFF started in 1954 with the publication of Richmond Walker's "24 Hours a Day", a book second only the AA Big Book for those in recovery.

Publishing offers comprehensive resources on addiction, recovery, spirituality, and related topics. Their client groups include the individual consumer, treatment professionals, schools, correctional facilities, and others. HBBF publishing is considered the largest publisher for addiction-related content. Last year it sold over 3 million product units (which does include electronic items), to customers in 57 different countries.

**Higher education**

Both Hazelden and the Betty Ford Center have active professionals in residence programs, offering hands-on addiction education to medical and other professionals.

The Graduate School at Center City offers three separate fully accredited Master's Degree programs. There are about 110 students at any one time. This fall it is also launching a fourth, fully on-line Master's Degree.

**Research**

By 1969, Hazelden had been operating for 20 years and both patients and staff observed lives changes. However, it was time to document treatment results.

Hazelden's applied research department was started to create company metrics, to coordinate all research projects, and especially to study the effectiveness of Hazelden's treatment program, measured in terms of how people function following treatment. Patient follow-up started in 1969 and still continues. It utilizes the most stringent standards in collecting and analyzing data.

Today the research department is called the Butler Center for Research, and the Hazelden Library is organizationally part of the research department.

A common question: what is the success rate of Hazelden? Data show that 88% are clean and sober one year after treatment. Does this mean that all these people had a “perfect” year? No. 53% were totally abstinent from all drugs and alcohol for the entire year; while 35% had a relapse, but regained control, and were again clean and sober one year after treatment.

**Public advocacy**

The Center for Public Advocacy is a small but vital department actively involved in advocacy, insurance parity laws, consumer education, and federal healthcare reform.

The Center has a tagline that I like: “Fighting stigma, speaking out, promoting recovery”.

**Envisioning the future**

Will the merger of Hazelden and the Betty Ford Center be a successful endeavor? Only time will tell. The issues of financial stability, insurance coverage, stigma and discrimination toward the addict, lack of standards within the treatment field, and barriers to treatment access all remain as challenges.
As a humble Hazelden employee of 30 years, how do I envision the HBFF future?

• I see a great increase in outpatient care,
• I see even more thorough continuum of care services along the lifecourse,
• I see reduction of the stigma and discrimination toward the addict through better education throughout society, and
• I see the HBFF a leader in creating nationwide standards for treatment services and outcome data.

References


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Sustaining a special library in times of transition and low-hanging fruit

The case of a drug abuse prevention special library

Barbara Seitz de Martinez, PhD, MLS

Indiana Prevention Resource Center (IPRC)

Using the Indiana Prevention Resource Center (IPRC), part of the Department of Applied Health Science in the School of Public Health at Indiana University-Bloomington, this presentation will illustrate how a special library can help secure its own survival and its ability to thrive and advance the mission of its agency. This presentation will increase your understanding of audiences within your organization's infrastructure, your potential audiences in the public or broader sphere, how to match librarians and library services with your organization’s mission, and how to match librarians and auxiliary library services to the broader or public audiences that support the core goals of your organization and the field.

The learning objectives for this presentation concern:
- Audiences in the public sphere
- Core services to target internal audiences
- Core services to target external audiences
- Innovative services to target external audiences
- Integration of librarians’ expertise throughout agency

This presentation will describe the recent strategies employed by the IPRC Library to remain relevant and survive the most recent grant renewal cycle.

It was hard to draw the above image, which seemed appropriate because in terms of audiences the lines are often blurry and they do overlap, so it’s hard to tell where one ends and another begins. We wear many hats; we belong to many cultures, some by choice, some by circumstance. Types of audiences include internal and external audiences. The
IPRC pertains to the Department of Applied Health Science in the School of Public Health.

The Indiana Prevention Resource Center (IPRC) was established in 1987 to assist Indiana based alcohol, tobacco and other drug (ATOD) prevention practitioners to improve the quality of their services. In recent years our purview has expanded to include problem gambling prevention and ATOD treatment. The IPRC, located in Bloomington, is part of the Department of Applied Health Science at Indiana University. Our primary target audience is the community of prevention professionals and volunteers, and government officials who are providing or monitoring delivery of ATOD and problem gambling prevention and treatment services to Indiana residents. We enable prevention and treatment professionals to deliver evidence based programs, policies and practices to the general public. Our mission is "Strengthening a behavioral health system that promotes prevention, treatment, and recovery." We work to bring together research and practice and thereby better ensure that Indiana's residents receive state of the art prevention technology. Our vision is to promote and sustain healthy environments and behaviors across the lifespan. The IPRC is administered by its Executive Director, Dr. Ruth Gassman, who has recently launched a new Institute for Research on Addictive Behaviors, part of the School of Public Health.

**Internal Audiences**

The IPRC has 31 FTE staff and about a dozen PTE at any given time. I believe this audience is as important as any other, if not more so, because if the IPRC staff don’t value the library, they will not use it or advocate for it. This IPRC organizational chart describes the position of the library within the IPRC over the past decade. Along with IT, the library provided support to the entire Center and generally to the public. The library includes GIS services, a virtual library, and reference services. We will return to a discussion of library staffing and services later in this article.

This organizational chart shows the position of the IPRC in the Department of Applied Health Science, which is committed to preventing disease and promoting the health and well-being of individuals, families, and communities through research, teaching, and service related to healthy lifestyles. We are fortunate that the research interests of Dr. David Lohrmann, who chairs the department, are school health promotion programs, school health education, alcohol, tobacco, and other drug abuse prevention. We have a strong advocate in Dr. Lohrmann, who is very appreciative of our work. Prevention of health problems has become increasingly important in our society and our Department’s mission is futuristic in responding to this growing need.

We also have a strong ally in our Dean, of the School of Public Health, Dr. Mohammad Torabi, who was previously Chair of the Department of Applied Health Science. His research extends into health promotion and key factors related to individual’s decisions in the prevention of drug abuse, cancer, and HIV/AIDS infection. His career has focused much attention on the dangers of smoking and smoking-related cancer. These examples from among his recent publications attest to this interest:


If we were less embedded into the research interests of the leaders of our department and school, we would need to focus more on them as target audiences. We need to keep this in mind for future years, as personnel change.

Here we see ourselves shrinking into the background. We recognize Dean Torabi at the top. Happily the School of Public Health Library is up at the top of the organizational chart, too, though it is affiliated with the IU Main Library and our little library is not. Preparing this presentation suggests that this is an area we have not really explored, namely, how partnering with the university library system could benefit the IPRC Library.

Another internal audience to the IPRC is the Indiana State Government, Family and Social Services Administration, Division of Mental Health and Addiction (DMHA). The primary face of DMHA to the IPRC is again a very supportive ally of our Center, David Bozell, Assistant Deputy Director, Office of Recovery, Integration, Prevention and Policy. He and the IPRC staff are in frequent communication and attend meetings at the IPRC, the IN Government Center and as part of other organizations such as the State Epidemiological Outcomes Workgroup (SEOW). A large portion of the Indiana SAPT Block Grant are spent on prevention programs in the form of grants to communities across the state, for which the IPRC is contracted by DMHA to provide technical assistance, evaluation and fiscal monitoring services.

About DMHA

The Division of Mental Health and Addiction (DMHA) sets care standards for the provision of mental health and addiction services to Hoosiers. DMHA is committed to ensuring that clients have access to quality services that promote individual, family and community resiliency and recovery. The division also certifies all community mental health centers and addiction treatment services providers. DMHA operates six psychiatric hospitals (Larue D. Carter Memorial Hospital, Evansville Psychiatric Children’s Center, Evansville State Hospital, Logansport State Hospital, Madison State Hospital and Richmond State Hospital).

DMHA provides funding support for mental health and addiction services to target populations with financial need and administers federal funds earmarked for substance abuse prevention projects. On the DMHA organization chart the IPRC would be represented by Debbie Hermann, Deputy Director of Recovery, Integration, Prevention
& Policy. You will note that the IPRC Library is falling further into the background.

It is necessary to understand the mission and funding priorities of the organizations with which you are affiliated. DMHA is a division of the Family and Social Services Administration (FSSA). In the FSSA organizational chart, the IPRC Library contract is within the unit headed by the Director Mental Health and Addiction, Kevin Moore. A major area of concern for DMHA is Mental Health Promotion and Addiction Prevention. Five pages of the Substance Abuse Prevention and Mental Health Promotion Strategic Plan: 2012-2017 are devoted to the topic of drug prevention.

The IPRC has helped to advance this effort for more than 25 years through contracts to serve as the technical assistance center. This past spring, we competed once again for the contract renewal. In this role, the IPRC works in cooperation and collaboration with the State Epidemiological Outcomes Workgroup, attending their meetings and reporting out on our work, especially the Partnership for Success II or SEOW Supplement Grant. The IPRC provides expertise, counsel, and helps brainstorm plans for state prioritization and for the state annual report. This year the SEOW added chapters on four high-risk populations: veterans returning from wars in Afghanistan and Iraq, people in re-entry from the correctional or prison system, persons identifying as LGBTQ; and individuals with dual diagnosis (co-occurring SA and MH disorders). The State, the SEOW and the IPRC have expanded their focus from youth to the lifespan, and to include mental health, recovery, maintenance, and SBIRT. A huge emphasis is placed on use of evidence-based prevention strategies. Priorities of the State for 2012 – 2017 are: 1) Reduce underage drinking and binge drinking, 2) Reduce tobacco use among adults and, specifically, among pregnant women (18.5% is baseline for IN) 3) Reduce nonmedical use of Rx drugs [Baseline for pain relievers among HS seniors (baseline is 6.6%) and of other Rx drugs (baseline, 5.9%)] 4) Reduce marijuana use (18-25 year olds and HS 12th graders). Also, the prevention of problem gambling is a concern.

**Federal links**

DMHA works closely with the Substance Abuse & Mental Health Services Administration (SAMHSA) which includes the Center for Substance Abuse Prevention (CSAP), Center for Substance Abuse Treatment (CSAT), and Center for Mental Health Services. SAMHSA is a unit in the U.S. federal Health and Human Services Department

Within HHS, the connection of the IPRC currently is SAMHSA, though in the future we could hold grants from other HHS units. The IPRC currently holds grants from CSAP and CSAT. The largest and longest running relationship with DMHA is mainly SAPT prevention grant dollars associated with
CSAP and its priorities. Hence the IPRC Library focuses on collecting in the area of SAMHSA’s strategic initiatives. It is necessary to understand the mission and funding priorities of the organizations with whom you are affiliated. For the IPRC and its Library, those organizations include all three of the above with the greatest emphasis on CSAP, especially as we most recently competed to become the Prevention Technical Assistance Center for the DMHA of FSSA Indiana State Government. At IPRC we are very much dedicated to the work of treatment and mental health as a package within health behaviors.

Current Approaches and Themes

To be relevant and contribute to the missions of the IPRC and our affiliated funding agencies, the IPRC Library prioritizes current approaches and themes, which emphasize the components of the Strategic Prevention Framework, Communities That Care, Screening Brief Intervention and Referral to Treatment (SBIRT), gambling prevention, environmental strategies, and evidence-based prevention strategies.

External Audiences

The external audiences served by the IPRC include the communities receiving grants from the DMHA, Indiana schools surveyed by the IPRC, and other audiences served by grants that use funds from CSAP and CSAT through DMHA. Beyond these targeted audiences, the IPRC serves the residents of the state of Indiana and through the IPRC web site we also serve the residents of the U.S. and the world, who receive benefits from the IPRC through the web site.

Driven by developments in the fields related to the IPRC mission and our internal audience of funders, targeted external audiences include subpopulations of veterans and military personnel and their families, the re-entry population transitioning out of the correctional system, persons with mental illness, and those with co-occurring disorders. And whereas in the past the focus was on youth, it is now across the lifespan with some particular focus on older adults as well as pregnant women and children. The Library takes its cues from the grants and projects of the Center.
Library Staff

This organizational chart displays the roles of the IPRC Library faculty/staff, who are supported by two part-time employees. The library staff consists of two full-time faculty holding PhDs, the author of this article and Dr. Carole Nowicke, reference librarian, who holds a PhD in Library Science. In addition, there is a part-time library cataloger, Naomi Pardue, MLS, and a research assistant, Guillermo Martinez, PhD. (It so happens that the author of this article also serves as Deputy Director for the Center). In addition to these staff members, the library is supported by three professionals, who hold other positions at the IPRC and provide IT, web site, and database support for library services. Clint Mahoney, IT Coordinator, assists with data and IT; David Tidd, Programmer and Data Analyst, supports online resource database programming; and Junghun Lee, Manager of Web Services, supports the Library’s GIS in Prevention County Profiles online web site.

Library Services

To best support the work of the Center, the Library must change its emphases in accord with the activities of the Center, which has become increasingly diversified in its funding sources. The library and its longevity depend on its serving multiple roles to multiple audiences by providing a variety of services appropriate to each.

Core Library Services

At this time core library services include:

- E-Resource databases
- GIS in Prevention (PREV-STAT) services (Data and Mapping)
- GIS in Prevention County Profiles (basic demographics, risk and protective factor data, community Level epidemiological indicators data)
- Custom Reports

The IPRC library is transforming into a virtual Public Health Informatics, Reference Resource and Information Services Center. The IPRC operates what is primarily a virtual on-demand information center that includes e-resources providing information related to substance abuse and its associated risk and protective factors, screening, treatment, maintenance and harm reduction, reference services, GIS and data services. The substance abuse and treatment clearinghouse has been part of the IPRC since the beginning, when connecting the public and prevention professionals with government documents was very difficult. The clearinghouse function is still part of an international network for dissemination of this type of information. Limited amounts of physical resources distributed at conferences, workshops and trainings allow networking with other professionals and assist them in locating those types of documents as well as government-sponsored research, grants, and
funding. The services offered vary by customer group. The IPRC Information Center offers information services to IPRC and DMHA staff to support the deliverables work performed by their staff and service units. A somewhat different set of services are offered to DMHA grantees, Indiana prevention professionals and practitioners, and to Indiana residents.

**Special services**

Special services provided to IPRC staff and DMHA include the following: Information reference and research services (extensive research support for IPRC and DMHA staff. Some research and resources made available to clients by the library staff are “pass through” in that they were requested by a staff member who then may give the resource to the client, make the client aware of how to locate the resource online, or uses it to serve that client, community or agency needing assistance. The hard copy collection of curricula, books, DVDS, and reference materials, with new purchases limited to staff requests and retention based on utility to IPRC staff (the physical collection is gradually being reduced, making more room for storage of training and clearinghouse materials). The Library offers public health Geographical Information Systems (GIS) services and data - community epidemiological indicators, including custom reports upon request. Also, for the IPRC staff and other internal audiences, e-mail announcements are sent out about new e-resources of interest for their work, which will be added to the e-resources databases, with the Subject: Courtesy of IPRC Library – [Title of Resource].

Services targeting prevention and treatment providers and community prevention professionals and practitioners, and the public -- especially targeted segments of the public, across the lifespan, include: E-resources available online (multiple searchable databases on topics and for targeted populations); ready reference service available by phone, email, or through IPRC web site (drugprc@indiana.edu); Geographic Information Services (data tables and maps with demographic and other regularly collected data, such as meth lab busts, alcohol licenses, food stamp, TANF, TRIP compliance rates, etc.) by county available online, including Indiana by county maps showing distribution, prevalence and rankings of counties; and Geographic Information Services custom reports upon request, including data tables and maps, much of it available not only by county but also by zip code, city, neighborhood and school district and other levels. Also, library staff members have participated in and have had lead roles in trainings on data and the use of data, including GIS, sponsored by the IPRC for such audiences as LCCs, coalition members, school administrators and teachers, SPF communities, and other prevention professionals and practitioners.

The Virtual Collection includes e-resources (approximately 5,000 websites, online videos, webcasts, electronic publications like articles and factsheets, webcasts) on prevention (HOME and Prevention in Practice databases), on specific drugs (e.g., Prescription Drugs e-resources), topics (e.g., Bullying e-resources), and for targeted populations and their service providers. These are organized into searchable databases, including:

- Veterans e-resources
- Hispanic/Latino portal to drug prevention e-resources
- African-Americans e-Resources
- Teachers, K-12 e-resources
- College Students (and young adults) e-resources
- Older Adults e-resources
- LGBTQ e-resources
- Multimedia, online video resources
- Prevention in Practice (applied prevention, research translation)
- HOME Library (which includes all of the above)

The library has been changing drastically in character over the past few years and would now be better described as a virtual
information center (it is not a walk-in facility – IPRC does not seek walk-in clientele, but does assist visitors if requested). Use of our in-house collection is by the IPRC staff to support work on deliverables of contracts held by the IPRC. Purchases are almost entirely limited to items requested by the staff to support their work on deliverables. The collection is a virtual one, made available through IPRC web site (currently about 5,000 items). All loaning of books and curricula ceased several years ago. Although AV/DVD loans are still available to Indiana residents upon request, the collection is no longer being expanded and is being reduced as outdated items are removed. This physical collection has been supplanted by an even larger (780 items) collection of online multimedia, video, webcasts, YouTube, and audio iPod resources available through the IPRC homepage via the AV searchable database. Many copyright-free items are stored as electronic files in a repository on an IU server that is accessed by the IPRC web site to make these resources available to our clients via the searchable databases. Reference services are available and used by IPRC staff, DMHA, DMHA grantees and other prevention and treatment providers, professionals and practitioners, government officials, the media, teachers, and members of target audiences, and residents of Indiana. Extensive and in-depth reference services are provided to DMHA and IPRC staff upon request. Examples of extensive research on topics over the past year include methadone maintenance for pregnant women, the effect of bullying on substance abuse by youth, and the prevalence and problem of “Molly” (MDMA). Besides reference and e-resource databases, we provide Geographic Information Service products and services, including extensive demographic, risk and protective factor, and community level epidemiological indicators data online through the GIS in Prevention County Profiles and in the form of custom reports upon request. These services support the various service units of the IPRC. Because maps are quickly understood and dynamic way to demonstrate and disseminate prevention messages, they have been used and showcased in presentations by IPRC staff in a multitude of settings, including NPN, APHA, SALIS, DOE workshops, state and national conferences, and trainings. They are also used in technical assistance work by CPF. IPRC staff members are in communication and receive and exchange resource information with such important partners as the National Guard, the Indiana Latino Institute, and the IU Dean of Students, and the Indiana State Police.

Auxiliary Library Services
In order to be most helpful and relevant, the IPRC Library staff have reached out to provide auxiliary services by participation in the Center’s revenue projects, by serving on in-house committees, by serving on the boards of outside agencies (e.g., the SEOW, the Indiana Latino Institute, and the Indiana Latino Coalition Against Domestic Violence and Sexual Assault), and by presenting paper sessions and workshops at conference such as NPN and APHA. Other auxiliary library services that support the various service units of the IPRC include presenting webinars; specialized e-Resources, and participation in strategic planning for the Center. Energy has gone into offering support in as many places and in as many ways as possible, including offering webinars for the Strategic Prevention Framework (SPF) and Communities that Care (CTC) for the Community Prevention Framework service team on the topics of assessment (archival data and survey data) and mental health, participation in the biweekly meetings, developing e-Resource databases for specific service units and projects. This way the database is posted twice on our website, once under library and again under, for example, the KeepRxSafe web site main menu. The College Students e-Resources database has now been linked to from the IU Dean of Students Office and the IU Student Alcohol and Drug Information Center. The Library is excited and planning for similar placement of links to e-Resource databases from the IPGAP.
(Problem Gambling Awareness) web site, from the SBIRT web site, and from the Community Prevention Framework web site. This networking internally and externally is vital to the Library's sustainability.

Regarding participation in the Center's revenue projects, examples of projects in which library staff have participated include an Indiana Hospitals Community Health Assessment, HOLA—Southwestern Indiana/Kentucky Latino Health Assessment.

Using archival and survey data and GIS mapping techniques, the objectives of the six county hospitals project were to review inpatient discharges by zip code and by diagnosis, reviewing the hospitals’ County Health Rankings, and discuss conclusions and recommendations. The resulting report showed significant correlation between health risk factors and discharge diagnoses. In the report we can confirm that the relationship between socioeconomic and other health-related factors is consistent with the diagnoses information.

For the Latino Health Assessment library staff helped to understand or identify: current demographics and needs in the areas of health, education and community engagement. This involved the creation and analysis of written surveys, the conducting of focus groups and group discussions, mapping of the distribution and density of Latinos in the communities. A final PowerPoint with narration presented and posted on the IPRC web site in English and with Spanish translation provided conclusions and recommendations.

In Conclusion

In this case study the techniques employed to achieve sustainability include attending to internal and external audiences. Offer services that meet the needs of your audiences and do what is necessary to reach the intended audiences through promotion and having a presence via in-person participation or via technology. Target core services to specific internal and external audiences by providing traditional and innovative services that address their missions and their needs. And integrate library staff and their expertise throughout your agency or organization and beyond to others that are related to your mission. In short, be relevant and be there!

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International Alcohol Information Database – Research

Helping to meet the needs of the evidence gap between the past and the future

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The International Alcohol Information Database – Research (IAID-Research), available at www.drinksresearch.org, is a new public bibliographic database, which aims to help fill a gap left after decisions were taken to no longer update the NIAAA’s ETOH and Rutgers Alcohol Information Database. It is freely available, and contains over 50,000 articles from approximately 3,550 peer-reviewed journals, including non-English language articles, going back to 2003. The database is the library catalogue of the International Center for Alcohol Policies (ICAP), a non-profit organization which receives its funding from major international producers of beverage alcohol. Subjects covered include consumption, alcohol-related health, road safety, education, prevention, treatment, economic, social, policy, and regulatory issues. Although the majority of articles deal with health-related issues, by including citations from related social, behavioral, marketing, regulatory, and economic journals it aims to provide a comprehensive and unique resource of peer-reviewed research. Still a work in progress, the database is updated weekly and includes links to journal articles and abstracts where available. It was designed to be user-friendly and freely available to the public and research community alike, and although no individual information about database users is collected or shared, a registration option allows regular users to save searches and bookmark articles citations. It is hoped that substance abuse information providers and researchers will not only use the database and find it helpful in their work, but that they will also highlight errors and omissions in the data, and make suggestions for improvements.

I very recently launched my library catalogue as a publicly available, free access website. This is a database of over 50,000 citations from peer-reviewed research journals, covering biomedical, social, behavioral, regulatory, economic and marketing areas related to alcohol from 2003. Before I present the website and its features more fully, let me give you some background information about myself and my work. I work for the Centre for Information
on Beverage Alcohol (CBA), which was created in 1987 to provide private library information services to the major beverage alcohol producers. Although we receive our funding from the alcohol industry, I am first and foremost a librarian and information professional and the service I provide has to be comprehensive and objective, or I would not be doing my job.

In 2010 the CBA merged with the International Center for Alcohol Policies (ICAP), and my manager, Marcus Grant, was in the 1980s the WHO Substance Use Divisional Head, made the keynote speech at the 1987 SALIS conference. It was a few years after that, in 1995, that he founded ICAP as an industry-funded non-profit alcohol policy think tank. When ICAP and CBA merged, he was delighted that I was a member of SALIS, and expressed his fond remembrance of the conference, his respect for SALIS’s mission and aims and his continued friendship with several SALIS members. He even found for me the 1987 conference proceedings book from the ICAP library and urged me to read it before I attended my first SALIS conference last year in Berkeley, which I duly did!

As many of you know, in 2003 ETOH (etoh.niaaa.nih.gov), the alcohol database of the National Institute on Alcohol Abuse and Alcoholism or NIAAA, had its funding withdrawn and although the archived database is still available online, sadly it hasn’t been updated since. ETOH covered peer-reviewed alcohol-related research, books, reports, and grey literature from 1972 to 2003 and is still incredibly useful for older material.

The Center of Alcohol Studies at Rutgers also put their alcohol database online, with 80,000 citations from journals, books, conferences, reports, and dissertations, from 1987 to 2007. I’m sure our hosts and colleagues will be able to help with more information about this database, but again, it leaves a hole in the research literature coverage online.

The other main freely available resource online is, of course, Pubmed. There are other biomedical research websites available, but I have a limited budget too and for biomedical research, and cross-checking, this is what I
use. However, one of the arguments I used for getting my organization to fund the publication of my library catalogue was that although there are free websites available, such as Pubmed, they do not have the subject or journal coverage that I have, even within the addictions field, and the MeSH keywords are very broad – alcohol drinking, beverage type, and alcohol-attributable disease. A single focus website can have a much wider range of indexing terms and allow users to focus on particular areas for browsing, without having to know exactly what they’re looking for, or being daunted by the wealth of material out there. In addition, there are of course many fantastic resources out there on alcohol, drink driving, policy, prevention, treatment, etc and my website should be used in conjunction with these.

So, we come back to my website – www.drinksresearch.org. Unlike ETOH and the CAS database, this only covers peer-reviewed journal research, although there are plans to add a books and grey literature section. It currently has over 50,000 citations, from over 3,550 peer-reviewed journals, in 30 languages, and covers the period 2003 to the present. This is deliberate so that it acts as a potential natural successor to ETOH, which doesn’t contain citations after 2003.

A quick glance at the journal list will show that all the principle journals from biomedical, psychiatry, epidemiology, policy, economic, social and behavioral fields are covered. I am keen to improve the coverage and welcome being told of new titles or if I am missing a key journal please email me at bryony@cba-international.com.

The citations mostly come from ISI Thomson Reuters Current Contents databases (Clinical Medicine, Life Sciences, and Social & Behavioral Sciences), and the aim is for the coverage to be as comprehensive as possible in the alcohol-related research area. Additional sources include Pubmed, table of content alerts, subscriptions, news releases, etc. I try and update the website at least weekly, if not daily, and it includes editorials, commentaries, and letters, in addition to research papers and reviews.

Having said that the focus of the database is on research articles from 2003 onwards it does have some key research articles from before then on it. However, I have consciously...
tried to make the coverage as comprehensive as possible from 2003 onwards, so for pre-2003 use the ETOH and the CAS databases. My priority is to continue to keep it up to date, to improve the searching and reporting capabilities, and to widen the coverage, particularly for international research. As many of you know, journal coverage online from other regions and countries is patchy, and despite my lack of language skills, I aim to include key material with the help of Google translate.

The website is designed to be user friendly and is for a wide audience including, substance use librarians, researchers, public health workers, journalists, and members of the public. It is still in its early stages, and there are some refinements needed to improve the searching functions. In the future we are hoping to add Boolean search capabilities, as well as thesaurus indexing. The keyword thesaurus at present is like the journal list, and can only viewed as a reference tool – we hope to be able to make these terms hyperlink directly back into the search, and for the broader and narrower terms of thesaurus to function. Reporting functions also need to be improved upon.

The website is freely accessible and does not require user details or a registration so personal data is not retained. Users can choose to register and by doing this a user can save their popular, key searches and bookmark favourite articles, and this registration process can be done anonymously. There are, as we are aware, debates about using materials or resources from the alcohol but I am a librarian and my aim is to make resources available to all – but I realize that certain users may have concerns about openly endorsing or being seen to be using the database, so I deliberately made sure it could be used anonymously. The aim is for it to become more widely known and for interested people to use it and find it to be a useful tool for their work.

Before I finish, I would like to express my heartfelt thanks to SALIS for allowing me to present my website here, and also to thank those SALIS members who very kindly gave up their time to look at my website pre-launch, and who made many valuable suggestions on ways to improve it. It is still very much a work in progress, and I hope that you’ll look at it, play with it, and recommend it to your users, colleagues and contacts. If you have any suggestions or comments or queries about it, please feel free to e-mail me – bryony@cba-international.com

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Moving to digital collections for grey literature: investigating the landscape and establishing a plan

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The CAMH Library is facing a move to a smaller space in approximately 5 years and must deal with a huge collection of government and agency documents. In addition to this, many CAMH corporate “born digital” reports have not been archived or itemized. Fortunately, the CAMH library has attempted to collect most reports but in the online environment, a stable digital repository is preferred. The library also continues to collect grey literature from other organizations, which is challenging in the digital environment. The goal is to either establish a CAMH repository or find a host repository for CAMH corporate publications. Another goal is to find stable links in catalogue records for many important non CAMH documents, both archival and current. The paper will summarize information gathered through surveys and interviews, results of a search for repositories that hold valuable grey literature collected over the years, and progress made in developing policy and plans for moving ahead.

As SALIS embarks on its digitization project to preserve the alcohol, tobacco and other drug (ATOD) literature, it is time to contemplate the future of our individual collections. We must take into consideration both how to preserve the older grey literature reports and keep on top of collecting new reports, primarily born digital. Grey literature is a very important component of the ATOD literature, complementing the research literature and traditional text books by focusing more on how governments and the public sector plan for, deal with, and assess the effects of drug use on society.

The Landscape

The CAMH Library is facing a move to a smaller space in approximately five years and must deal with carefully weeding a huge collection of government and agency
documents. In addition to this, many CAMH corporate ‘born digital’ reports have not been archived or itemized. Recently, the CAMH internet site moved to another platform and many documents were removed in the process. This was a wake up call for us that we had to be sure to offer stable links so our internal and external users can continue to be able to readily access valuable older CAMH documents. Fortunately, the CAMH library has attempted to collect print copies of most reports, but it is preferable to offer online access to this literature through stable links.

The library also continues to collect grey literature from other organizations. It is challenging in the digital environment, as there seems to be an exponential growth of documents, fewer publication checklists, and more information in other formats.

Another consideration is the popularity of federated search. This has raised awareness of the value of libraries’ ‘traditional’ holdings, often a neglected source for research in our times, when everyone seems to want one-stop shopping. So, we can’t let our collections slide! Although premature at this point, the CAMH Library is looking into implementing federated search capability.

Goals

We were fortunate to have a library school student work with us to explore the landscape and offer some recommendations. The scope of the project was twofold:
1. Investigate options for CAMH documents. Should we establish a CAMH repository, and if so, how? This requires investigating and deciding on a platform and requires corporate buy-in. Or, should we find a trusted host repository?
2. Investigate options for collecting non-CAMH documents, which so far we have been printing out ourselves when they aren’t distributed in print (increasingly the case). It is preferred to move towards virtual collections, providing stable links through the catalog record.

Steps and Findings

Through a literature review, it was found that there is very little on the ‘how to’ for creating repositories. The focus is on university repositories which primarily include theses, research papers submitted by faculty, and research data. The University of Toronto repository, TSpace, is not an option for CAMH to use. Only our research staff affiliated with the university can deposit their work.

Olivia conducted a survey of librarians through SALIS-L and CanMedLib, heavily used by Canadian health librarians, to learn practices for handling grey literature documents and links. Most respondents are embedding external links into catalog records. In most cases, these links are not stable, such as a PURL (Permanent URL). Most libraries do not host documents from outside organizations. For those that do, options are providing the documents for internal use only, selecting only documents in the public domain, or requesting permission.
Broken links were noted as a common problem. The very few that managed a repository use DB/Text INMagic, or maintain a custom-made repository.

Through interviews with library colleagues, we learned that Scholars Portal, a program of OCUL (Ontario Council of University Libraries), which has a vast repository of licensed resources and digitized older books, is developing a repository called OZone to host grey literature. It is in its infancy, but is an option to investigate. OZone is TRAC approved. TRAC, standing for Trustworthy Repository Audit and Certification, is accreditation provided by the Center for Research Libraries.

Also, the Ontario Legislative Library manages a repository, OurOntario, http://www.ourontario.ca, and already collects many CAMH documents. OurOntario documents are also available through Gallop (see list below), which is Canada-wide. If we decide to manage our own repository, Dataverse, an open source software developed at Harvard University, came highly recommended.

For non-CAMH documents, the field is bigger and more complex. Should we attempt to host non-CAMH documents if a repository is established? This would require seeking permission.

Whatever options we choose, it will require ongoing commitment, changes in practice, and new policy and procedures.

In the meantime, we are learning about existing repositories that will enable us to weed some of our print reports but keep the catalogue record with an external link. For non-core serials, in some cases we will provide a link to the main page of the series. This will be the case for the Monitoring the Future series, which is no longer distributed in print. We have learned that all of the Government of Canada and related agency reports now have a PURL when published. We all are aware that documents residing on a government website often have a short ‘shelf life’ so it is good to know there is a stable alternative.

Here are a few repositories we have uncovered. There are probably many more to discover!

Ontario: Scholars Portal OZone: http://ozone.scholarsportal.info

Canada: Gallop (Government and Legislative Libraries Online Publications): http://aplicportal.ola.org/

Canadian Government: http://publications.gc.ca


From the UK: http://webarchive.nationalarchives.gov.uk

And of course, the Internet Archive, http://www.archive.org.

Through investigating, for example, the US government archives, selected NIAAA publications were found.

...and Finally

Obviously there is much work to be done and decisions to be made. In the meantime, we have started storing selected online documents and adding some links to our catalogue. These are baby steps, but a plan is emerging and we have some
recommendations and background information to get us started.

It was exciting to be at the SALIS conference and to learn of digitization projects at the Rutgers Center of Alcohol Studies Library, in particular the Ralph G. Connor Alcohol Reference Research Files (CARRF). Digitizing historical publications is, of course, on the radar at CAMH too. We have made one small step that was not reported at the conference. We have digitized the reading lists for the 50 Psychiatry Seminars on Alcohol and Drugs that dealt with controversial topics at the time. We will send out an announcement when posted on our website. It is energizing to know that many SALIS members are committed to preserving the past and embracing new technologies to ensure past, present and future resources are readily available to everyone.

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The debate over marijuana legalization has been raging since the first outright prohibitions against its use began in the 1920s. Those in opposition typically cite very legitimate concerns about youth use, drugged driving, and dependence. Many on the “pro” side tend to focus on two other issues: first, that illegal marijuana has had extremely high criminal- and social-justice costs, particularly related to racial discrimination; and second, that legalization and regulation will create a safer product and help the state bring in revenue that can be used for increased education, prevention, treatment, and research on a substance already being used by many.

A few statistics on the first point from the American Civil Liberties Union (ACLU): Between 2001 and 2010, there were over 8 million marijuana-related arrests in the U.S., approximately one every 37 seconds. Enforcing marijuana laws costs the U.S. about $3.6 billion a year, yet the “War on Marijuana” has plainly failed to diminish the use or availability of that substance.

More strikingly, marijuana usage rates are roughly equal among blacks and whites,
yet blacks are, on average, nearly 4 times more likely to be arrested for possession. In regions of the U.S. with the greatest disparities, blacks were in some cases 10, 15, or even 30 times more likely to be arrested than whites in the same county (American Civil Liberties Union, 2013). Arrests and convictions for marijuana possession can shadow a person throughout the rest of their life, impacting employment, eligibility for things like public housing and student loans, child custody cases, and immigration status.

Initiative 502 (I-502), Washington's legalization measure, was drafted in 2011 and originally submitted to the Secretary of State for consideration by the legislature. Under our initiative process, measures not acted on by the legislature during the session in which they are introduced are automatically forwarded to the ballot for voters to decide on; in the case of I-502, that election was slated for November 2012.

Unlike the images often conjured by up the idea of “pro-pot” supporters – think “stoners” like The Big Lebowski, Cheech and Chong, and all the dudes in Dude, Where’s My Car – I-502 was sponsored by a range of professionals in the legal, medical/health, and academic fields, including John McKay, former U. S. Attorney for the Western District of Washington; Pete Holmes, Seattle city attorney; Kim Marie Thorburn, MD, MPH, former director of the Spokane Health District; Representative Mary Lou Dickerson of the 36th District; two past presidents of the Washington State Bar Association; Alison Holcomb of the ACLU; and Roger Roffman, PhD, professor emeritus from the University of Washington School of Social Work.

As soon as we were here at the University of Washington's Alcohol & Drug Abuse Institute (ADAI) heard I-502 was headed to the general election, we began discussing the kinds of information needs voters might have when trying to make an informed decision about their vote.

As information specialists in the substance abuse field, we know misinformation is rampant on the web, and that even scientific research can appear contradictory. A search about the effects of smoking marijuana on the lungs, for example, turned up two articles that perfectly illustrate this problem. The first was titled, “Cannabis joints damage lungs more than tobacco” (Sample, 2007). The second? “Smoking marijuana is good for your lungs” (“Smoking marijuana”, 2012)! Both pieces report on studies published in peer-reviewed journals (Thorax and JAMA, respectively). How can the layperson possibly sort through all this?

And thus our web site, Learn About Marijuana: Science-Based Information for the Public, was born.

Our initial approach to the site was influenced by two established health- and science-related web sites we had admired. The first was the National Library of Medicine's Medline Plus, a medical information site that serves as a portal for patients, collecting and presenting links to “established, respected and dependable” content created by the National Institutes of Health and carefully vetted outside sources (MedlinePlus Quality Guidelines, 2013).

The second inspiration was the web site for Australia’s National Cannabis Prevention and Information Centre (NCPIC), which features content developed by their team of experts, and includes factsheets, webinars, publications, assessment tools, and even an online intervention for problem users called...
“Reduce Your Use: How to Break the Cannabis Habit, demonstrated to be effective in treating “uncomplicated cannabis use and related problems” in a randomized, controlled trial in 2013 (Rooke et al, 2013).

We were particularly impressed with NCPIC’s well-researched and well-written factsheets, spanning a broad range of topics, from basic information about the parts of the cannabis plant, to adolescent use, looking after a friend who is high, combining cannabis with other substances, and a variety of health-related concerns like mental health, respiration, and pregnancy.

Not wanting to waste time recreating the wheel, we asked for and were granted permission from NCPIC to adapt their factsheets for use on our own site. As time has permitted since, we have been steadily updating those sheets with U.S. and Washington statistics, as well as information drawn from the latest research.

It’s that latter step that has proven the most challenging. Research on marijuana has been steadily increasing over the last decade; however, because marijuana is federally classified as a Schedule 1 substance, meaning it is considered to have a high potential for abuse, no currently accepted medical use, and a lack of accepted safety, research on it has been strictly controlled in the U.S. There simply hasn’t been enough work done for there to be definitive answers to many of the most pressing questions.

The National Institute on Drug Abuse (NIDA) is the only entity currently allowed to supply marijuana for research purposes. Federally-funded research on marijuana has been largely focused on health and safety risks, not potential benefits. With medical marijuana laws spreading across the country, however, and two states now legalizing it for recreational use, NIDA appears to be interested in broadening the scope of its research. They recently announced, for example, that they will be stepping up their production of marijuana, adding a variety of different strains with varying potencies and balances of cannabinoids, especially those with higher levels of the non-psychoactive ingredient cannabidiol (CBD), the component that has shown particular promise in research on marijuana’s medical use (Itkowitz, 2014). It is hoped this will lead to an expansion in research that could help resolve some of the most persistent questions at last.

After just a few months online, it was clear the Learn About Marijuana web site was filling a desperate need. By October 2012, the month before the election, we were getting nearly 40,000 visitors to the site per day – the most traffic any of our web sites have ever seen. Additionally, ADAI was written into the actual language of I-502, specifically named as the official source for “web-based public education materials providing medically and scientifically accurate information about the health and safety risks posed by marijuana use” (Initiative Measure No. 502, 2011). To help keep the site updated in a timely manner, I-502 states, ADAI would receive $20,000 in marijuana excise tax revenue each year.

November 2012 came, and with it, the passage of I-502 by a fairly decent margin – oddly enough, almost the identical margin Colorado’s legalization amendment, Amendment 64, passed by: about 55% to 45%. The people had spoken – it was time for a change.
Unlike Colorado’s law, I-502 very carefully mapped out exactly where the revenue from recreational sales would be routed, using both dedicated dollars and percentages (Colorado has been drafting a similar distribution plan over the last year, but will be directing a lot of their revenue toward schools in particular). Much of the money in Washington is directed to health care, youth drug prevention, and marijuana public health information (ADAI’s web site, e.g.), with smaller amounts set aside for research. For a more detailed breakdown of the revenue plan, visit: https://aclu-wa.org/sites/default/files/pie_graph/502_tax_revenue_chart.pdf.

How much revenue will actually be generated, of course, remains to be seen, and has a lot to do with whether or not current users will be motivated to change the way they already obtain their recreational marijuana. In both Washington and Colorado, medical marijuana has remained less expensive than recreational – it is not subject to the same taxation requirements – providing an incentive to some recreational users who have been “gaming the system” to keep right on doing that now.

Recreational stores in Colorado opened on January 1, 2014 to a flood of photos on the Internet of shop lines wrapped around blocks as well as rumors stores were selling out because demand was so high. However, after the first four months of sales there, retail figures lagged behind predictions, at about $70 million, while medical sales topped out at closer to $133 million. Revenue for retail has grown steadily in Colorado each month, but medical marijuana users for the most part have not converted to the adult-use market and, in fact, the number of Colorado residents with medical marijuana authorization cards actually grew after recreational stores opened earlier this year (Denver Post Editorial Board, 2014).

Washington state will face this same problem, compounded further by the fact our medical marijuana system is largely unregulated and getting an authorization card has long been easily doable for anyone interested in taking advantage of those lax regulations. With taxes on recreational marijuana so high (it is taxed 25% at all three levels of production: seed to producer, producer to retailer, retailer to customer), giving up one’s medical card to shop retail instead offers fairly dubious benefits.

Amendment 64 in Colorado and I-502 in Washington have several rules in common. Both laws set 21 as the age cut-off for purchasing, possessing, or using marijuana, and both have banned outdoor or public use. Marijuana purchased in either state is not allowed to be taken out of the state of purchase, either, though this has already become an issue for states surrounding Colorado, according to some reports (Horwitz, 2014).

Additionally, both states have set a “per se” limit of 5ng/mL of active THC in the blood for driving (“per se” simply means “by itself,” meaning anyone who tests positive for 5ng/mL of THC in their blood is guilty of driving under the influence; no additional proof needed). Both the number itself (5ng/mL) and the “per se” aspect of the law has been controversial in both states, as some believe the imposition of such stringent limits may inadvertently criminalize behavior that poses no threat to traffic safety, due to dramatically different tolerance levels for new versus long-time users, particularly medical users (Armentano, 2013). Driving under the influence of marijuana is another
area in dire need of additional, rigorous research in order to resolve some of the most persistent questions and concerns about safety and enforcement.

There are several differences between the two states' laws as well. For example, Colorado allows adults to grow their own: up to 6 plants per person or 12 per household. Washington forbids home growing of any kind for recreational use. Colorado also incorporated their medical system into their recreational system; all its original retail stores were formerly medical dispensaries, which is one reason why they were able to open so much sooner than the stores in Washington. Washington's medical system has remained a separate entity, though it is likely the state legislature in 2015 will either radically overhaul it or do away with it completely.

In terms of the business angle, license fees for stores in Washington are dramatically lower than in Colorado (WA: $250 to apply, $1000 per year after that; CO: $5000 application fee with annual renewal fees ranging from $2750-$14000, depending on the type of license). Colorado requires 2 years of state residency to qualify for a license, while Washington requires only three months.

On the other hand, Washington’s rules for business locations are much stricter than Colorado’s. Both require that stores be a minimum of 1,000 feet away from schools and child care centers, in part to appease the federal government. Colorado also includes drug treatment centers and other pot businesses in its list, while Washington goes even further, adding parks, libraries, video game arcades, and transit centers to the list. (Livingston, 2014)

What the implications of these differences will be in terms of tax revenue, health and social issues, and other potential plusses and minuses remain to be seen.

As we got closer and closer to launch time for the stores in our state this summer, we were surprised by the lack of education materials or campaigns from state organizations like the Department of Health. The Colorado Transit Authority had created several TV ads cautioning people against drugged driving, and both the Denver Department of Health and state-wide DOH had web sites with useful information for consumers and business owners as well. Meanwhile, in Washington state, ADAl’s web site appeared to be it.

With that in mind, and with the help of Dr. Roger Roffman, one of the bill's sponsors, we launched a page of information with a harm reduction and public health focus for “Adult Consumers” on the site earlier this year. It provides information on health and safety risks, the signs of dependence and how to get help if you feel you have a problem, and what some of the terminology people are starting to hear repeatedly discussed in the media refers to (“What’s THC and CBD?” for example).

This page has been controversial, particularly with prevention organizations in our state. However, ADAl has a commitment to public health and education, and feels very strongly the dissemination of this information is important to the health and safety of legal consumers in our communities.

Incidentally, a couple of weeks before stores opened in Washington this summer, the state finally launched a media campaign (radio and online) focused on providing information for parents about youth use, linking interested parties to ADAl’s Learn About Marijuana Parents resource page.
Similarly, the Washington State Liquor Control Board released a brochure to be distributed in stores titled “Marijuana Use in Washington State: An Adult Consumer’s Guide. What You Need to Know.” The brochure offers information about the law, the types of marijuana products that will be available and how to use them the most safely, and information related to driving, keeping your stash safe from children and pets, and more. We were very pleased with this brochure, and glad to have a little back-up from the Liquor Control Board in terms of offering this type of information for consumers!

In addition to the web site, ADAI has also been involved in several other marijuana-related projects. In November 2013, we organized and hosted a day-long “Symposium on Legal Marijuana in Washington,” featuring researchers from the University of Washington and speakers from the community discussing the new law, prevention interventions, new research in young adult marijuana use, and cannabis use disorder interventions (you can find videos of each presentation online at http://adai.uw.edu/mjsymposium/agenda.htm).

Additionally, our epidemiologist, Dr. Caleb Banta-Green, put together a popular document for our “Information Brief” series that describes “Marijuana Use: The Impact in Washington State.” Dr. Banta-Green also recently received a contract to investigate drugged driving in the state, in partnership with AAA, and other ADAI researchers are currently working on an inventory of evidence-based treatments for teens with marijuana use disorders, requested by state agencies.

Most relevant to SALIS members, however, is the fact that a presentation at the 35th Annual SALIS Conference in Berkeley, CA, given by Amanda Reiman of U.C. Berkeley and focusing on the dearth of education for medical professionals on medical cannabis, ended up serving as the inspiration for a grant proposal drafted by our Director of Information Services, SALIS member Nancy Sutherland, working in tandem with one of our research scientists, Bia Carlini, PhD. The project, funded by the state Attorney General’s office, is titled “Medicinal Cannabis and Chronic Pain: Science-Based Education in Times of Legalization,” and involves the development of a two-hour online training module for medical professionals in Washington state, with Continuing Medical Education (CME) credits available for those who are interested. The training will be available in early 2015.

This October, ADAI will be co-sponsoring a second symposium, “Legal Marijuana & American Indian Communities in Washington,” as well. This day-long event, also sponsored by the Suquamish Tribe and the ACLU of Washington, will take place on the Suquamish reservation and feature speakers from the tribal community addressing the range of responses to I-502 by the state’s tribes, from outright bans to exploration of how tribes might be able to economically benefit from the new law.

Being a part of such a tremendously revolutionary – for better or for worse –
experiment has been truly invigorating for our organization, spurring creative ideas for ways we can get more involved in supporting the information and research needs of our state. Legalization, either of medicinal cannabis or recreational use, is spreading across the country; according to an article from the Reason Foundation, as many as 13 states have been talking about measures to legalize recreational marijuana, either in upcoming elections or through their respective legislatures (Ross, 2014). Medical marijuana is now legal in 23 states, and recreational use has been decriminalized in over 16 plus Washington DC, which announced their decriminalization policies in July 2014.

If medical use is not already legal in your state, it’s coming very soon. And dollars to Doritos, recreational use will be showing up down the line as well.

What does this mean for you? As information professionals in the field of substance abuse, this change in policy offers the perfect opportunity for us to showcase our talents. As more and more of our libraries and organizations have been defunded and closed, it’s become increasingly vital that we demonstrate our usefulness to the communities we serve. SALIS members are uniquely qualified to be engaged at the highest levels of education and policy-making when it comes to marijuana legislation. Consider finding out what’s going on in your own state, and try think of ways you and your organizations can support the decision-makers, educate the public, and have your talents recognized – and then deemed invaluable -- by the major players.

What will happen next is really anyone’s guess, but this is bound to be a fascinating time in our nation’s history.

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Preserving the Home Office Addicts Files and Indices as a research resource

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Digitisation of over 190,000 records of the Addicts Index files (1968-1994) for research communities, including addiction specialists, medical historians and sociologist, both in the UK and world wide. The files were created between 1968 and 1994 and include papers from the 1940s onwards. These cover notifications to the Home Office Addicts Index of individuals seeking treatment for drug dependence received from Drug Dependence Unit, prison and police, doctors, etc., as well as on prescribers and inspections of chemists and pharmaceutical companies.

Background

In 2001 the International Centre for Drug Policy (ICDP) based at St George’s Medical School, (London University) became the official custodian of the Home Office Addicts Index files and databases. These records on addicts’ mortality had been a research interest of the late Professor Ghodse since the late 1960s. He established a programme to collect data from the Notifications of Deaths of Addicts provided to the Home Office. This data collection was entered onto the Mortality Study database which developed into the National Programme on Substance Related Deaths, formally established in 1997, and run by the Research, Evaluation and Monitoring Unit of the Department of Addictive Behaviour. The aim of the programme was to collect and analyse data in a systematic way from various sources to inform clinicians and policy makers on risks associated with premature death due to substance misuse.

History

The Addicts Index came about as a result of the British system of notifications by doctors to the Home Office of drug addicts. The British system started nearly 100 years ago when there was concern about the sale of cocaine to, and by, London prostitutes and a number of instances of cocaine having been given to troops was noted. The Metropolitan Police Commissioner in London at that time wrote to the Home Secretary requesting that legislation was required to check cocaine trafficking. The Defence of the Realm Act was amended to include controls for cocaine and opium. In 1920 the controls were embedded into the Dangerous Drugs Act and the use of cocaine and opium fell. Later in the 1920s the Rolleston Committee were asked to consider
whether there should be a formal requirement for doctors to notify known addicts to the Home Office. The reason for this was to enable the Home Office to detect the numbers of addicts receiving supplies of drugs from more than one doctor. However this formal notification was not considered essential nor was implemented. Very few doctors at this time saw cases of addiction and those cases which came to the attention of the Home Office did so because of routine inquiries into regular or unusually large prescriptions of opiates to individuals. Most doctors informally reported addicts to the Department as it was in their interests to avoid being seen to be providing dangerous drugs over a long time periods. From this source and other records a card index of known addicts was kept from the mid-1930s onwards.

This system continued for many years but in 1951, as a result of the theft of a large quantity of morphine, heroin and cocaine from a hospital, it became clear that there were newer, younger addicts in London who were adept at obtaining more heroin that they needed, and were sharing or selling it. This trend increased through the 1950s and early 1960s and various committees were set up to consider the issues raised. Recommendations were made by these committees that all addicts should be formally notified to a central authority. This would keep an up to date list of such addicts with relevant particulars, so that any doctor could refer to the list to find out whether a person had been notified or to obtain particulars about an addict’s history. Such notifications would also provide a check on double scripting and provide information for statistical assessment and control. These recommendations were implemented by the Dangerous Drugs Act 1967 and further regulations in 1968 that established that the Chief Medical Officer at the Home Office was to be the authority to whom addict notifications were to be sent. Doctors were required to send to him details of individuals considered or suspected to be addicted to controlled drugs at the time. In 1997 this was replaced with regional drug misuse databases.

**The Records**

The Addicts Index Data Set comprises about 190,000 paper files on addicts which contain the notification history, personal details of the addict (name, address, gender, occupation, drug problems, drugs used in treatment, date of first notification, most recent 3 re-notifications); details of the prescribers (name, address, what was prescribed etc.). The files were created between 1968 and 1994 and include papers from the 1940s onwards. These cover notifications to the Home Office Addicts Index of individuals seeking treatment for drug dependence received from Drug Dependence Unit, prison and police, doctors, etc., as well as on prescribers and inspections of chemists and pharmaceutical companies. In 2010 the addict records were microfilmed and digitised for research activities and archival permanence. The database of digitised records allows for critical research into drug related deaths dating back to the early 1960s.

These records are not only a unique source of information for this country but also internationally. It is possible to track addicts’ careers and treatment plans for individuals or for different populations over several decades and can be used for a range of cohort studies and the identification of policy and outcomes for treatment across differing UK responses to drug treatment and mortality studies.

In 1997 the Home Office ceased the notification system which left a question of what to do with the paper files: should they be destroyed or kept? The late Professor Ghodse, aware that these files may have disappeared, approached the Home Office with an offer to transfer them to St George’s. This was accepted by the Home Office with the provision that they be preserved in accordance with archival standards and that access to the files would be primarily for researchers with appropriate protocols that recognise the confidential and sensitive information they contain.
Storage
The files were stored courtesy of the South West London and St George’s Mental Health NHS Trust at Springfield Hospital, Tooting, until 2008 when they had to be moved to a temporary building due to redevelopment of the Springfield site. Unfortunately, or fortunately, the storage conditions were less than ideal so this was the trigger to seek funding for a digitisation and preservation programme.

A scoping/options paper was written that explored whether to just microfilm, or microfilm and digitise, the records. This paper also made a brief assessment of the storage conditions and identified specialist firms to seek quotes from. The paper was presented to a small steering group that had been established within the International Centre for Drug Policy. This group agreed that we should go forward and seek funding to ensure that the records were preserved with the aim of providing a research resource for researchers including addiction specialists, medical historians and sociologists, both in the UK and world-wide.

Steering Group
The Project Steering Group role was to provide additional expertise and advice to the project, including:

- To monitor the progress against the specification of the digitisation, both microfilming and pdf outputs, of the addicts index files.
- To review at regular intervals the progress of the project and its outcomes and project deliverables.
- To advise on the guidance for researchers access including dissemination.

Digitisation
During 2008 specialist companies were identified and approached to provide a quotation to microfilm and scan all the files. They were also asked to provide examples of scanned and digitised documents, using files from the collection. Concurrently, sources of funding were investigated. Running these two processes in parallel turned out to be very useful as potential funders were keen to see the quotations we had received and examples of scanning: this resulted in the Department of Health (England) agreeing to provide the funds for the whole project. The quotations we received were examined by the Project Steering Group and a short list was drawn up. These were then invited to present on how they would undertake the work. Each company was allocated 40 minutes to present and were expected to describe similar projects that they had undertaken, demonstrate value for money and show whether they had any particular services to provide that we had not thought of.

Following the presentations and discussions the MicroFormat (UK) were selected. It is one of the largest and oldest document conversion specialists in the British Isles supplying archive preservation document management and digital services. It has experience of working for major clients, such as the British Library and various National Health Service clients, that indicated that the company had experience of working with both archival and health records. Furthermore they suggested that in addition to microfilming the records that we should also develop a database of the pdf’s and an index and which made their proposal more attractive than their rivals.

The next stage of the project involved the Project Manager in working with MicroFormat to develop a specification and timetable for the work. The specification included all of the following:

- Microfilming of records onto 16mm Silver Halide long term retention roll film
- Film scanning from the master negative to produce images on CD/DVD or portable hard drive
- Supply of transportation cartons
- Preparation of documents prior to filming
Contents of each Master Negative and copy indexing onto each CD/DVD
Database of index and pdfs to mirror the filmed records
Images provided back with each file becoming a .pdf document
Collection and delivery of files
File retrieval within 24 hours of notification
Each box collected will represent an individual file folder within will contain pdf’s for each file
An Excel spreadsheet will be present within each file folder as index to that folder and to aid searching for a particular pdf
A full Excel spreadsheet will be provided also separately that will contain the entire index
Confirmation of final destruction of paper records
Database of files & pdfs.

The digitisation work and development of the database was undertaken during 2009 and 2010. At the end of the project a review was undertaken to identify the key learning for running a successful project. The review considered what went well and why and the key points that emerged were:

Work closely with the specialist preservation/microfilming company
Tap into their expertise and knowledge
Agree a project plan and break the work down into manageable tasks
Set a realistic timetable and keep to it ensure that it has some flexibility to cope with unforeseen problems that may arise
Visit company to see work being done
Review progress against the plan regularly
Maintain regular communication
Obtain regular updates/ brief reports on work in hand

The outcome of this project was a microfilm of every single file and a database of pdf’s of the files. The data that can be obtained from these sources is listed below:

- Name, address, date of birth, NHS number of addict
- Nationality / ethnicity
- Injecting status (from September 1987)
- Original drug(s) of addiction, current drug(s) of addiction and treatment
- Origin of addiction (therapeutic or otherwise)
- Details of death, date, cause drug(s) of overdose
- Notifier- doctor, prison office, police, hospital, treatment centre
- 151,414 addicts & 22,356 notifiers

As part of the agreement, the decaying paper records were then securely destroyed.

Conclusion

This project has ensured that a unique collection of records, previously unavailable, can now be made available to researchers wanting to study aspects of the history of addictions.

It is possible to track addict careers, both of individuals and different populations, over several decades. From this one can detect the patterns of drug use over time and consider their impact upon societal and health matters, like investigating predictors of premature death among notified addicts.

It also provides insights into government policy regarding treatment, the impact of drug control policies on prescribing practices and the impact of prescribing practices.

These records, combined with current monitoring, can be used for a UK cohort study of a size unparalleled anywhere in the world to explore survival and death rates of UK addicts.
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Step-by-Step Guide to Digitisation Projects

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The impact of E. M. Jellinek’s personality and work in the Hungarian literature

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This poster aims to pay tribute to Elvin Morton Jellinek, a US native of Hungarian descent, by tracing his presence in the Hungarian substance abuse field with an eye to the latest biographical details discovered in the 21st century. At first sight maybe you did not notice: our goal with the appearance of the poster was that it would be similar to a special issue of a medical weekly.

Hungarians consume more alcohol than most other nations in Europe. This fact is well demonstrated by a graph and a table on our poster. Alcohol policy used to have a more important role in Hungarian health policy with the attention currently shifting to drug addiction.

The Hungarian scientific community first became familiar with Jellinek’s name in 1960’s, and there have been regular references to his work ever since. Jellinek became a well-known figure worldwide who cannot be ignored, especially in the history of alcoholism.

The protocol of the Hungarian Ministry of Health on alcohol diseases and the New Alcohol Strategy and Policy (2009) are based on Jellinek’s disease concept. To date, his concept is taught in Hungarian schools and programs in social work and addiction. The Hungarian Central Statistical Office uses the Jellinek formula to estimate the number of alcoholics.

A Hungarian scholar, Gabor Kelemen, has been researching Jellinek’s professional and personal history, which resulted in a significant change of his concept about Jellinek over time. We quoted from some Hungarian articles and their summaries published in English written by Gabor Kelemen and his staff.

One of his article published in 1990 Kelemen wrote: “Elvin Morton Jellinek was not Hungarian. The need to create a legend about the Hungarian origin of Jellinek may be explained by the fact that the other fields of psychiatry - either psychoanalysis or biological psychiatry - had some very famous and highly significant representatives of Hungarian origin” (Kelemen, 1990). In another article published two years ago Kelemen wrote about Jellinek’s past in Budapest as an unknown terrain (Kelemen and Márk, 2012).

We emphasized János Métneki’s article who is one of the most important Hungarian experts in the fight against alcoholism, met with E. M. Jellinek in 1961. Jellinek was interested in the situation of alcoholism in
Hungary. They worked together in the editorial board of the Encyclopedia of Problems of Alcohol.

Météneki, like Kelemen before him, had the opinion that Jellinek was not of Hungarian origin, but in his paper pointed out that “Jellinek was definitely interested in Hungary and Hungarian anti-alcohol activities in the last two or three years of his life” (Météneki, 1996).

We know that a large portion of Jellinek’s life remains unexplored. The "Red Róheim" is an essay its subject is Géza Róheim’s life history in Hungary (Hárs, 2012), and his friendship with Morton Jellinek. He was in 1918-1919 also a member of the Hungarian Psychoanalytical Society; had been analysed by Sándor Ferenczi and was in contact with Freud, too.

Our team has contributed to the efforts at the Rutgers Center of Alcohol Studies to establish their comprehensive Jellinek Archive. We are very pleased to participate in this very exciting and interesting work.

References
Watch out for the potholes: The bumpy road of digitizing a historical collection

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The collection for digitization
The major task of the digitization project the author involves at the Rutgers Center of Alcohol Studies library is for digitizing the historical collection of Ralph G. Connor Alcohol Research Reference Files (CARRF). The Ralph G. Connor Alcohol Research Reference Files is an archive of instruments (questionnaires, interview schedules, surveys, etc) that have been used in studies of substance abuse. The primary focus of this collection is on various aspects of drinking behavior and alcoholism.

The society for Study Problems founded this collection, which is now named in memory of Dr. Ralph G. Connor, in 1960. The Files were developed and maintained by Dr. Connor at Eastern Washington College, and following his death they were transferred to the instruments to the Center of Alcohol Studies at Rutgers University. The Center has continued to add new instruments to the collection, and periodically issues new updates to the descriptive inventory providing brief information on the materials.

The tasks of digitization and metadata construction
When building a digital library, the digitization of a historical collection can be done by (1) digitizing and indexing each of the print documents one-by-one, (2) digitizing all the print documents, importing them into the new system, and then indexing each of them, or (3) digitizing all the print documents, importing the existing metadata from the old system, and matching the two parts in the new system. The third option is often considered because the metadata is typically available as an online public access catalog (OPAC). For efficiency, this option is also preferred by reducing the operational time.

Issues could arise with the third option. Using the digitization of our library’s historical collection as a case study, we documented two such issues. First, digitizing the print documents, our staff had included the archive ID and title of each document as part of the filename, which helped with general identification, but did so with a lack of delimiters necessary to parse the information with data mining and statistical software such as Statistical Package for the Social Sciences (SPSS). For matching other information with the file ID number, this caused problems when attempting to separate the ID number from the document title.

The second problem was about matching the digitized content with the metadata. The metadata of the online public access catalog were extracted to be included in an Excel file. Each record/row was identified by a unique linking ID number, namely the CARRF id number which refers to the print document archived. On the other hand, the file names of
the digitized documents were saved as another Excel file. In the latter, the linking ID’s were manually read, normalized, separated from the file names, and recorded in new columns. For this part, because a physical archive folder may contain several documents which all link to the same metadata record in the old system, an ID could relate to various types of digitized documents. In other words, the existing metadata are not granular enough to specify and describe all the documents of the historical collection. The records of these two files did not appear to simply match each other on one-to-one basis.

The data manipulating software application SPSS was used for reading and matching these two Excel files by the ID’s. Before the match/file merger was applied, the duplicates of the ID’s in the file that included the file names of the digitized documents were removed. The result of matching showed that the metadata from our existing database system had not been updated to cover the entire collection.

**Possible resolutions**

The preliminary steps of linking the file names of the digitized documents and the metadata in the existing system have been taken. For a simple one-to-one merger, a decision was made to only link the file names of the digitized surveys with the metadata. This merged table is being loaded into the new content management system and eventually will be linked with the digital objects of the surveys.

For those archived documents which were not indexed and covered by the existing metadata, workflows need to be created to manually index the digitized documents.

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### Project Goal

The CAS Library is attempting to digitize the historical collection using a new content management system, which is in the testing process. The preliminary work of digitization has been implemented as part of the testing for the center’s system and information migration.

Streamlining the digitization process is a great challenge. This project is an exhibition about what could go wrong and what lessons we have learned from this process.
Preparing state documents for an effective review: The librarian’s role

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Many librarians—myself included—have taken the US government documents course as part of their library training, and, at best, we gained a theoretical appreciation for the function and utility of US government documents and materials. Working as a librarian who manages state document collection, organization, and dissemination gave me a new appreciation for state documents and the critical roles they can play in the development of knowledge and, in particular, improving a substance abuse prevention system.

Since 2007, the Strategic Prevention Framework Advance and Support project and now the State Technical Assistance project conducts site visits throughout the United States and its territories supporting the Center for Substance Abuse Prevention. The goal of each site visit is to assess the strength of the state substance abuse prevention system and to create a 3-year plan for its further growth and development. This task needs to be accomplished during the course of a 2-day site visit. How can such a complex and comprehensive goal be accomplished? The answer lies in a thorough review of state documents before the site visit.

The librarian initiates the state site visit process by requesting from each state particular documents that describe the prevention system organization. Such documents include organizational charts, vision and mission statements, policies, and procedures. Other kinds of documents detail the strength of the workforce, the state’s strategic planning direction, and the effectiveness of prevention strategies as measured against evaluation plans. States send 50 to 70 documents for site visits, all of which are organized and disseminated by the librarian to the site visit team. About 1,200 total documents are collected and organized for 10 to 14 site visits in a year.

The librarian disseminates the state documents to each site visit team. It is at this point that state documents prove their usefulness beyond their usual governmental function. The site visit team reviews the state documents and prepares the analysis of the state substance abuse prevention system. The state documents support the analysis and provide an in-depth picture of the state prevention system, preparing the review team, leading to stronger conversations and better decisions for the state. Site visits that used to last 5 days are now accomplished in 2 days, thanks to the detailed and elaborate preparation.

State documents can be used to monitor changes in state systems over time when viewed by trained eye of the prevention specialist. State documents also are used to understand a state’s organization and functioning, and clarify the next steps for capacity building and development. These materials, in turn, form the basis of recommendations that guide federal technical assistance until the next site visit.

After site visits are completed, the librarian’s role includes archiving the state materials for future use via a searchable index and database. This easily accessible compendium of materials also assists in
responding to State Information Request (SIR). States, though different in organization and needs, seek ways to learn from each other and share ideas. As it has evolved, the site visit process concludes with a review of the state’s strengths, challenges, and potential enhancements that would support the development of the substance abuse prevention systems. Some of the enhancements require multiphase technical assistance with consultants; but others are more ably addressed by learning from other states through sharing notable and useful state documents. Thus, the SIR came into being. How are other states integrating mental health promotion into their substance abuse prevention? How are other states addressing neonatal abstinence syndrome? What are other states doing to coordinate and collaborate with community coalitions? All of these requests can be addressed by peer-to-peer sharing of state documents and information in the SIRs. In the last 2 years, 112 SIRs have been addressed for 36 states or jurisdictions—a practical example of states sharing and learning from one another.

It remains the role of the librarian to collect, organize, access, and disseminate information; this applies to state documents and materials as well. State documents, when collected and organized for review teams, prove dynamic and useful in understanding state substance abuse prevention systems.

A Note on the Poster Presentation: This poster was designed using an infographic approach (i.e., using visual images to tell a story or present processes quickly and clearly). The librarian in the infographic bears a close resemblance to the real live Mary Kelly, who is a health librarian at JBS International, Inc.
When opportunity knocks: Engineering a DAM system for digital collections

Deborah Fanslow, MLIS

Center of Alcohol Studies
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CAS library staff are in the process of digitizing a unique and rare collection of materials from their special collections, which represent over 80 years of history in the field of alcohol studies in the United States. Materials from four different collections will be digitized, preserved, and made accessible within a consolidated digital archive, aptly named “ALCVault.”

ALCVault will contain a wide variety of assets including scholarly journals and monographs authored by CAS staff; historic Summer School documentation; the entire Ralph G. Connor Alcohol Research Reference Files (CARRF) survey instruments; the Journal of Studies on Alcohol and Drugs archive; rare, historic temperance-related literature; and miscellaneous artifacts that document the history of alcohol studies.

These materials are organized within separate collections, and represent a broad spectrum of object types—from traditional journals and monographs, to databases and three dimensional artifacts. In addition to the challenge of ingesting, migrating, and linking metadata for such diverse materials, each collection represents unique use cases that require separate workflows, access control levels, custom metadata schemas, controlled vocabularies, and permission structures.

The poster below highlights some of the issues that CAS staff have encountered thus far in attempting to customize MaxxVault®, an enterprise level document management (DM) system to serve as a digital asset management (DAM) system in support of the library’s multi-faceted digitization initiative.

Why customize a DM system?

As the saying goes, opportunity knocked. In this case, it didn’t knock directly at the library’s door, but rather library staff heard the knocking down the hall when MaxxVault, a local vendor specializing in document management software approached CAS business staff with their technology and service offerings. Although the business office did not choose to implement MaxxVault® as a DM system for business operations, library staff knew that as a content management system, MaxxVault® shares some common functionality with DAM systems, and could potentially be customized to serve as the library’s digital repository, or DAM system.
Intrigued by the idea and interested in exploring the viability of extending their product for use as a DAM system within the academic market, the vendor agreed to a custom implementation of MaxxVault® tailored to meet the library’s complex use cases. If the implementation was successful, library staff would promote the project, bringing visibility to the vendor’s product among academic librarians looking for similar solutions.

DM vs. DAM

The core functionalities of DM systems and DAM systems are the same—in fact, DAM systems were built upon the success of early DM systems. The differences in these two types of systems are a result of specialization developed in support of different media types and use cases.

A DM system is designed to manage text-based documents and records within a business operational environment, while DAM systems are designed to manage rich media, most often within creative, marketing, and production environments. Despite these differences, under the hood, both types of systems include a core set of modular components including a content repository, a metadata index, a search engine which searches across both the content engine and the metadata index, a rights management system, and a workflow engine (Arthur, 2005). These systems appear to users as one seamless application, and are often further integrated with additional business or creative applications.

Capitalizing on strengths

By layering DAM functionality on top of a DM system instead of starting from scratch, library staff can build on the existing strengths of DM platforms, including optical character recognition (OCR), text-specific search features, text processing integration, and document manipulation.

While MaxxVault’s strong text-handling capabilities enable granular access to the textual content within the library's archival documents, additional features must be added to the DM system in order to provide the functionality of a true DAM system—including support for audio and video formats, multiple custom metadata schemas, embedded metadata (read/write), image transformation, video transcoding, and virtual collections. Above and beyond basic DAM features, our use cases indicate the need for additional system requirements including granular permissions levels, complex digital rights controls, thesaurus integration, and a front end web interface integrated (either directly or via API) with the library’s new website, which is administered using the Drupal content management system (CMS).

Issues and challenges

Customizing any type of information system is always a complex endeavor. As library staff worked with system engineers to begin customizing MaxxVault®, they quickly recognized that some requirements would present greater challenges than others.

Rich media: To date, staff have focused on digitizing documents and images to become acquainted with how the system works in supporting these formats. We have been assured that the vendor can adapt MaxxVault® to accommodate audio and video formats as well.

Workflow: MaxxVault®’s native workflow controls have been successfully configured to support our multi-step approval processes. Out-of-the-box, we have found MaxxVault®’s access and permissions controls satisfactory for our use cases. To assist with asset ingest, we purchased a scanner recommended by the vendor that was then integrated into our workflows as a direct capture device. The scanner enables student workers to perform basic indexing at the time of capture, followed by professional indexing at later stages by librarians. Only minor tweaking was required from MaxxVault engineers to accomplish this.

Metadata: MaxxVault® enables users to create multiple custom metadata schemas. Implementing a schema based on Dublin Core was relatively straightforward. However, we needed significant assistance from software
engineers in order to create certain types of custom fields.

Data migration is often one of the more challenging DAM related tasks. Our experience confirmed this, as the process of transferring data from flat files and legacy systems was not as straightforward as we had hoped. MaxxVault®’s field mapping interface was less than intuitive, resulting in many hands-on sessions with system engineers. Also, linking assets to their corresponding metadata records required more manual manipulation of our data than expected.

**Controlled vocabularies:** MaxxVault® does not support direct thesaurus integration. However, we are working with the vendor to implement a coding system that will automatically assign numerical codes to documents when scanned. These codes will then be converted into descriptors assigned from a controlled vocabulary upon system ingest.

**Interface:** The current MaxxVault® web portal highly resembles the system’s backend administrator interface. Although it provides many options for users who are familiar with the system, it appears to be designed to enable web access for power users rather than as an intuitive portal for uninitiated end users to access, search, and retrieve digital media. As a solution, we plan to create our own custom interface that will be integrated into our Drupal-based library website, with support for faceted search, linked asset search, thesaurus integration, and user created collections.

**Training:** Administrative training was provided by the vendor. However, this training was not customized to our specialized implementation. After working with the MaxxVault® system for this project, library staff have come to regard the system as powerful but not as intuitive as more mainstream DAM solutions. Throughout this project, library staff have relied heavily on system documentation and direct hands-on assistance from the software engineer.
Lessons learned

There are a multitude of benefits and challenges that come with the decision to build your own (DAM) system instead of using “off the shelf” software. The main benefit of working directly with a vendor to customize a software solution is the opportunity to leverage the expertise of the vendor’s system architects and technical support staff to tailor an application to support your specific use cases. In situations where IT support is lacking within an organization, approaching a vendor and proposing an exploratory project of mutual benefit can be a feasible solution.

When embarking on a project such as this, library staff have learned that it is critical to communicate your expectations clearly and make sure that your vendor understands your specific goals and use cases. If the vendor is not familiar with DAM systems, it can also be helpful to provide your vendor with examples of features or functionality from existing systems that you would like to implement.

Another issue to keep in mind is time. If your project does not produce revenue for your vendor, recognize that your needs may not be prioritized above those of paying customers. Again, as with any project, clear communication of expectations, schedules, and deliverables for both parties up front is critical for a successful implementation.

It remains to be seen whether customizing a DM system to serve as a DAM results in a viable solution for ALCVault. Ultimately, both library staff and MaxxVault will need to evaluate their return on investment based on their respective project goals.

References
Arthur, Magan. (2005). Intro to Digital Asset Management: Just what is a DAM?
Saving the spirit: Digitizing the inventory of the Summer School of Alcohol Studies

Daniel Geary, MA, MLIS ‘14

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For the past few months, CAS Library has been working with a document management software company to digitize pieces of its collection.

One sub-section is the collection of Summer School materials. These include: lectures, Alumni News, photos, rosters, brochures, flyers, and registration cards, with some items dating back to Jellinek’s first Summer School session in 1943. We chose its software due to its zonal OCR and access permissions abilities.

Zonal OCR allows the scanner to choose a particular area to scan and then automatically translate to text and index. While the default is using a rectangular selector, the program can even use the surrounding pixels, such as a title, as points of reference to make the scan more accurate. Our first attempt at zonal OCR used registration cards, which we have for all of the educational opportunities the Center has ever offered dating back to 1943. These have the names of alumni in the top left corner. If we can use zonal OCR accurately, then we will be able to top-load a stack of registration cards in the copy machine and let the computer do the rest. We will need to adjust the program a bit for each year, but if zonal OCR works well with the registration cards, then we can try using it on any type of form, thus saving time, energy, and money in the digitization effort.

After attempting the process, we found that it did work well. We were afraid that cards in which the year was printed on a line would disrupt the zonal OCR, but there was no issue. Although the text was in a slightly different location for each card, even within the same year range (because the print was added with a typewriter rather than printed from a computer), the system had no trouble locating the font, translating it to computer-readable text, and inserting it in the correct index field. We could not have multiple zonal OCRs happening simultaneously. For instance, we could not run a card through the procedure and have the zonal OCR pick up and index both the Name and Address. We had to scan each card twice, once for the Name and once for the Address. But, this was no hindrance compared to inputting all the information manually.

The second plus is access permissions. Due to the Center’s sensitive subject matter, we need to make sure that the library’s digital collection can differentiate between in-house and public files. The in-house files include personal records, like the registration cards. Their use is limited to official access only; any use by the public would be a violation of...
privacy. Additionally, there are copyrighted pieces, such as the *Quarterly Journal of Studies on Alcohol*. The range between public and private material led the library to establish various levels of access, with the software allowing rights to be assigned at the point of digitization.

In our access permissions workflow, undergraduate assistants scan documents and deposit them in the central folder. They check for readability and approve the document for review. Then, graduate students or librarians approve OCR processing. And lastly, grad students or librarians double-check that the item is correctly placed in the in-house or public folder. All in all, the staff checks the document four times. Plus, the program does a regular sweep to make sure all files have made it to the correct directory. Therefore, by the end of a document’s journey it will be checked, double-checked, triple-checked, and so on.

At the start, we did have some trouble with documents going to the correct folders, as shown in the workflows section of the poster. However, these problems would be a document skipping processing or moving back to the initial folder after being approved. One file was accidentally copied millions of times. But, there were never any problems in which a file that was supposed to be in-house went public. And, working with the vendor, we were able to figure out how to adjust the system and have the documents sent to the correct folders at the correct time.

With these tools at our disposal, this software has the potential to be a valuable asset for digitizing our Summer School collection and other pieces of CAS Library’s growing digital footprint.
The devil's mouthwash: America's complicated relationship with alcohol

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Note from the editors: The following two texts are reflections from two graduate students enrolled in the Master of Library and Information Science program at the Rutgers School of Communication and Information. Jessica and Christine, along with three other group members, created a poster for Judit Ward’s Digital Library Technologies course based on material found at the Center of Alcohol Studies Library. They were encouraged by Dr. Ward to present their work with a poster and a lightning talk at this year’s SALIS conference. Their narratives are less direct explanations of their poster’s content, but more focused on the process of their poster’s creation and the experience of presenting it.

On Friday, May 2, I presented a poster at the 2014 SALIS Conference to represent my group’s Digital Library Technology project, The Devil’s Mouthwash: America’s Complicated Relationship with Alcohol. I presented with another group member to demonstrate the purpose and highlights of our digital library. The materials included photographs, advertisements, political cartoons and propaganda, public service announcements and the covers of pamphlets all covering the theme of alcohol. The bulk of the materials came from time periods such as the Temperance Movement, and the Prohibition era. In addition, our digital library included a few items from each decade proceeding those eras in order to follow the evolution of our country’s ever-changing relationship with alcohol. Our poster and digital library maintained an unbiased perspective, and showcased both pro and anti-alcohol materials. The project was both fun and challenging to put together. The greatest satisfaction came from witnessing how the public and private agencies viewed alcohol over the decades.

I had presented at literary conventions and conferences in the past, but this was the first time I had presented a poster in narration of work and research I had done as a graduate student. Each person who attended and presented at the conference
held an important and engaging role, and I felt welcomed and honored to have been invited by our professor, Judit Ward, to help present on behalf of our group and class.

Librarians from all over the country and the world presented at the conference, and it was very interesting to see the commonalities among this narrow focus of librarianship. It opened my eyes to a different world of libraries. As a graduate student, I gained a lot from this experience. It was nerve-wracking at first to present in front of what I consider experts on the field, but I was pleased that our presentation seemed to have been well-received by the warm and accepting community. As an online student, the ability to engage in academic activities in person is rare. I’ve learned how important it is through this experience to challenge myself and take advantage of opportunities such as these and for this I am grateful.

---Jessica Maratea

My decision to attend the 2014 SALIS conference and present a poster was a significant one. It was the first academic conference that I have attended, and I was not certain what to expect. I am an MLIS student at Rutgers University and have just completed my second year out of a three year program. One of my classes this past semester was Digital Library Technologies taught by Professor Judit Ward. It was this class that led to my attendance at the SALIS conference. The term project for the class involved working with a group of other students to create a prototype of a digital library. Professor Ward instructed us to choose any topic relating to substance abuse, and told us early in the semester that we would have the opportunity to present our projects at the conference if we chose to do so. My group decided to focus our prototype
on advertising and propaganda both for and against alcohol use in the history of America. We titled it The Devil’s Mouthwash: America’s complicated relationship with alcohol. You can still view it at dmw.omeka.net. Our assignment already included creating a poster, so the decision to participate in the conference only meant a slightly earlier due date than the rest of the class. I was joined at the conference by one other group member and we were somewhat nervous as we entered the conference room. But we were quickly welcomed and found a corner to listen to the other presentations. Before I knew it, it was time to present our poster. Our five minute description of the project went smoothly and the next half hour or so was a wonderful experience as other conference goers came over to take a closer look and ask questions about the poster and the library prototype we created. It was a valuable opportunity to meet and engage and exchange ideas with librarians from around the world. The day began with a great deal of nervousness over the quality of our project and anxiousness over the reception we would receive. But that turned out to be needless worry, and I am grateful that I had this opportunity. I would certainly do it again, and I hope that future students will jump at the chance.

---Christine Rambo
Making a difference: Past SALIS conferences from 1978 to present

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SALIS held its first conference in Houston, Texas in 1978. As an encore to the proceedings of the 2014 conference hosted by the Rutgers Center of Alcohol Studies (CAS) in New Brunswick, NJ in 2014, this paper reviews briefly the chronology of the SALIS conferences, followed by a complete list of the events. Each entry includes the date and place of the conference, the host, and the theme of the conference, if applicable.

One of the oldest conference proceedings related to alcoholism on the shelves at the CAS Library is the Proceedings of the 8th international Congress Against Alcoholism dated 1901 in German, which, bound in the bright red color of the CAS McCarthy Collection, contains photocopied pages of stenogram transcripts of presentations as well as comments that would go along with the talks. Later editions feature lists of previous conferences to date on the back cover. This gave us the idea to collect all available information about past SALIS conferences to add value to the Substance Abuse Library and Information Studies eProceedings.

Conference data related to events from 1998 to present were mostly available on the SALIS web site, while information related to events prior to 1998 were collected from SALIS News and the CAS Archives, including the missing fields. The records below are organized in reverse chronological order, and include the conference sequence, the exact dates and locations, the hosts, and the theme of the conference, if applicable.

With a detailed and accurate list of these events, the main goal is to showcase the wealth of knowledge accumulated during these years, as the reflected by the conference titles in red. The topics, in relation to the year of the conference also indicate how quick SALIS members were to absorb what was
going on around them in the world of information science and technology, as well as in the field of addiction studies. Not only did SALIS respond to the challenges, but we have been proactive by embracing change over time.

Networking, which seems to be a new buzzword in the 21st century, shows up as conference theme as early as in 1981 at the conference held in Berkeley, CA. SALIS librarians, often working alone, have always understood the importance of being connected with like-minded peers. Many of them, feeling like working in a vacuum, might have found instant support and answers to their questions in the organization. This theme returns several times, for example in 1984 in Chicago, or under a variety of other related names, such as *knowledge sharing* in 2002 in Washington, DC and *creating partnerships* in 2012 in Reno, NV. Joint conferences, such as the LISA/SALIS joint conference in 1983 (Toronto, ON), SALIS/LISA/DRACON conference in 1985 (New Brunswick, NJ), or later in 2006, the SALIS/Elisad conference in Boston proves excellent relationship and ventures to international realms.

Notable is the topic of the 4th conference, *What Impact – Technology?* in 1982, when no one yet foreshadowed how changing technology would later reshape our entire world. *Information technology and innovation* are recurring topics in 1997 (Little Rock, AR), 2005 (Chicago, IL), 2010 (New York, NY), and 2011 (Kansas City, MO). On a related note, more than ten conferences focused on changes, challenges, and the future, starting as early as 1986 in Hanover, NH already *Approaching the 21st Century*. The challenges of the upcoming new century seem to continue to enrich SALIS in 1997 (Little Rock, AR) with a communication/technology topic and in New York City with a theme *AOD in Y2K and Beyond* in 2000. Other conferences around the turn of the century were also looking for solutions to the challenges of the new demands while *Breaking Away: Changing the Way We Work* (1999, Bloomington, IN) and exploring *New Frontiers in Alcohol and Drug Information* (2001, Anchorage, AK). Assuming a more assertive role in these changes seem to be the cohesive force at later conferences, with SALIS librarians *Making Waves for Change* (2004, Berkeley, CA), *Stepping into the Future* (2008, Seattle, WA), *Setting Sail* (2009, Halifax, Nova Scotia), and *Changing the Landscape* (2013, Berkeley, CA).

These last ones are reiterations of the most popular topic of SALIS conferences, namely, the role of libraries and librarians in the dissemination of appropriate resources to broad audiences. Communities and what librarians can do to empower them were the focus in 1988 (Seattle, WA), 1989 (Minneapolis, MN), 1992 (Nashville, TN), 1993 (San Francisco, CA), 1995 (Boston, MA), and 2005 (Chicago, IL). SALIS librarians and information specialists examined their roles *From Research to Practice* (1990, Toronto, ON), provided a SALIS perspective on *Alcohol and Drug Information Policy* (1991, Bethesda, MD), and claimed *Knowledge is Power* (1998, Los Angeles, CA).


In the spirit of the 2014 SALIS Conference theme, *Looking forward, looking back*, the authors invite SALIS members and interested readers to reflect on data from the past, so that we can plan better for the future.
## List of SALIS Conferences (1978-2014)

<table>
<thead>
<tr>
<th>Conference</th>
<th>Date</th>
<th>Location</th>
<th>Theme/Title</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>36th Annual Conference</strong></td>
<td>April 29-May 2, 2014</td>
<td>Rutgers University</td>
<td>Setting Sail: Best Practices for the Next Decade</td>
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<td><strong>35th Annual Conference</strong></td>
<td>April 30-May 3, 2013</td>
<td>Institute for Scientific Analysis; Pacific Institute for Research and Evaluation; and Silver Gate Group. Berkeley, California</td>
<td>Progressive Bridges: Changing the Landscape</td>
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<tr>
<td><strong>34th Annual Conference</strong></td>
<td>May 22-25, 2012</td>
<td>University of Nevada, Reno Reno, Nevada</td>
<td>Stepping Out of Our Silos: Creating Partnerships, Building Capacity, Delivering Information</td>
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<td><strong>33rd Annual Conference</strong></td>
<td>May 3-6, 2011</td>
<td>Addiction Technology Transfer Centers Kansas City, Missouri</td>
<td>Innovation on the ATOD Frontier: Now is the Time</td>
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<td><strong>32nd Annual Conference</strong></td>
<td>April 27-30, 2010</td>
<td>Columbia University</td>
<td>ATOD Policy &amp; Information Technology in an Era of Change</td>
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<td><strong>31st Annual Conference</strong></td>
<td>May 5-8, 2009</td>
<td>Nova Scotia Department of Health Halifax, Nova Scotia, Canada</td>
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<td><strong>29th Annual Conference</strong></td>
<td>May 1-2, 2007</td>
<td>University of Nevada, Reno Reno, Nevada</td>
<td>Strategic Planning Meeting, SALIS Executive Board</td>
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<td><strong>28th Annual SALIS &amp; 18th Annual Elisad Conference</strong></td>
<td>September 26-30, 2006</td>
<td>Join Together; US Dept. of Education’s Higher Education Center for Alcohol and Other Drug Abuse and Violence Prevention Newton, Massachusetts</td>
<td>Information without Borders</td>
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<td><strong>27th Annual Conference</strong></td>
<td>May 3-7, 2005</td>
<td>Prevention First Chicago, Illinois</td>
<td>Creative Connections: Linking Research to Practice with Information Technology</td>
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<td><strong>26th Annual Conference</strong></td>
<td>April 20-24, 2004</td>
<td>Alcoholic Research Group Berkeley, California</td>
<td>Making Waves For Change</td>
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<td><strong>25th Annual Conference</strong></td>
<td>April 22-26, 2003</td>
<td>Centre for Addiction and Mental Health Toronto, Ontario, Canada</td>
<td>Beyond Borders: 25 Years of</td>
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<tr>
<td><strong>24th Annual Conference</strong></td>
<td>April 16-20, 2002</td>
<td>National Clearinghouse for Alcohol and Drug Information Washington, D.C.</td>
<td>Capitalizing on the Value of Knowledge Sharing</td>
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<td><strong>23rd Annual Conference</strong></td>
<td>May 4 - 7, 2001</td>
<td>Akeela, Inc Anchorage, Alaska</td>
<td>New Frontiers in Alcohol and Drug Information</td>
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<tr>
<td><strong>22nd Annual Conference</strong></td>
<td>May 3 - 6, 2000</td>
<td>Soros Foundation Library and Columbia University New York, New York</td>
<td>AOD in Y2K and Beyond: Back to the Future of Alcohol and Other Drugs</td>
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<td><strong>21st Annual Conference</strong></td>
<td>April 21 - 24, 1999</td>
<td>Indiana University Bloomington, Indiana</td>
<td>Breaking Away: Changing the Way We Work</td>
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<td><strong>19th Annual Conference</strong></td>
<td>October 19-22, 1997</td>
<td>University of Arkansas Little Rock, Arkansas</td>
<td>Knowledge is Power: Energizing Information for Application</td>
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<tr>
<td><strong>18th Annual Elisad Conference</strong></td>
<td>September 26-30, 1997</td>
<td>University of California, UCLA Los Angeles, California</td>
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Making a difference: Past SALIS conferences from 1978 to present
Information Technology: the Threshold of Twenty-First Century Communication

18th Annual Conference
November 6-9, 1996
Canadian Community Service Association, CCSA
Vancouver, British Columbia
The Social and Political Aspects of Information

17th Annual Conference
November 12-15, 1995
Massachusetts Prevention Center
Boston, Massachusetts
Toward 2000: Diverse Resource for Healthy Communities

16th Annual Conference
October 15-19, 1994
Illinois Department of Alcoholism and Substance Abuse
Chicago, Illinois
The Information Age: Meeting the Challenge

15th Annual Conference
October 3-6, 1993
Prevention Research Center
San Francisco, California
Information in Action: Promoting Health

14th Annual Conference
November 15-18, 1992
Tennessee Alcohol and Drug Association Statewide Clearinghouse
Nashville, Tennessee
SALIS Information Gatekeepers: Towards the Year 2000 and Beyond

13th Annual Conference
September 29-October 2, 1991
Office of Substance Abuse Prevention, OSAP
Bethesda, MD
Alcohol and Other Drug Information Policy: A SALIS Perspective

12th Annual Conference
October 14-17, 1990
Addiction Research Foundation
Toronto, ON, Canada
From Research to Practice: the Role of Information Specialists

11th Annual Conference
October 3-November 2, 1989
University of Minnesota
Minneapolis, MN
Empowering Your Communities—Libraries as Prevention Advocates

10th Annual Conference
October 18-20, 1988
University of Washington
Seattle, WA
High Risk Groups: Alcohol and Other Drug Information Resources

9th Annual Conference
November 2-6, 1987
Alcohol and Drug Abuse Commission, AADAC
Edmonton, Canada
The Dissemination of Information Between Nations: A Support and Link to Activities in the Alcohol and Drug Field

8th Annual Conference
October 28-31, 1986
Project Cork Resource Center
– Dartmouth Medical School
Hanover, NH
Information Services Approaching the 21st Century

7th Annual Conference
SALIS/LISA/DRACon
November 6-8, 1985
Rutgers University Center for Continuing Education
New Brunswick, NJ

6th Annual Conference
October 17-10, 1984
Illinois Department of Alcoholism and Substance Abuse
Chicago, Illinois
Networking Is Coming Together

5th Annual Conference
LISA/SALIS Joint Conference
October 18-21, 1983
Addiction Research Foundation
Toronto, ON, Canada
Managing Information Function

4th Annual Conference
April 5-7, 1982
Silver Springs, MD
What Impact – Technology?

3rd Annual Conference
March 11-13, 1981
Social Research Group
Berkeley, CA
Networking

2nd Annual Conference
February 18-19, 1980
Baylor College of Medicine
Houston, TX

1st Conference
October 23-24, 1978
Baylor College of Medicine
Houston, TX