

1955

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TULSA COUNTY MEDICAL SOCIETY

April, 1955

THE BULLETIN

of the Tulsa County Medical Society

IN THIS ISSUE

Dr. John H. Mulholland, New York Surgeon,
Speaks Before Medical Society on April 11th



Annual Meeting Personalities



A New Medical Public Relations Feature:
The Doctor And The Press



The Medical Library

Vol. 21

No. 4



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How soon was pain relieved?	<input checked="" type="checkbox"/> 1st tablet <input type="checkbox"/> 2nd tablet <input type="checkbox"/> 3rd tablet	<input checked="" type="checkbox"/> 1st tablet <input type="checkbox"/> 2nd tablet <input type="checkbox"/> 3rd tablet
How long did relief last?	<input checked="" type="checkbox"/> 1-2 hours <input type="checkbox"/> 2-4 hours <input type="checkbox"/> 4-6 hours	<input type="checkbox"/> 1-2 hours <input type="checkbox"/> 2-4 hours <input checked="" type="checkbox"/> 4-6 hours
Any night pain? (after bedtime dose)	<i>no</i>	<i>no</i>
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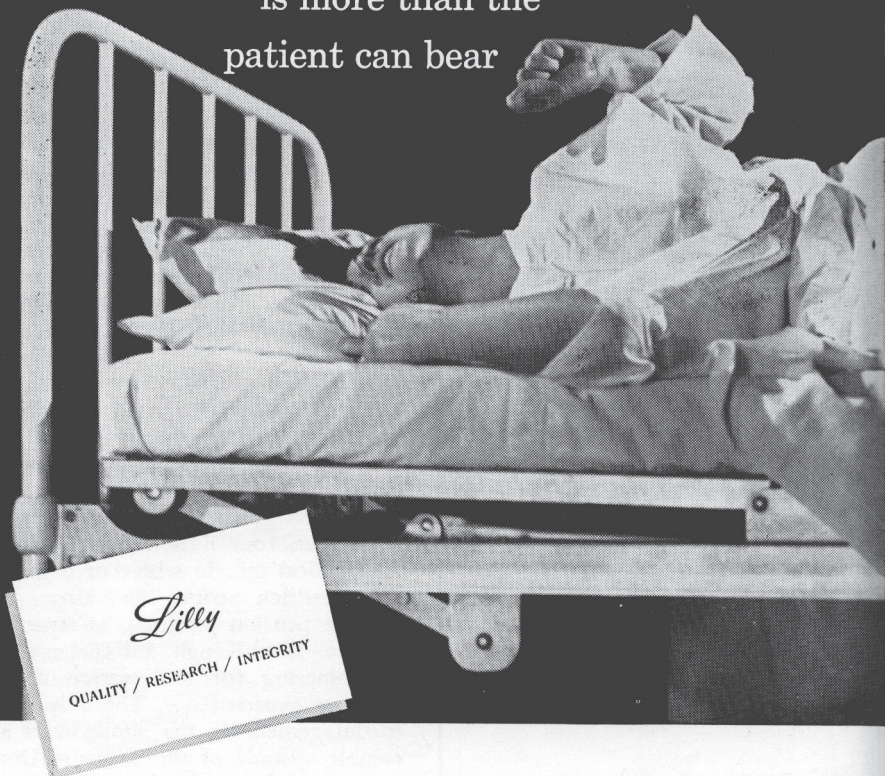
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Sponsors of the "Tell Me, Doctor" Radio Broadcasts at 5:15 P.M. each Monday through Friday, KTUL, prepared by The Oklahoma State Medical Association.

With The Editor . . .

The Hoover Medical Task Force Report released last month struck sharply at duplication and waste in government medical services . . . A major recommendation was for a tightening up of ability-to-pay requirements in United States Veterans Administration Hospitals . . . Another would virtually wipe out the present Public Health Service hospital and medical care program . . . The study, conducted under the direction of former President Herbert Hoover, is not likely to gain much Congressional attention for all practical purposes . . . With veterans organizations firmly opposed to any changes in VA policy, it is unlikely any significant developments will occur . . . Some improvement has been made in the situation regarding VA care for non-service connected disabilities, thanks in large measure to the American Medical Association's present campaign . . . The Hoover Report estimates the federal government is now spending more than four billion dollars annually for medical care in whole or in part for thirty million people . . . Hopes for a tax-free pension program, as represented by the Reed-Keogh bills, have gone a-glimmering for this session of Congress, as expected . . . The only note of encouragement in the situation is a favorable attitude of the Treasury Department towards proposed legislation which would give such privileges to all persons . . . But with Congress faced with balancing the budget, yet attempting to cut personal taxes, don't look for approval to any proposal which would take an estimated ten million dollars away from present income . . . The AMA's Dr. Tom Alphin, long identified with the Washington Office and a frequent visitor to Oklahoma, has resigned to become Assistant Dean of the University of Missouri School of Medicine. Good luck, Tom . . . A "must" for all doctors: James E. Bryan's wonderful new book, "Public Relations In Medical Practice" . . . Skiatook, left doctorless by the recent death of Dr. R. K. Goddard, will have two new M.D.'s in July.

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THE BULLETIN

OF THE

TULSA COUNTY MEDICAL SOCIETY

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Vol. 21

TULSA, OKLAHOMA, APRIL, 1955

No. 4

MENTAL HEALTH INSTITUTE SCHEDULED

One-Day Study Course in Mental Health Problems of Children Set For April 19, 1955. Prominent Psychiatrists Head Panel of Guest Speakers.

The Fourth Annual Mental Health Institute, a one-day study course in mental health problems of children, will be held Tuesday, April 19, 1955, in the Student Activities Building of the University of Tulsa.

The fourth in an annual series, the Institute is expected to equal or better its 1954 attendance record of 500 persons. The project is designed primarily for parents, doctors, nurses, ministers, social workers, and school personnel.

Visiting distinguished guest speakers for the event will include:

Dr. George S. Stevenson, Medical Director and National-International Consultant, National Association For Mental Health, Inc., New York, N.Y.

Dr. Reynold A. Jensen, Professor of Child Psychiatry, University of Minnesota School of Medicine, Minneapolis, Minnesota.

Dr. M. J. Pescor, Psychiatrist and Deputy Regional Medical Director, United States Public Health Service, Lexington, Kentucky.

Dr. A. A. Hellams, Psychiatric Consultant, Oklahoma State Department of Health, Oklahoma City, Oklahoma.

Mr. Earl Markwell, Counselor, Veterans Administration Guidance Center, University of Tulsa, Tulsa, Oklahoma.

Mr. Dwight W. Rieman, Consulting

Psychiatric Social Worker, Texas State Department of Health, Austin, Texas.

Mrs. Alice Herzig, Psychiatric Nursing Consultant, United States Public Health Service, Dallas, Texas.

Mrs. Mary Gormley, Psychiatric Social Work Consultant, Oklahoma State Department of Health, Oklahoma City, Oklahoma.

Mrs. Doris Wright, Psychiatric Nurse Consultant, Oklahoma State Department of Health, Oklahoma City, Oklahoma.

Mr. Leonard W. Cox, Director of Pupil Services, Oklahoma City Public Schools, Oklahoma City, Oklahoma.

All physicians have been mailed a complete program and registration blank. The registration fee is \$1.00. Luncheon, to be held at University Methodist Church, will be \$1.50. Advance registration should be returned with check to the Tulsa Council of Social Agencies, 602 South Cheyenne, Tulsa.

The Institute is under the sponsorship of the Tulsa Council of Social Agencies, Tulsa County Medical Society, Tulsa County Mental Health Association, Tulsa Child Guidance Clinic, Oklahoma Association For Mental Health, Oklahoma Department of Health, University of Tulsa, Tulsa P-TA, Tulsa Public Schools System, and the Tulsa Council of Church-

(Continued On Page 37)



Dr. Stevenson



Dr. Jensen

The Public Relations Forum

A STUDY OF THE MODERN PROBLEMS OF AMERICAN MEDICINE

In This Issue

THE DOCTOR AND THE PRESS

The story has been often repeated in medical circles of a famous physician who routinely told his medical students: "The only time a doctor's name should be seen in a newspaper is in his obituary notice."

As might be well imagined, the result of such advice from a man of high reputation upon the embryo doctor was to create a life long distrust of the press.

Even Sir William Osler with all of his brilliance of concept once said: "Believe nothing that you see in the newspapers (about medicine) . . . they have done more to create dissatisfaction than all other agencies. If you see anything in them you know is true, begin to doubt it at once."

Fortunately, changing times have brought new concepts of the vital relationship between Medicine and the Press. Today's doctor no longer believes that his name in the newspaper is something to be avoided at all costs; rather, he has found that it is often possible to do a service, both to the public and to his own profession, through a warm and friendly cooperation with the press.

This new relationship between the doctor and the newspaperman has come about through a variety of causes:

1. A tremendous upsurge of public interest in all things medical, prompted by increasing standards of health education, the rapid scientific progress of modern medicine, and the ability and desire of the public to secure better medical care.

2. A marked improvement in the quality of medical reporting, unquestionably brought about by the closer cooperation of the medical profession itself.

3. A well defined need for better public relations for the medical profession, and a growing awareness of the vital importance of the press to such a program.

But the old ways of thinking are not

easy to change. While today's medical leadership advocates and practices a complete cooperation with the press, the individual doctor tends to be conservative and frequently unfriendly and distrustful in his relationship with the press.

"Our problem in doing a good job of medical reporting is not with the leaders of the Medical Society," said Mr. Harmon Phillips, Managing Editor of the Tulsa Tribune at the Tulsa County Medical Society's annual press dinner last November. "Our problem is rather with the individual doctor who fails to put medical news in its proper perspective."

Why are doctors reluctant to cooperate with the press? A few of the most prevalent reasons are:

1. The doctor fears he may violate the professional confidences placed in him by his patient.

2. He fears he may be misquoted.

3. He fears the criticism of other members of the profession who may consider the news story as personal publicity.

4. He doubts the interest of the public in the subject matter.

5. He fears a sensational approach may be made to the news, discrediting him or his achievement through undignified reporting.

Many of these fears have developed through unfortunate experiences. Mistakes do occur, mis-impressions may be given, and embarrassment may result. But on the whole, newspapers do a splendid job of accurate reporting. As William M. Pinkerton, Director of the Harvard News Service, has said: "Most of the time newspapers do get things right; you can trust most reporters; they do have the space for good news; occasionally someone is misquoted, but often the real trouble is surprise at the naked look of the spoken word in print."

Through codes of cooperation developed between many medical societies and their local press, it has become possible

to create standards for medical news reporting. These well defined arrangements are usually the result of a long series of conferences between representative doctors and newspapermen. Here, the problems of each have been discussed and evaluated; from these friendly informal visits have come a greater understanding of each other.

In Tulsa, a pattern of press-medical cooperation has resulted from a series of informal dinners given each year by the Tulsa County Medical Society. After doctors and newspapermen have been given a good dinner, the meeting settles down to a friendly discussion of the rights and wrongs of medical news reporting. The shortcomings of each have been mostly remedied, and today Tulsa enjoys one of the finest degrees of press cooperation to be found anywhere in the United States.

In the annual report of the Sub-Committee on Press, Radio and Television of the Tulsa County Medical Society for 1954, Chairman Lowell L. Stokes noted "there was not a single occasion during the year when news or feature stories detrimental to the medical profession were published."

For all this good work, the profession is yet failing to realize but a small part of the potentialities which a greater cooperation with the press could bring. Quoting the Tribune's Harmon Phillips again: "Tulsa Medicine has a wonderful story to tell. The Tulsa doctors do things here which are the equivalent of the fine accomplishments of the larger medical centers. Yet, you never let anyone know about it. The patients stream out to the big-city clinics, at a substantial loss of time, money, and discomfort, to receive the same care that could be provided right here in Tulsa."

How can Tulsa doctors help in reaching a minimum utilization of the press?

First, do not hesitate to call to the attention of the Executive Offices or the Chairman of the Press Committee, any type of medical news which is of interest. In particular, unusual surgical and medical procedures which reflect the progress of the profession. This news or feature material will be promptly for-

warded to reliable reporters for a dignified and ethical preparation for publication.

Second, when a reporter seeks your cooperation, give it in a friendly manner. If some valid reason exists as to why you cannot cooperate, let him know what you consider those reasons to be. He will respect your confidence if you request it.

Third, remember that newspapermen are not medically trained. Put your information into simple terms that everyone will understand. Do not say "a compound fracture of the tibia and fibula"—say "a broken leg." Make sure your explanations are clear and concise.

Fourth, if you are uncooperative in providing adequate and correct news material, do not resent the articles which may appear. Newspapermen deal in news, and they cannot suppress or ignore good stories because a physician fails to cooperate.

Fifth, put from your mind the fallacy that medical ethics forbid newspaper publicity. The Code of Ethics of the American Medical Association has been revised to permit doctors to provide medical news of interest to the public. The Code clearly states that "the medical profession considers it ethical for a physician to meet the request of a component or constituent medical society to write, act or speak for general readers or audiences." The Code also recognizes that physicians in positions of authority may serve as official spokesmen without offending medical ethics.

In Tulsa, the rules as adopted by the Public Policy Committee governing newspaper relationships of individual physicians are, in summary:

1. There is no objection to legitimate news articles in which a physician is concerned, providing that such articles arise in natural course and are not encouraged or solicited by the doctor concerned.
2. Articles which reflect the scientific progress of the local medical profession are encouraged; however, care must be taken that emphasis is placed upon the accomplishment and not upon the individual concerned. Efforts should be made to avoid giving the impression that

the accomplishment is unique to doctor concerned.

3. Physicians who are serving as officers of medical organizations, or who have been designated as official spokesmen, may be quoted by name.

4. Prominent persons who are ill are a subject of public interest. The physician may report to the press, upon request, the condition of the person concerned. It is well to secure the permission of the patient or his family before revealing the nature of the ailment.

5. Where any question about newspaper publicity is concerned, it is well for the doctor concerned to consult with the Tulsa County Medical Society. This is the procedure recommended by the American Medical Association Code of Ethics.

6. Where scientific papers are to be presented at medical meetings to be covered by the press, there is no objection to summarizing or abstracting the information for the use of the press.

7. Non-medical articles in which a physician is concerned which arise from a reputable source and have valid news value are permissible.

In Tulsa, most medical reporting is done by specific persons assigned by the two major newspapers. These persons are well acquainted with the handling of

medical news and may be relied upon for accurate, tasteful articles. Names are used where possible but are never over-emphasized. On many occasions the reporters will respect the request of the doctor that his name not be used.

The specific things to be avoided by the doctor are:

1. He must not solicit news or feature stories about himself when the object is the solicitation of patients.

2. He must not represent himself as speaking for the medical profession or an organization as a group unless he holds an official position or has been designated as an official spokesman.

3. He must be careful to give creditable and accurate information, avoiding at all times the giving of undue emphasis upon medical procedures which are untried, premature, or theoretical in nature.

4. He must not permit personal accolades which do not stem from legitimate news. (For instance, a doctor must not authorize the inclusion of his biography in a feature series devoted to leaders of the community).

5. He must not, knowingly, take credit for any procedures or scientific developments which are properly the accomplishments of others.

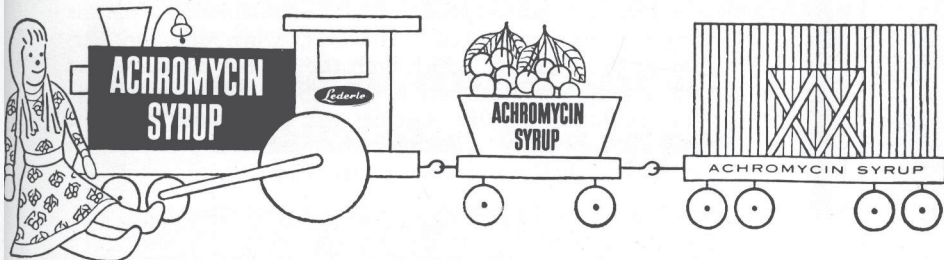
The problem of combating the criticisms of other doctors is difficult of solution. Even when a news story is 100 per cent accurate, tastefully prepared, of unquestioned news value, and a significant asset to the public relations of the medical profession, physicians will frequently ridicule their colleagues who figure in the story. Such statements as "I saw your advertisement in the paper today", whether good humored or not, make even the most conscientious physician reluctant to be a part of any future news stories. This attitude is a severe detriment to medicine. The need is for the modern physician to recognize the value of such stories, to accept them in proper perspective, and to lay aside any jealousies which may prompt these prejudices.

DINNER DANCE TICKETS

Tickets to the President's Inaugural Dinner Dance on Tuesday, May 10, 1955, a feature of the 62nd Annual Meeting of the Oklahoma State Medical Association in Tulsa next month, are now on sale at the Executive Offices of the Tulsa County Medical Society, B9 Medical Arts Building, Tulsa. The price is \$6.50 per person, which includes social hour, dinner, after-dinner program featuring Countess Maria Pulaski, and four hours of dancing to Russ Morgan's Orchestra. Tickets may be ordered by telephone and will be mailed with statement. Attendance is limited to 450 persons.

DR. LUCIEN M. PASCUCCI was guest speaker for the Tulsa Society of X-Ray Technicians on March 8th.

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PRESIDENT'S PAGE

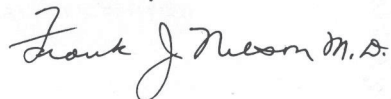
At the time this is being written the official report of the nationwide field trials of the Salk Anti-Polio Vaccine has not been published. However, when one considers the huge investment which both the Polio Foundation and the several manufacturers of biologicals are plowing into the production of the vaccine, the impression is gained that those who are "in the know" must be pretty firmly convinced that the vaccine is efficacious.

I feel that the members of the Tulsa County Medical Society should point with pride to the fact that we have had a vital part in carrying these field trials, one of the largest undertakings of its kind ever attempted, to a successful conclusion. Our doctors are to be congratulated for the unselfish manner in which they served. In particular, Dr. David V. Hudson deserves special mention for his efficiency in organizing and directing the numerous clinics.

We are now faced with a much greater task in administering the vaccine, not to 4,500 children but to 22,500. Such a task again calls for greater organization and effort, to say nothing to considerable sacrifice of time and energy by doctors, nurses, and clerical assistants. It is much to my satisfaction that I can point with pride to the fact that the Tulsa County Medical Society has never failed to do its part and more in meeting any problem dealing with local health. There is no doubt that this same spirit would ever prevail.

I feel certain that each of you can be counted upon to help when the call for your services comes in this new inoculating project.

Sincerely,



President

from an editorial in the J.A.M.A.
(156:991, Nov. 6, 1954):

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ANNUAL MEETING PERSONALITIES

Charles S. Houston, M.D., Exeter, N.H.

Dr. Charles S. Houston has been climbing mountains since he was eleven—in his native New Hampshire, Alaska, the Swiss Alps, and the forbidding and desolate Himalayas where tragedy and death lurk with every step. Today, after a series of brilliant climbs in the last twenty years, he is internationally recognized as one of the world's foremost mountaineers.

"But make no mistake about it," Dr. Houston says, "while climbing has always had a strange fascination for me, it's an avocation, not a career. My career is and always has been—medicine."

Dr. Houston, who will be one of the visiting distinguished guest speakers at the 62nd Annual Meeting of the Oklahoma State Medical Association in Tulsa, May 9-11, has had opportunity to prove his allegiance to his chosen profession. Marooned by a terrible storm near the summit of K-2, the world's second highest mountain, he faced the decision of going on to the top—a lifelong ambition—or taking a dangerously ill teammate to the safety of base camp. For Dr. Charles Houston, a crack internist in private practice, the diagnosis of thrombophlebitis could mean but one thing. "We're going down," he said.

Another teammate, Robert H. Bates, has described Dr. Houston's devotion to his patient in a recent issue of the Saturday Evening Post. "Charlie was always the doctor, always worrying about

us," Bates said, "and let one of us have the slightest cough or barked shin, and out would come his medicine kit." Even on K-2, where every thought was of getting to the top, Dr. Houston was busy filling his diary with notes on body performance at high altitudes.



CHARLES S. HOUSTON, M.D.

Oklahoma doctors in attendance at the 1955 Annual Meeting of the Oklahoma State Medical Association in Tulsa next month will have the opportunity of hearing this famous physician-mountaineer in a first hand account of his remarkable climbing feats. Dr. Houston will be the principal speaker at a special dinner program on Monday evening, May 9, at the Blue Cross-Blue Shield Building. Members of the Association, their wives and other convention

visitors will be guests of the Blue Cross-Blue Shield Plans of Oklahoma at a complimentary duffet dinner. A special after-dinner program will feature music by the Gay Notes, popular barbership quartet, and Dr. Houston's lecture.

Dr. Houston will show beautiful color motion pictures of K-2 and other Himalayan peaks commissioned by the National Broadcasting Company, as well as many unusual color slides.

"For the first time in several years, the convention will feature a Monday evening event," said Dr. James W. Kelley, General Chairman. "In selecting Dr. Houston it was felt that he could provide a unique program that would in-

terest both men and women. We believe it will be an unusual entertainment event."

The Exeter, New Hampshire, internist was first introduced to climbing by his father at the age of eleven. Since then he has been twice to Alaska, in 1933 to climb Mount Crillon and a year later to make the first ascent of the dangerous Mount Foraker. In three visits to the Swiss Alps he climbed most of the more difficult Alpine peaks. In 1936, while an undergraduate at Harvard University, he was co-organizer of the Anglo-American expedition which climbed India's gigantic Nanda Devi, a 25,660 foot peak. It remained the highest mountain yet climbed until the ascent of Annapurna in 1950.

In 1938, while on summer vacation from Columbia University College of Physicians and Surgeons, Dr. Houston organized an expedition to K-2, the second highest mountain in the world. Although it was originally planned only to reconnoiter the mountain, the team pushed up to 26,000 feet, a scant 2,225 feet from the summit, when a shortage of supplies forced them back.

Following his graduation from Columbia University College of Physicians and Surgeons in 1939, Dr. Houston spent two years in internship and residency at New York's Presbyterian Hospital. The outbreak of World War II put a temporary end to his climbing, but found good use for his talents. Commissioned in the Navy Medical Corps, Houston trained Navy flying personnel in the effects of high altitude at the Naval Air Station in Miami. Later he was assigned to a long-range study of acclimatization to high altitudes, which was called "Operation Everest." This study was subsequently published in book form by the Navy. More postgraduate training at Bellevue Hospital of New York followed his discharge. In 1947 he organized the Exeter Clinic at Exeter, New Hampshire, specializing in Internal Medicine. The following year he was certified by the American Board of Internal Medicine.

In 1950, Dr. Houston and his father (then a man of 68) scouted the South-

ern approach to Mount Everest, the route later used by the successful British team, mapping an area previously unseen by foreigners. This expedition was but a prelude to Dr. Houston's second expedition to K-2 in 1953. Although the team failed to reach the summit, it came through the tragic ordeal with a remarkable accomplishment in mountaineering.

The expedition spent a record fifty-six days on the mountain. With victory almost within its grasp, the team had pushed to 25,500 feet when a raging storm marooned them for ten successive days. It was then that Dr. Houston diagnosed thrombophlebitis in his ailing friend, Art Gilkey. A harrowing descent in the still-raging storm came to disaster when one of the climbers slipped. In an instant most of the team plunged hundreds of feet across glass-smooth ice; by a miracle they came to rest only yards away from a sheer precipice dropping off thousands of feet to the floor of the valley below. Dr. Houston was knocked unconscious. Revived, he managed to climb to safety despite double vision and a clouded mind. Minutes later it was discovered that Climber Gilkey, whose life they had sought to save, had been lost over the precipice.

By sheer courage and mountain craftsmanship, the disabled team made its descent. Exhausted by the ordeal and with supplies gone, Dr. Houston and his teammates were forced to return with K-2 unconquered. (It remained for an Italian team to gain the summit in 1954 at a terrible price in frostbitten hands and feet).

The story of Dr. Houston has been told in the Saturday Evening post and in a new best-seller, "K-2, The Savage Mountain.

Is he going back to the Himalayas? "I'm getting to old," he says, despite his youthful 42 years, "and besides, I have a wife and three children."

His Exeter patients hope he won't go back. But mountaineering is in the blood, and it is unlikely Dr. Houston will long resist the call of the mountains.

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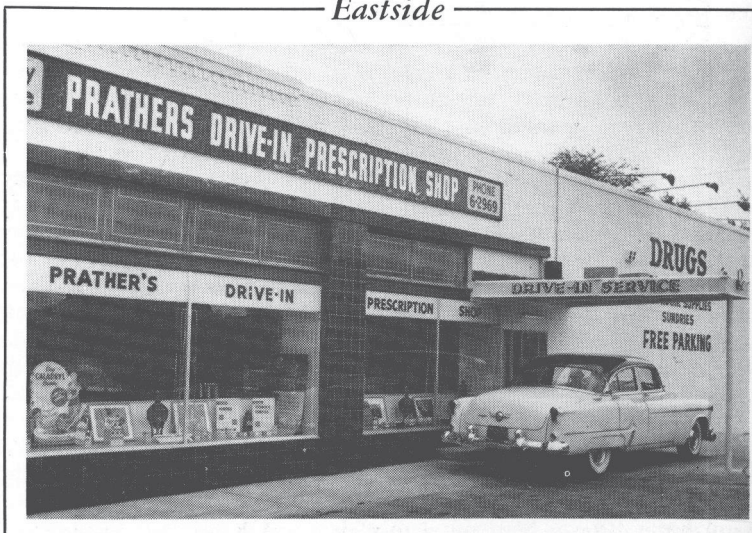
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**DR. JOHN MULHOLLAND TO
LECTURE HERE APRIL 11TH**

Dr. John H. Mulholland, Professor and Chairman of the Department of Surgery at New York University School of Medicine, New York, N.Y., will be guest speaker for the Tulsa County Medical Society on Monday, April 11, 1955, at 8:00 P.M. His subject will be "Acute Cholecystitis."

The meeting will be at the Blue Cross-Blue Shield Building Auditorium, 1215 South Boulder. Telephone service is available by calling 5-9149.

Dr. Mulholland is a graduate of New York University School of Medicine, Class of 1925. He served a two year internship at Bellevue Hospital of New York and subsequently completed a fellowship in surgery at New York University School of Medicine. Entering into private practice in 1929, Mulholland quickly gained an international reputation in the field of general surgery. In 1942 he was commissioned in the United States Army Medical Corps and served overseas as Chief of Surgery for the 1st General Hospital. Dr. Mulholland was discharged in 1946 with the rank of Colonel. For his military service he was awarded the Bronze Star and Croix de Guerre.

Dr. Mulholland is presently a diplomat and Vice-Chairman of the American Board of Surgery, fellow and former member of the Board of Trustees of the American College of Surgeons, member of the American Surgical Association, member of the Society for Experimental Medicine and Biology, member of the American Association of Military Surgeons, and member of the American Association for the Study of Trauma. He is a member of the editorial boards of the *Annals of Surgery* and *The American Surgeon*. A lecturer in several foreign countries, he has been honored with membership in the Societie Internationale de Chirurgia and fellowship in the Royal Surgical Society of England. Dr. Mulholland is presently the George David Stewart Professor of Surgery and Chairman of the Department of Surgery at New York University School of Medicine.

Regular monthly meetings of the Society will be discontinued after the April meeting until Monday, September 12th. No meeting will be held in May due to the annual meeting of the Oklahoma State Medical Association in Tulsa, May 9-11, 1955. Meetings are suspended during the summer months.

Dr. Mulholland will be introduced by Dr. Edward L. Moore, Chairman of the Program Committee.

MOBILE X-RAY SCHEDULE

The schedule of locations for the Mobile X-Ray Unit of the Tulsa County Public Health Association for April, 1955, will be as follows:

April 1-6, Sand Springs; April 7-8, Berryhill Community and School; April 11-12, Glenpool Community and School; April 13-16, Jenks; April 19-23, Bixby; April 26-30, Broken Arrow. The Unit does not operate on Sundays.

DR. AND MRS. JED E. GOLDBERG are the proud parents of a new daughter, born March 3rd.

DR. JOHN G. MATT was married February 28th to Miss Opal Shaffer of Tulsa.

DR. O. C. ARMSTRONG has been vacationing in Mexico.



GENERAL PRACTICE ACADEMY TO HEAR NEW YORK DOCTOR

Dr. A. Bernice Clark, Chief of the Outpatient Department, Institute of Physical Medicine and Rehabilitation, New York University-Bellevue Medical Center, New York, will be guest speaker for the Tulsa Academy of General Practice on Monday, April 25, 1955, at Hotel Tulsa. Her subject will be "Physical Medicine and Rehabilitation from the Standpoint of the General Practitioner."

The meeting will be preceded by the regular social hour and dinner at 6:30 P.M. in the Junior Ballroom. Dinner will be \$4.00 per person. Reservations must be made by calling 2-5904. The program will be at 8:00 P.M. All medical doctors are urged to attend both the dinner and the program.

For many years Dr. Clark was associated with Dr. Howard A. Rusk, nationally known specialist in physical medicine and rehabilitation. She was also a member of the staff at the Georgia Warm Springs Foundation, doing rehabilitation work in poliomyelitis cases. In addition to her present duties at Bellevue hospital, Dr. Clark is Consultant in Rehabilitation to the Clinical Center, National Institutes of Health, Washington, D.C.

Dr. Earl M. Lusk, President, will re-

port upon the Seventh Clinical Session of the American Academy of General Practice, held March 28-31 at Los Angeles, California. Other Academy members in attendance from Tulsa included Dr. Marshall O. Hart, Secretary-Treasurer, and Dr. Charles E. Wilbanks, Alternate Delegate.

TRUDEAU SOCIETY TO MEET

The Oklahoma Trudeau Society has announced its 1955 Annual Meeting for Thursday, April 21, 1955, at Hotel Tulsa. The meeting will be held in conjunction with the annual meeting of the Oklahoma Tuberculosis Association, which meets April 21-22 at Hotel Tulsa. All physicians are invited to attend both meetings. Dr. Robert M. Shepard, Jr. of Tulsa is Program Chairman.

MCDONALD TO SPEAK

Dr. John E. McDonald will be guest speaker for the Tulsa Society of X-Ray Technicians on Tuesday, April 12, 1955, at 7:30 P.M. at 203 Utica Square Medical Center. All members of the Tulsa County Medical Society are invited to attend.

DR. NOLAN C. RILEY has been discharged from the Army Medical Corps following two years of active duty, most of which was spent in assignments in Germany. Dr. Riley will vacation before announcing his future plans.

DR. EMIL E. PALIK has returned to his office following major surgery.

DR. WALTER E. BROWN has been named to the Board of Directors of the Tulsa County Public Health Association.

DR. CHARLES A. CASHMAN has removed his practice to Shidler, Oklahoma.

DR. ALLEN C. KRAMER is completing a new clinic building expected to be ready for occupancy on April 1st. Located at 16th and Lewis, it will also provide offices for DR. SAMUEL J. BRADFIELD and DR. CHARLES H. EADS.

DR. W. ALBERT COOK will vacation in Caracas, Venezuela, during April.



Measles Season!

	INDICATIONS	BASIC DOSAGE	DEGREE OF PROTECTION
MEASLES	For modification or prevention of measles.	For modification: 0.02 cc. per pound of bodyweight given intramuscularly. For prevention: increase dosage 5 times (0.1 cc.).	For modification, administer within 6 days after exposure; for prevention, administer increased dosage early in incubation period.

Additional copies of this chart available on request

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POLIO	For passive protection against paralytic poliomyelitis.	0.14 cc. to 0.20 cc. per pound of bodyweight given intramuscularly. When dosage is greater than 10 cc., give in separate sites to reduce trauma.	Protection appears greatest beginning with second week after injection and decreases by end of fifth week.
MEASLES	For modification or prevention of measles.	For modification: 0.02 cc. per pound of bodyweight given intramuscularly. For prevention: increase dosage 5 times (0.1 cc.).	For modification, administer within 6 days after exposure; for prevention, administer increased dosage early in incubation period.
INFECTIOUS HEPATITIS	For protection against a clinical attack of infectious hepatitis.	0.02 cc. to 0.06 cc. or more per pound of bodyweight given intramuscularly.	Gives protection against clinical attack when administered soon after exposure. Will modify attack when given later in incubation period.

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1. Pollack, H., and Halpern, S. L.: Therapeutic Nutrition, Prepared with Collaboration of the Committee on Therapeutic Nutrition, Food and Nutrition Board, National Research Council, Baltimore, Waverly Press, 1952.

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Niacinamide	100 mg.
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APRIL MEDICAL CALENDAR

FRIDAY, April 1st:

St. John's Isotope Committee Meeting, St. John's Hospital, 8:30 A.M.
 St. John's Tumor Clinic, Clinical Conference, 8:30 A.M.
 X-Ray Conference, Hillcrest Medical Center, 3:00 P.M.
 Postgraduate Study Course on Trauma, University of Oklahoma School of Medicine, Oklahoma City, 8:30 A.M. Continues through April 2, 1955. Guest Instructor: Dr. Robert A. Murray, Associate Professor of Orthopedic Surgery, University of Texas School of Medicine, Houston, Texas.

SUNDAY, April 3rd:

Medical Broadcast, "Sixteen-Growing Up," Radio Station KTUL 12:15 P.M.

MONDAY, April 4th:

Hillcrest Medical Staff Meeting, 8:30 P.M.
 Medical Telecast, "Medic," Television Station KVOO, 3:00 P.M.

TUESDAY, April 5th:

St. John's Tumor Clinic, 8:00 P.M.
 Postgraduate Study Course in Medicine, Hillcrest Medical Center, 5:30 P.M. Subject: "The Use of Radio Isotopes." Speakers, Dr. Sol Wilner and Dr. Dave B. Lhevine.

WEDNESDAY, April 6th:

St. John's Isotope Clinic, St. John's Hospital, 8:30 A.M.
 Postgraduate Study Course in Surgery, Hillcrest Medical Center, 12:30 P.M. Subject: "Use of Radiation in Gynecology." Speaker, Dr. Houston F. Mount.

THURSDAY, April 7th:

Interns and Residents Lecture, St. John's Hospital, 12:00 Noon. Subject: "Diabetes." Speaker, Dr. Earl Mulmed.

FRIDAY, April 8th:

St. John's Isotope Committee, St. John's Hospital, 8:30 A.M.
 St. John's Tumor Clinic, Clinical Conference, 8:30 A.M.
 X-Ray Conference, Hillcrest Medical Center, 3:00 P.M.

SUNDAY, April 10th:

Medical Broadcast, "Sixteen-Growing Up," Radio Station KTUL, 12:15 P.M.

MONDAY, April 11th:

Tulsa County Medical Society, Scientific Meeting. Blue Cross-Blue Shield Building, 1215 South Boulder, 8:00 P.M. Subject: "Acute Cholecystitis." Speaker, Dr. John H. Mulholland, Chairman of the Department of Surgery, New York University School of Medicine, New York, N.Y.
 Medical Telecast, "Medic," Television Station KVOO, 8:00 P.M.

TUESDAY, April 12th:

St. John's Tumor Clinic, 8:00 A.M.
 Postgraduate Study Course in Medicine, Hillcrest Medical Center, 5:30 P.M. Subject: "The Use of Radio-Isotopes." Speakers: Dr. Sol Wilner and Dr. Dave B. Lhevine.
 Tulsa Society of X-Ray Technicians, 203 Utica Square Medical Center, 7:30 P.M. Speaker, Dr. John E. McDonald.

WEDNESDAY, April 13th:

St. John's Isotope Clinic, St. John's Hospital, 8:30 A.M.
 Postgraduate Study Course in Surgery, Hillcrest Medical Center, 12:30 P.M. Subject: "Radical Pelvic Surgery Procedures." Speaker, Dr. Houston F. Mount.
 Board of Trustees Meeting, Tulsa County Medical Society, 2020 South Xanthus, 1:00 P.M.
 Clinical Pathological Conference, Hillcrest Medical Center, 7:00 P.M.

THURSDAY, April 14th:

Interns and Residents Lecture, St. John's Hospital, 12:00 Noon. Subject: "The Common Pediatric Contagious Diseases." Speaker, Dr. Walter F. Sethney.

FRIDAY, April 15th:

St. John's Tumor Clinic, Clinical Conference, 8:30 A.M.
 St. John's Isotope Committee Meeting, St. John's Hospital, 8:30 A.M.
 X-Ray Conference, Hillcrest Medical Center, 3:00 P.M.
 Copy deadline for the May issue of The Bulletin.

APRIL MEDICAL CALENDAR

SUNDAY, April 17th:

Medical Broadcast, "Sixteen-Growing Up," Radio Station KTUL, 12:15 P.M.

MONDAY, April 18th:

Clinical Pathological Conference, St. John's Hospital, 7:15 P.M.

St. John's Hospital Staff Meeting, 8:00 P.M. Guest Speaker: Dr. Joseph W. Kelso, Professor of Obstetrics and Gynecology, University of Oklahoma School of Medicine, Oklahoma City.

Medical Telecast, "Medic," Television Station KVOO, 8:00 P.M.

TUESDAY, April 19th:

Fourth Annual Mental Health Institute, University of Tulsa, 9:00 A.M.

St. John's Tumor Clinic, 8:00 A.M.

Postgraduate Study Course in Medicine, Hillcrest Medical Center, 5:30 P.M. Subject: "Office Medical Gynecology." Speaker, Dr. Houston F. Mount.

Medical Assistants Society, Michaelis Cafeteria, 6:30 P.M.

Surgical Section Meeting, Hillcrest Medical Center, 8:00 P.M.

WEDNESDAY, April 20th:

St. John's Isotope Clinic, St. John's Hospital, 8:30 A.M.

Postgraduate Study Course in Surgery, Hillcrest Medical Center, 12:30 P.M. Subject: "Practical Aspects of the Management of Neurological Syndromes." Speaker, Dr. Clifford W. Allen, Jr.

THURSDAY, April 21st:

Interns and Residents Lecture, St. John's Hospital, 12:00 Noon. Subject: "Diseases of the Thyroid." Speaker, Dr. Vincel Sundgren.

Annual Meeting, Oklahoma Trudeau Society in conjunction with the Oklahoma Tuberculosis Association, Hotel Tulsa, 9:30 A.M.

Medical Postgraduate Conference University of Oklahoma School of Medicine, Oklahoma City, 7:30 P.M. Subject: "Mechanism of Ascites." Speaker: Dr. Edward M. Schneider, Dr. J. R. Colvert, Dr. Leonard P. Eliel, and Dr. Robert H. Furman.

FRIDAY, April 22nd:

St. John's Isotope Committee Meeting, St. John's Hospital, 8:30 P.M.

St. John's Tumor Clinic, Clinical Conference, 8:30 A.M.

X-Ray Conference, Hillcrest Medical Center, 3:00 P.M.

SUNDAY, April 24th:

Medical Broadcast, "Sixteen-Growing Up," Radio Station KTUL, 12:15 P.M.

MONDAY, April 25th:

Tulsa Academy of General Practice, Scientific Meeting, Hotel Tulsa. Subject: "Physical Medicine and Rehabilitation from the Standpoint of the General Practitioner." Speaker, Dr. A. Bernice Clark, Bellevue Hospital, New York, N.Y. Dinner, 6:30 P.M.; Program 8:00 P.M.

TUESDAY, April 26th:

St. John's Tumor Clinic, 8:00 A.M.

Postgraduate Study Course in Medicine, Hillcrest Medical Center, 5:30 P.M. Subject: "Office Medical Gynecology." Speaker, Dr. Houston F. Mount.

Obstetrics & Gynecology Section Meeting, Hillcrest Medical Center, 8:00 P.M.

WEDNESDAY, April 27th:

St. John's Isotope Clinic, St. John's Hospital, 8:30 A.M.

Postgraduate Study Course in Surgery, Hillcrest Medical Center, 12:30 P.M. Subject: "Recognition and Management of Acute Cerebro-Vascular Episcoses." Speaker, Dr. Clifford W. Allen, Jr.

Medicine Section Dinner Meeting, Hillcrest Medical Center, 5:45 P.M.

THURSDAY, April 28th:

Interns and Residents Lecture, St. John's Hospital, 12:00 Noon. Subject: "Tumors of the Neck, Excluding The Thyroid." Speaker, Dr. William C. Pratt.

FRIDAY, April 29th:

St. John's Isotope Committee Meeting, St. John's Hospital, 8:30 A.M.

St. John's Tumor Clinic, Clinical Conference, 8:30 A.M.

X-Ray Conference, Hillcrest Medical Center, 3:00 P.M.

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GIFTS OF THE MONTH—:

Auxiliary to the Tulsa County Medical Society. Supplementary pages to Brennemann's Practice of Medicine, Lewis' Practice of Surgery, and Tice's Practice of Medicine for 1955.

Oklahoma State Medical Association. Eighty-seven recent issues of journals of various state medical associations.

Dr. James Stevenson. American Hospital Association, Commission on Financing of Medical Care. Financing Hospital Care in the United States. Three volumes, The Blakiston Company, New York, N.Y. The volumes are: Volume One, Factors Affecting the Costs of Hospital Care. Edited by John H. Hayes. 300 pp., 1954; Volume Two, Prepayment and the Community. Edited by Harry Becker. 356 pp., 1955; Volume Three, Financing Hospital Care For Non-Wage and Low-Income Groups. Edited by Harry Becker. 110 pp., 1955.

Tulsa County Medical Society. A contribution to the Medical Library Endowment Fund in memory of R. K. Goddard, Sr.

RECENT PUBLICATIONS BY MEMBERS OF THE TULSA COUNTY MEDICAL SOCIETY—:

Dr. Paul E. Craig. Use of an Anorexic Antidepressant in the Control of Nausea and Vomiting of Pregnancy. Journal of the Oklahoma State Medical Association, 48:38-42, xv. (February) 1955.

Dr. Leo Lowbeer. Acute Positive Pseudomembranous Enterocolitis. Journal of the Oklahoma State Medical Association, 48:43-44 (February) 1955.

Dr. Carl C. Morgan, Jr. Letter to the Editor: Obstetrical Anesthesia. Journal of the Oklahoma State Medical Association, 48:29 (February) 1955.

Dr. Adolph N. Vammen. Review of A Doctor Talks to Women, by Samuel Raynor Meakor, M.D., published by Simon & Schuster, New York, N.Y., 1954. Journal of the Oklahoma State Medical Association, 48:62 (February) 1955.

The A.M.A. Archives of Industrial Hygiene and Occupational Medicine will hereafter be known as the A.M.A. Archives of Industrial Health, beginning with Volume 11, Number 1, January, 1955. The change was announced last month by the American Medical Association, publishers.

In 1677 the first medical document was printed in the American colonies. It is entitled "A Brief Rule To Guide the Common People of New England: How to Order Themselves and Thiers in the Small Pocks, or Measels."

A facsimile reproduction of this document has been framed and now hangs in the Medical Library. Some extracts follow:

"The small Pox (whose nature and cure the Measels follow) is a disease of the blood, endeavouring to recover a new form and state.

"This nature attempts—1. By separation of the impure from the pure, thrusting it out from the Veins to the Flesh.—2. By driving out the impure from the Flesh to the Skin.

"The first separation is done in the first four dayes by a Feverish boyling (Ebullition) of the Blood, laying down the impurities in the Fleшы parts which kindly effected the Feverish tumult is calmed.

"The second separation from the Flesh to the Skin, or Superficies is done through the rest of the time of the disease.

The author, Thomas Thacher (who says "I am, though no Physitian, yet a well wisher to the sick"), continues through 26 more paragraphs to describe and treat the various symptoms as they arise.

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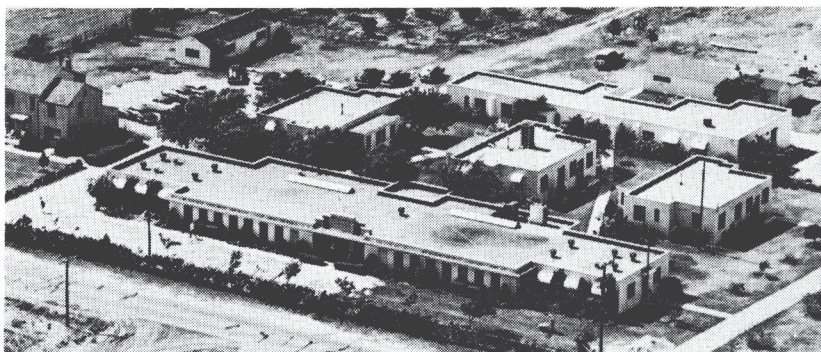
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BLOOD CENTER NEWS

DISTRIBUTION AND REPLACEMENT REPORT February, 1955

Hospitals	Bloods Used:	Replacements:	% Repl.
St. John's	494	237	45.9%
Hillcrest	367	183	51.2%
Byrne	32	5	15.6%
Osteopathic	63	32	50.8%
Mercy	23	24	104.3%
Moton	3	0	00.0%
Broken Arrow	7	6	85.7%
Tulsa Osteo.	1	0	00.0%
Other	27	24	88.8%
Totals	1,107	516	50.7%

The Tulsa County Red Cross Blood Center has announced plans for a scientific exhibit at the 62nd Annual Meeting of the Oklahoma State Medical Association to be held in Tulsa, May 9-11, 1955, at the Cimarron Ballroom.

The exhibit will feature pertinent information about the Tulsa County blood program and demonstrations of the technique of taking blood from donors. Convention visitors will be invited to contribute a pint of blood.

The Board of Trustees of the Tulsa County Medical Society last month voted full approval to a request of the American Red Cross that the Tulsa County Red Cross Blood Center be licensed by the National Institute of Health, a division of the United States Department of Public Health.

Steps are now being taken to increase the physical facilities and personnel of the Center to meet the standards required for licensure. As noted in more detail in the March issue of The Bulletin, licensure will bring additional advantages to the local center (mostly through the assistance of an operating budget grant by the American Red Cross) without sacrificing loss of local control and direction.

The Tulsa County Red Cross Blood Center continues to receive inquiries about therapeutical bleeding from Tulsa physicians. The regulations prescribed by the Tulsa County Red Cross Blood Center Medical Advisory Committee prohibit therapeutic bleeding. The Com-

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mittee recommends that such bleeding be done only at a hospital with the patient's physician in attendance. Recognizing that most patients requiring therapeutic bleeding are of poor physical condition and frequently suffering from ailments disqualifying them from regular donor status, the Committee has made the rule as a protection to the patient and Blood Center alike.

MOTON HOSPITAL APPROVES REORGANIZATION OF STAFF

A joint committee from the Tulsa County Medical Society and the North Tulsa Medical Society agreed last month to a reorganization of the staff of Moton Memorial Hospital, Tulsa negro institution.

Members of the Tulsa County Medical Society who are interested in joining the Moton staff are invited to submit their names to the Executive Offices. Dr. Homer Ruprecht, Chairman of the joint committee, emphasized that only physicians who are sincerely interested and who are willing to participate in staff meetings and perform staff functions should apply. An interested group will be selected as a nucleus for reorganization and further additions will be made later.

White physicians would work both as consultants to negro doctors and in seeing patients of their own at Moton.

The reorganized staff plans to develop its own rules and regulations. The staff will also seek improvements in equipment, personnel and operative procedures.

The reorganization of the staff is part of an overall reorganization recently undertaken through the cooperation of the Health Division of the Tulsa Council of Social Agencies. The joint committee was approved by both boards of trustees of the two societies and includes, in addition to Dr. Ruprecht, the following members: Dr. Hays R. Yandell, Dr. Emil E. Palik, and Dr. F. L. Flack, representing the Tulsa County Medical Society, and Dr. R. C. Bryant, Dr. W. Norvell Coots, Dr. William B. Perry, and Dr. J. Houston Burt, representing the North Tulsa Medical Society.

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REGIONAL CENTERS SET FOR POLIO VACCINE INJECTIONS

A scheduled inoculation of 22,250 Tulsa County school children with the new Salk Anti-Polio Vaccine will be done this Spring in regional centers under the supervision of volunteer doctors from the Tulsa County Medical Society.

Dr. Frank J. Nelson, President of the Society, said last month that the Board of Trustees had approved recommendations for handling the mass inoculations in this fashion. While dates for the inoculations had not been fixed as this issue of The Bulletin went to press, the first of the three series of injections was expected to be given in mid-April.

Members of the Society are being asked to volunteer their services in the same manner as for the 1954 field trials. However, a smaller number of inoculation centers will be used, possibly as few as six. Registered nurses will also give injections under the supervision of attending doctors.

The vaccine will be given free to children in the first, second and fourth grades, and to those children in the third grade who did not receive it last year. The vaccine will be provided by the National Foundation For Infantile Paralysis.

Parents who may wish the inoculations to be performed by their own doctor in his private office may secure the vaccine without charge. The doctor can fix a service charge for administration if he wishes.

Vaccine for inoculation of an estimated 45,000 persons is expected to be available in the Tulsa area through regular commercial channels.

The entire project hinges upon the anticipated satisfactory outcome of the 1954 field trials. A report of results is to be announced April 12, 1955.

In attendance at the Midwest Proctological Society at Denver, Colorado, March 1-5 were DR. J. D. SHIPP and DR. JOHN G. MATT.

DR. W. A. SHOWMAN will be a guest speaker at the Annual Meeting of the Medical Assistants Society of Oklahoma to be held in Tulsa, May 6-8.

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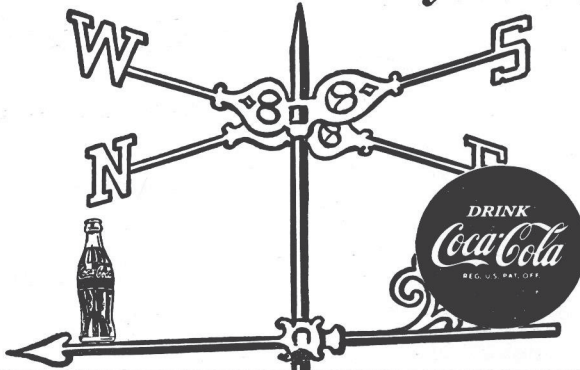
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MENTAL HEALTH GROUP*(Continued From Page 7)*

es. Dr. Paul C. Benton, Tulsa, is Program Chairman.

Dr. George S. Stevenson, one of the principal guest speakers, is a graduate of Johns Hopkins Medical School. He was formerly a member of staff of the University of Minnesota School of Medicine. His interest in mental health led to his appointment as Medical Director of the National Association For Mental Health in 1939. A former President of the American Psychiatric Association, Dr. Stevenson is a consultant to numerous government and private agencies in the field of mental health. He has authored more than a hundred articles appearing in leading professional journals and is author of a standard textbook on child guidance clinics.

Dr. Reynald A. Jensen is a graduate of the University of Minnesota Medical School, Class of 1935. After several years residency in psychiatry at leading hospitals of Philadelphia, Rochester, and Boston, he returned to the University of Minnesota as Professor of Psychiatry and Pediatrics. Dr. Jensen is a diplomate of the American Board of Psychiatry, fellow of the American Psychiatric Association, and member of ten other leading professional organizations. A popular lecturer and author, Dr. Jensen's primary field of interest is child psychiatry.

The program will open at 9:00 A.M. with an address by Dr. Stevenson entitled "Man, The Blueprint For A Community." At 10:15 A.M., group meetings for the pre-school, elementary, and adolescent child will be conducted. Luncheon will be served at 12:00 Noon at University Methodist Church, when Dr. Jensen will discuss "Child Discipline." In the afternoon, beginning at 2:00 P.M., special discussion groups for parents, teachers, school counsellors, youth leaders, case workers, and nurses will be held. There will no night meeting.

Subjects to be covered will include feeding problems, oral habits, sibling rivalry, language development, social adjustment for the physically and mentally handicapped, and toilet training.

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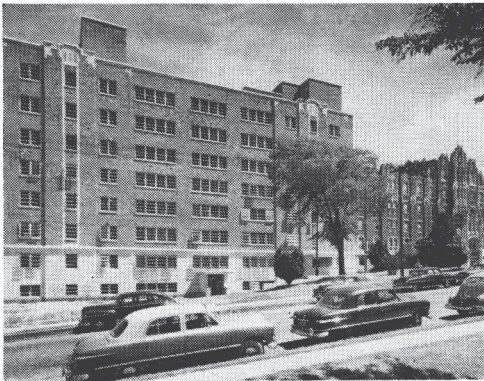
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