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The
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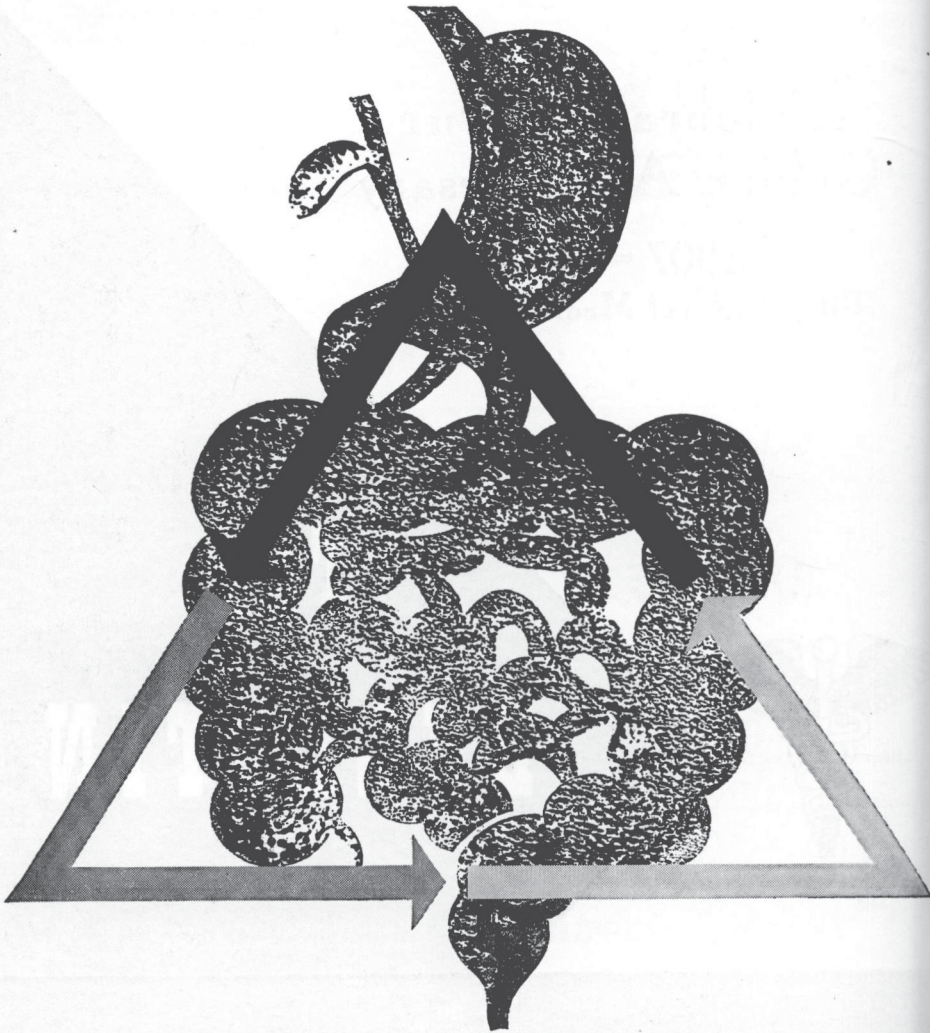
OF THE

Tulsa County Medical Society

November, 1957

Vol. 23

No. 11



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Thanksgiving

On this Thanksgiving our thoughts turn to you, thankful for your friendship, both personally and professionally, and grateful to you as physicians for your age-old role of counselor to the sick and aged. May we wish the best to you and yours in the year to come and express our sincere desire to be of continued service to you.

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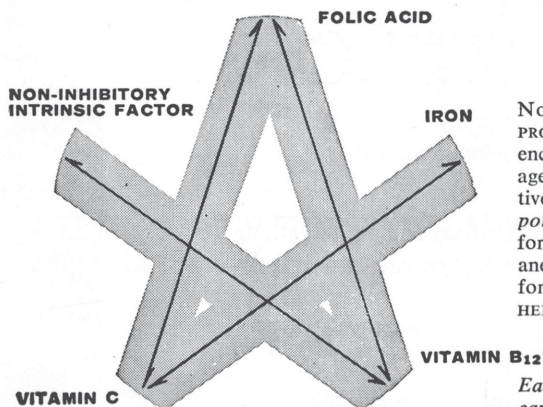
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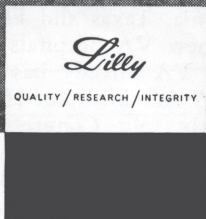
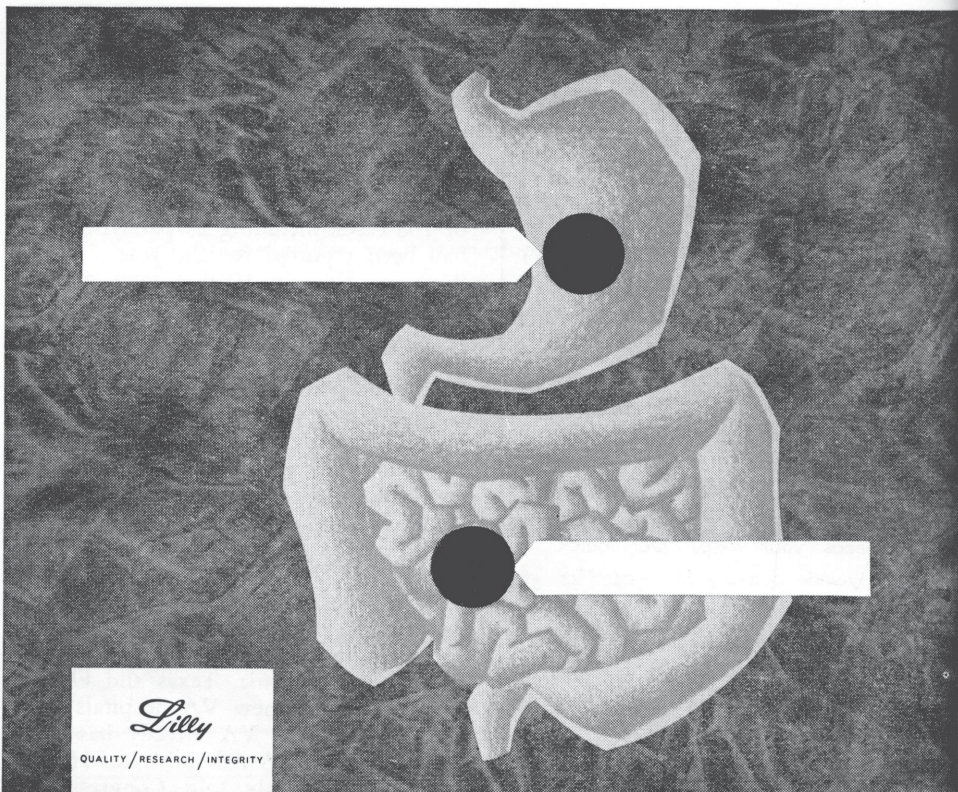
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With The Editor . . .

The incidence of polio in Oklahoma has shown a drop in the last twelve months but not as much for the nation as a whole . . . As of October 1st a total of 108 cases, including 23 paralytic cases, had been reported for the year . . . At the same time in 1956 a total of 178 cases had been reported, including 52 paralytic cases . . . This good record is due to the widespread use of the Salk Anti-Polio Vaccine, of course . . . On a national level the incidence is down 80 per cent, according to figures released last month by the National Foundation for Infantile Paralysis . . . The Foundation believes that increased immunization among adults in particular would further reduce Oklahoma's toll . . . The patient load in Veterans Administration hospitals has become rather stable, now averaging 112,499 per day . . . Yet, powerful groups in California, Texas and Florida are pushing for new VA hospitals . . . Pointing out the VA already has beds it is not using, VA Administrator Harvey V. Higley recently told Congress any further construction must be made with the presumption that the beds are to be used for non-service connected disabilities . . . So where do we go from here? . . . Can there be much doubt that a government program of complete medical care for veterans (and possibly dependents) is no longer a vague bogey but a very probable development in the bit-by-bit socialization of medicine? . . . What ever happened to the plans of Hillcrest Medical Center to erect an office building for physicians? . . . Hillcrest recently opened a new training school for medical record librarians with three students enrolled under the direction of Miss Mary Ellen Twitty . . . The sudden death last month of Dr. Carl Puckett of Oklahoma City takes away one of the nation's major combatants against tuberculosis . . . A lifetime leader in the Oklahoma Tuberculosis Association and many other organizations, he contributed much to the expansion of treatment facilities and educational programs for the prevention of the disease.



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1. Sun, D. C. H., and Shay, H.: A.M.A. Arch. Int. Med., 97:442, 1956.

*'Elorine Sulfate' (Tricyclamol Sulfate, Lilly)

Dosage should be tailored to the patient's tolerance. In peptic ulcer, the average adult dose ranges from 100 to 250 mg. three or four times daily.

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THE BULLETIN

OF THE

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Walter E. Brown, M.D., *Sec.-Treasurer*

Jack Spears, *Executive Secretary*

Vol. 23

TULSA, OKLAHOMA, NOVEMBER, 1957

No. 11

FINANCE AUTHORITY TO LECTURE HERE

Tulsa County Medical Society Inaugurates First in a Series of Occasional Non-Scientific Programs on November 11, 1957. Motion Picture on Malpractice To Be Shown.

The Tulsa County Medical Society will inaugurate the first in a series of occasional non-scientific programs on Monday, November 11, 1957, with the appearance of Dr. Wilford J. Eiteman, Chairman of the Department of Finance, University of Michigan School of Business Administration, Ann Arbor, Michigan, as guest speaker.

Dr. Eiteman's subject will be "An Investment Program for Medical Men." He will discuss the relative value of different types of investments, estate planning, and tax problems peculiar to the professional man.

The meeting will be held in the Auditorium of the Blue Cross - Blue Shield Building, 1215 South Boulder, at 8:00 P.M. Telephone service is available by calling LUther 5-9149.

A special feature of the November 11th meeting will be the showing of a new motion picture entitled "The Doctor Defendant." The second in a series of films sponsored by the American Medical Association in cooperation with William S. Merrell Company, the picture is

designed to educate physicians in the proper defense of malpractice actions. The film will be shown at the conclusion of a business session following Dr. Eiteman's presentation.

One of America's leading authorities on the stock market, Dr. Wilford J. Eiteman is equally well known for his studies of investment problems of doctors, dentists, attorneys, and other self-employed professional personnel. His book, "Investment Advice for Professional Men," written in collaboration with Howard Bolton, is a standard authority on the subject. For many years Dr. Eiteman has lectured to medical schools and other medical groups throughout the mid-west, as well as to

many legal societies and other types of professional organizations. His analysis of the problems of the doctor in building an estate is considered one of the most knowledgeable in the United States.

Dr. Eiteman is a graduate of Ohio Wesleyan College and holds a Ph.D.

(Continued On Page 39)



DR. WILFORD J. EITEMAN

Professional Service Opportunities Grow

DETAIL MAN A MAJOR AID TO MEDICINE

A Medical Feature

The Professional Service Representative—popularly known as the "detail man"—represents the major link between the practicing physician and a highly progressive drug and pharmaceutical industry responsible for much of the scientific medical research now being conducted in the United States.

In this liaison role he performs a major service to the doctor in acquainting him with the pharmacology, the indications and contra-indications, and other useful information about new therapeutic agents. Far from being a "pill peddler"—a term as obsolete as it is untrue—the modern detail man is more an educator than a salesman.

"We sell ideas and information about our respective products," says Mark Mathes, a representative of Cutter Laboratories and President of the Tulsa Medical Service Association. "While our work is ultimately reflected in sales, our basic job is to acquaint the doctor with each new product—what it is, what it is used for, how it can be used, the anticipated results, and in some cases, how much it costs."

To successfully accomplish his mission, the professional service representative must possess a good educational background, a knowledge of basic medical principles, an ability to absorb scientific information and adequately and briefly interpret it in clinical terms, and a smattering of salesmanship. Virtually all major drug houses now require a college degree; many detail men are graduate pharmacists or former medical students. Sales experience is desirable. As a group, the professional service representative is of a high caliber, ethically, morally and intellectually.

While policies differ slightly from company to company, the embryo detail man begins his duties with a two to four weeks course of intensive indoctrination. This is usually conducted at the company's

factories, laboratories or general sales office. Here, he receives a thorough understanding of the content and purpose of each product, observes it being manufactured and packaged, and is acquainted with the clinical testing preceding its sale. He is also instructed in company policy, handling of financial records and correspondence, and briefed in sales and detailing techniques.

The new detail man usually spends another two to four weeks in the company of the divisional sales manager, who conducts him over his territory and illustrates the practical aspects of detailing. At first he merely observes the experienced divisional sales manager; later, the process is reversed as the executive observes the new representative and evaluates his performance with constructive comments and criticisms. At the conclusion of this period the detail man is on his own, although in most companies he will be periodically visited by his superior.

"Actually, our training is a continuing program that never ceases," says Tom Sellers, popular representative of G. D. Searle & Company in Northeastern Oklahoma. "From time to time we are called to the home office or to regional conferences for intensive instruction on new products or refresher courses on established products. Informative manuals and other pertinent literature are provided for home study, and all detail men are urged to keep abreast of the general progress in medicine and medical economics."

The territory which an individual representative covers varies from company to company and depends largely upon the number of products offered for sale and the extent of their appeal. A company concentrating upon four or five products designed primarily for pediatric use will obviously require a smaller staff than a company with twenty-five products in general use by all specialists and general

practitioners. Some of the larger firms have as many as 15 representatives in the State, while others will have only two.

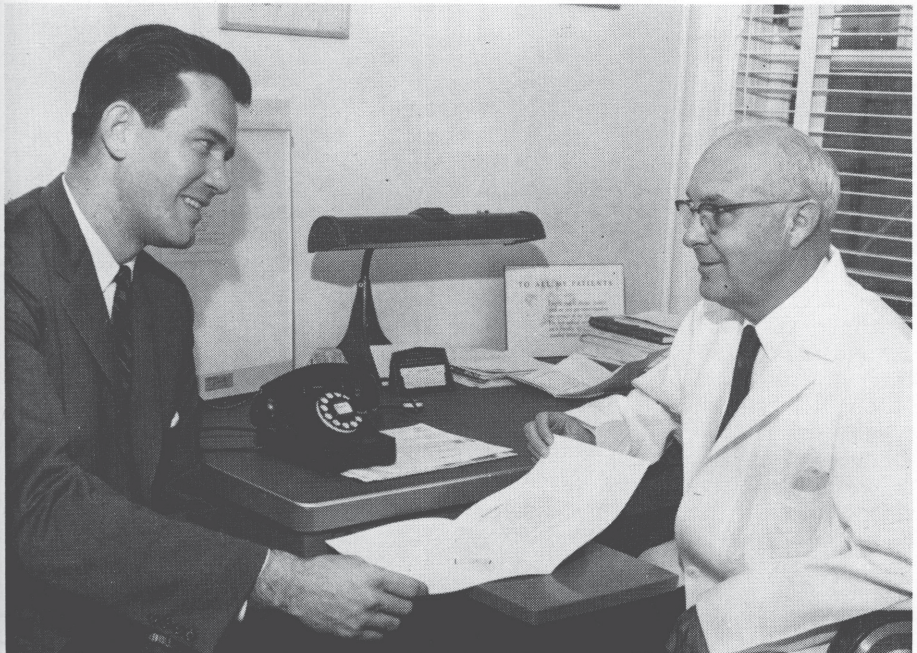
The average detail man will spend about 75 per cent of his time calling on physicians in their offices; the remaining 25 per cent is divided between retail pharmacies and hospitals (where residents and interns are seen). Most companies have a general schedule or routing pattern for their representatives; while some detail men have considerable discretion in their work program, others are required by their company to follow a specific itinerary. Practically all are required to make a daily or weekly report setting forth the names of the physicians or pharmacies seen. The frequency with which physicians are seen varies, but most detail men will return at intervals of four to six weeks.

Since most manufacturers have multiple products, the company designates which are to be given particular attention. Seasonal products are scheduled to correspond with the period of their greatest use—antibiotics, for instance, are pushed in the winter when colds and influenza

are prevalent, while the antihistamines and other antiallergic preparations receive special attention in the late spring and summer months. The detailing schedule is carefully coordinated with the company's direct mail and advertising program. Unless the doctor requests information on another product in the company's line, the detail man will limit his presentation to one item.

The professional service representative gives emphasis to (1) composition of the product, (2) its use, (3) dosage—always a major subject of interest to the physician, (4) toxicity, side effects and contraindications, and (5) results of clinical testing. The latter, particularly important in the introduction of new products, is usually supplemented by attractive literature; a few physicians make the mistake of considering such information as unwarranted claims, but in the majority of cases it represents the results of extensive clinical trials by impartial medical investigators.

The cost of a product is not usually discussed, except for unduly expensive items, unless the doctor requests such



G. Richard Brown, professional service representative for Mead Johnson Company and Secretary-Treasurer of the Tulsa Medical Service Association, demonstrates some fine points of detailing as he calls on Dr. G. R. Russell, President of the Tulsa County Medical Society.

information. The detail man has found cost information, as represented in the pharmacist's price to the patient, to be a problem at times because of differentials in retail prescription prices. His information is usually based on average charges by leading drug stores with known pricing policies. More specific information is available upon the cost of items for office use since these are usually sold to doctors at established cost formulas.

Sampling has long been an important part of the average detail man's work, but it must be done judiciously and in accordance with company policy (which varies widely from company to company). The usual policy is to provide a reasonable number of samples of a new product to enable the doctor to become familiar with its name, appearance, and use. Virtually all companies will provide samples in quantity for private research projects in which a physician may be engaged. It is also customary to provide items for the personal use of the doctor and his family, and these are generally mailed directly to the physician's residence. Injectibles and other types of standard office items are seldom sampled.

Experienced detail men have recognized that some physicians resent being swamped with handfuls of samples for which they have little or no use. Most leading manufacturers, aware of the tremendous costs of sampling programs, have insisted upon more judicious sampling in recent years. Even so, a tremendous waste of costly samples has been observed; this has been offset to some extent by collection programs which route the unwanted samples to charity clinics and medical missionaries in foreign countries.

Is it difficult to see doctors? Not as a rule, say most detail men, for most doctors have a definite policy in regard to professional service visits. Some physicians designate certain hours in which they will see detail men. Others make appointments, and many see detail men in turn. The problem doctor is the one who has no policy in regard to detail men; this makes it difficult to make visits convenient to the doctor with a minimum loss of the representative's time. The lack of such arrangements usually results

in a catch-as-catch-can policy which is frequently unproductive. Very few physicians refuse outright to see detail men.

The experienced detail man will cultivate the office assistant, knowing that she is frequently the key to easy access to the doctor. On the other hand, the protective type of office assistant with little or no understanding of the function of the professional service representative, may become a permanent barrier.

By and large, the detail man gets a friendly reception from the physician. "I am almost always accorded a respectful audience by doctors," says Mead Johnson's G. Richard Brown. "Frequently I find the physician uses the time spent with the detail man as a welcome period of relaxation, providing a few minutes away from the problems of the patient."

Most professional service representatives are careful not to overstay their welcome and limit their presentation accordingly. The length of visit is tailored to the doctor's interest in the product and is frequently extended at the physician's own request.

The ethical detail man recognizes that he is sometimes condemned for the shortcomings of the few—those who offend by overstaying their welcome, the less competent and poorly mannered representative, and the over-informed who attempts to teach the M.D. his medicine. Most doctors recognize these as the exception and seldom accord them the courtesy of a repeat visit.

The professional service representative has his own code of ethics. The two paramount considerations are (1) don't knock a competitor and his products to the doctor, and (2) don't intrude upon the visit of another detail man. If a representative visits a physician's office to find another detail man waiting, he quietly postpones his visit until later. In a small town, where there may be but a single doctor, this may lead to wasted time; in such cases the second man will ask the permission of the first to wait upon the doctor. Another rule is to limit detailing to professional offices only—never in the street, corridors or restaurants unless the doctor specifically requests information.

(Continued On Page 43)

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References: (1) Gelvin, E. P.; McGavock, T. H., and Kenigsberg, S.; *Am. J. Digest. Dis.* 7:155, 1956. (2) Holt, J. O. S., Jr.; *Dallas M. J.* 42:497, 1956. (3) Natenshon, A. L.; *Am. Pract. & Digest Treat.* 7:1456, 1956. (4) Council on Pharmacy and Chemistry, *New and Nonofficial Remedies*; J.A.M.A. 163:356 (Feb. 2) 1957.

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CHANGES IN SOCIETY BY-LAWS PROPOSED

Ten New Amendments to Be Voted Upon at Meeting of November 11th. Two-Year Period of Probationary Membership Proposed.

Sweeping changes in the manner of electing physicians to membership in the Tulsa County Medical Society, including the creation of a mandatory 24-months waiting period before final admission, are proposed in an amendment to the By-Laws now under consideration.

The proposal is one of ten amendments to the By-Laws to be voted upon by the membership at the regular meeting of the Society on Monday, November 11, 1957. The other nine amendments are concerned with an expansion of the duties of the Board of Censors, revision of the duties and authority of the Grievances Committee, and the establishment of seven entirely new standing committees.

Dr. G. R. Russell, President, said the amendments were presented to the membership after an extensive study of the present By-Laws. "These proposed amendments are designed to take the Medical Society out of the horse and buggy era by streamlining administrative procedures, expanding Society functions, and defining the authority of disciplinary agencies within the organization," he stated.

A comprehensive study of the constitutions and by-laws of other large county medical societies preceded the formulation of the proposed amendments here, Dr. Russell said. He noted that the changing character of American Medicine, particularly in metropolitan areas such as Tulsa, dictated needed changes in the By-Laws of the Tulsa County Medical Society.

As outlined by the proposed amendment, applicants for membership in the Tulsa County Medical Society must first serve a probationary period of 24 months as provisional members. During these two years the member must attend an indoctrination course in local customs, medical ethics, malpractice prevention and defense, hospital relationships, medical economics, the interrelationship of medical organizations, and other pertinent sub-

jects. Near the end of the 24 months period the Board of Censors reviews the record of the applicant and makes appropriate recommendations to the Board of Trustees.

The actual election of physicians, both as provisional members and as regular members, would be vested solely in the Board of Trustees under the new amendment. The applicant must receive a two-thirds vote of the Board of Trustees to be elected, the ratio applying to the total number of members on the Board rather than the number present and voting.

The amendment also imposes greater obligations on sponsors of new members. In addition to signing the application form, the sponsor must serve as advisor to the applicant throughout the two-year period. At the conclusion of the probationary period the sponsors must make a written report to the Board of Trustees either recommending or disapproving the applicant.

Periods of probationary membership are quite common in large county medical societies, Dr. Russell said, pointing out that the Oklahoma County Medical Society (Oklahoma City) has successfully employed the procedure for many years. "The two-year waiting period permits the membership to evaluate the ethics and conduct of the applicant in private practice, and to determine his desirability for membership in the Medical Society," Dr. Russell stated.

Officials of the medical staffs of St. John's Hospital and Hillcrest Medical Center have indicated provision can likely be made for hospital privileges for applicants during the two-year probationary period. This is expected to require revisions of the By-Laws of the Staffs, including authority to dismiss from staff privileges those applicants who fail of election to regular membership.

As this issue of The Bulletin went to press Society officials were investigating the status of provisional members with

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Prather's PRESCRIPTION SHOPS

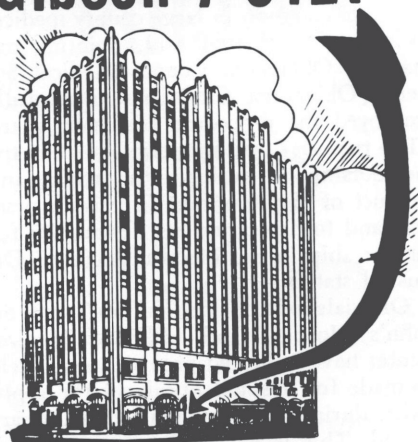
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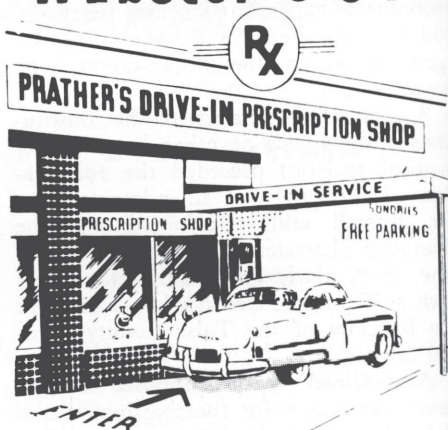
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AREA ACADEMY OF SCIENCE PROPOSED

**Scientific Council Would Promote
Interprofessional Research, Provide
Consulting Service to Industry and
Government.**

The establishment of a scientific council bringing together medical doctors, scientists, engineers, chemists, physicists, geologists and other types of professional personnel to stimulate and correlate scientific facilities in Northeastern Oklahoma was proposed last month by the Tulsa County Medical Society.

The benefits of such an organization—tentatively named the Magic Empire Academy of Science—were outlined in a resolution approved by the Board of Trustees as follows:

1. The promotion of research studies between the various scientific professions, utilizing these talents for projects of merit. A combination of engineering and medical talents, for instance, could result in the development of new techniques and instruments for the saving and preserving of life. (The oxygenator used in cardiac surgery is a typical example of the results of cooperation between medicine and engineering).

2. Through such research an increased attraction of the finest scientific minds to Tulsa.

3. Improvement of scientific educational facilities in Tulsa, the development of highly trained faculties, and the establishment of clinical and research facilities in the public schools, the University of Tulsa, hospitals, and other teaching institutions.

4. Creation of consulting services to business and industry, as well as to government officials and agencies, designed to offer expert scientific and medical opinion and assistance on public and private problems.

5. Coordinate research programs conducted by private industry.

6. Organized programs to initiate and sustain the interest of youth in scientific careers.

7. To better equip the community to encourage new industry and business through concentration of scientific personnel and talent, advisory scientific services, and general improvement in living

conditions in the community.

8. The eventual creation of a medical school at the University of Tulsa.

9. Although not designed as a political organization, the Academy would through its concentration of intellectual facilities offer a united front against all forms of creeping socialism and communism.

10. Participation in civic and community endeavours of a general nature.

Dr. G. R. Russell, President of the Tulsa County Medical Society, said last month the project was similar to scientific councils already in existence in other major cities.

"It is an established fact that there are more scientists, engineers, chemists, physicists, etc., per unit of population here than anywhere in the world," Dr. Russell commented. "This concentration of scientific professional personnel is encouraged by the strategic location of Tulsa as the Oil Capital of the World, and by the huge private resources in the fields of industry and finance. It is the belief of the Tulsa County Medical Society that tremendous benefits would result from an organized effort to combine these professional scientific talents and resources in a productive program designed to promote better and longer living. Such would be the fundamental purpose of the Magic Empire Academy of Science, bringing together the leaders of the scientific professions to develop and direct a specific program of activity."

The Magic Empire Academy of Science would be a non-profit corporation supported by voluntary contributions of business, industry and private endowments and foundations, as well as limited dues of individual members.

Dr. Russell emphasized that the project would in no way interfere with or supersede established research programs in Tulsa and other areas of the State. The Academy's research program would be conducted in cooperation with existing research, educational and private indus-

trial facilities. The Academy would, however, encourage research of a specific type and assist in the financing of such programs. Research projects in industry would be given direction and advice by members of the Academy. Special projects of merit would be financed by grants and endowments from interested individuals and organizations.

Eventually, it is anticipated the Academy would have need for adequate housing and a full-time staff. A headquarters building could include facilities for the director and his staff; library facilities to house a scientific library or libraries which it may become desirable and expedient to organize; an auditorium suitable for meetings of member organizations and for presentation of special programs; and a scientific museum. In the preliminary thinking it is possible such a building might rent space to various scientific and medical organizations desiring suitable quarters. Research facilities are not contemplated in such a building.

A vital part of the Academy's program

G. M. DAVIS, SR., M.D.
1879-1957

Dr. George Monroe Davis, Sr., 78, veteran Bixby general practitioner, died in a Tulsa hospital on October 7, 1957. Death was attributed to leukemia and followed an illness of several months.

Born in Barbourville, Kentucky, Dr. Davis was educated at Cumberland College of Williamsburg, Kentucky. He received his medical degree from the University of Louisville School of Medicine in 1909. The same year he entered practice at Boswell, Oklahoma, and remained there until 1913, when he moved to Bixby. Dr. Davis was a veteran of the Spanish-American War. A Life Member of the Tulsa County Medical Society and its component organizations, Dr. Davis had been in retirement for the past few years.

Survivors include the widow and three sons, all of whom are physicians. Services were held October 9th at Bixby.

would be in the field of education. The facilities of the organization could be best utilized to encourage the development of the finest programs of scientific education in local schools and colleges. Particular efforts would be made to interest qualified youth in scientific careers. Public education programs in medicine and science would be encouraged through the use of newspapers, literature, radio and television, public forums, etc. Science fairs, scholarships, and the development of scientific clubs within the schools would also be included. Standards of scientific education would be constantly studied for improvement and implementation.

Dr. Russell noted that certain physicians and engineers had already met together on several occasions to discuss mutual problems. These meetings have been very successful and productive, he reported, thus offering much encouragement to an expanded program of interprofessional cooperation.

The Tulsa County Medical Society has formally approved the project and will spend the next several weeks in acquainting leaders of local professional organizations with the objectives of the proposal. If there is a sufficient interest in the project, an organizational meeting will be called shortly after the first of the new year.

The proposal was submitted to the Program of Work Committee of the Tulsa Chamber of Commerce last month for evaluation and possible inclusion as an item of the Chamber's annual program.

Dr. Russell said reaction among doctors and other scientific personnel with whom he had talked had been generally excellent.

DR. WILLIAM A. WATERS has taken new professional quarters at Twin Oaks Medical Center, 4926 East 21st Street, Tulsa.

DR. EUGENE G. WOLFF has returned from an automobile tour of Virginia, Pennsylvania and Tennessee.

Guest speakers for the Central High School Pre-Med Club during October included DR. WALTER E. BROWN, DR. DAVE B. LHEVINE and DR. ROBERT A. NELSON.

Vitamins and viral infections

References: 1. Shibley, C. S., and Spies, T. D.: J.A.M.A. 103:2021, (Dec. 29) 1934. 2. Cameron, H. C.: J. Am. Diet. Assn. 11:189, (Sept.) 1935. 3. Franz, W. L., Sands, W. G., and Heyl, H. L.: J.A.M.A. 162:1224, (Nov 24) 1956. 4. Tebrock, H. E., Arminio, J. J. and Johnston, J. H.: J.A.M.A. 162:1227 (Nov. 24) 1956. 5. Sprunt, D. H.: J. Exp. Med. 104:687, (Nov.) 1956. 6. Klein, M.: Science 101:587, 1945. 7. Feller, H. E., Roberts, L. B., Ralli, E. P. and Francis, T.: J. Clin. Invest. 21:121, 1942. 8. Foster, C., et al.: J. Exp. Med. 79:221, 1946. 9. Rasmussen, A. F., et al.: J. Infect. Dis. 74:41, 1944. 10. Pollack, H. L.: Altered Prognosis in Diabetes Mellitus, read at 64th Ann. Mt. Life Insur. Med. Dir. Amer., Oct. 19-21, 1955. 11. Nutrition Reviews, 15:47, (Feb.) 1957. 12. Nutrition Reviews, 10:353, (Dec.) 1952. 13. Axelrod, A. E., Carter, B. B., McCoy, R. H. and Geisinger, R.: Proc. Soc. Exper. Biol. & Med. 66:137, 1947. 14. Axelrod, A. E. and Puzansky, J.: Ann. N. Y. Acad. Sci. 63:202, 1955. 15. Axelrod, A. E.: Symposium, National Vitamin Foundation, NYC, (Mar.) 1957. 16. Bessey, C. A.: J.A.M.A. 164:1224, (July 13) 1957. 17. Robertson, E. C. and Tisdall, F. F.: Canadian M.A.J. 40:282, 1939. 18. Tisdall, F. F.: Clinical Nutrition, ed. by Joliffe, N., Tisdall, F. F. and Cannon, P. R., Paul B. Hoeber, Inc., New York, 1950, p. 748. 19. Halpern, S. L.: Ann. N.Y. Acad. Sci. 63:147, (Oct. 28) 1955. 20. Kolmer, J. H.: Dietotherapy, ed. by Wohl, M. G., W. B. Saunders Co., Philadelphia, 1945, p. 520. 21. Pollack, H. and Halpern, S. L.: Therapeutic Nutrition, National Academy of Sciences and National Research Council, Washington, D. C., 1952, p. 18. 22. Mac Bryde, C. M.: Sign and Symptoms, ed. 3, Philadelphia, J. B. Lippincott Co., 1957, p. 818.

At present, no convincing evidence links vitamin deficiencies and resistance to viral infections such as the common cold,^{1,4} influenza⁵⁻⁷ or poliomyelitis.^{8,9}

However, in bacterial complications of viral infections, many clinicians¹⁰⁻²² indicate that natural and acquired immunity depends upon adequate vitamin levels.

MacBryde²² states that "there is no evidence to support the view that a higher than adequate normal intake of any or all vitamins will improve health or energy production or will facilitate growth or resistance to infection. However, when one or more vitamin deficiencies exist the effect of supplying the factors lacking is strikingly beneficial."

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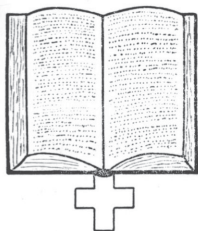
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THE MEDICAL LIBRARY

Library of the Tulsa County Medical Society



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GIFTS OF THE MONTH—:

College of American Pathologists, Chicago, Illinois. Transactions of the First International Cytology Congress. Drake Hotel, Chicago, Illinois, October 8-11, 1956.

Group for the Advancement of Psychiatry. Symposium Number 4. Methods of Forceful Indoctrination. Observations and Interviews. July, 1957, New York, N. Y.

Group for the Advancement of Psychiatry. Report Number 38. The Diagnostic Process in Child Psychiatry. Formulated by the Committee on Child Psychiatry. August, 1957, New York, N. Y.

NEW MONTHLY JOURNAL IN CLINICAL CARDIOLOGY

The American Journal of Cardiology, official publication of the American Board of Cardiology, will publish its first issue in January, 1958. Dr. Simon Dack of New York, N. Y., will be Editor. The regular subscription price is \$12.00, but a special charter subscription price is \$10.00 yearly.

CENTENARY OF LEPER HOSPITAL IN BERGEN, NORWAY

An old leper hospital in Bergen, Norway, was destroyed by fire on Christmas Eve, 1853. It was replaced by the present building which admitted its first patient in June, 1857. In the past 100 years the number of its inmates has been reduced from a record high of 270 at one time to 5, but during the century of its use the hospital has cared for a total of 2,031 patients.

Leprosy is not generally associated with the cold countries but most popularly with the lands lying near the Equator. In the middle ages, however, Norway was the focus of the spreading disease. The cause of its decline is only a matter of conjecture.

The Centenary of St. George's Hospital, Bergen's leprosarium, has been commemorated by its present chief, Dr. R. Melsom, in a recent historical publication. He recounts that the two directors of the Hospital who contributed most were Dr. D. C. Daniellsen and Dr. Gerhard Henrick Armauer Hansen.

Dr. Daniellsen had a passion for post-mortem examination, much to the horror of others on the staff, and with studies of the patients' reactions to the disease. He even tried to inoculate himself and members of his staff with leprosy material—always with negative results. When Rudolph Virchow was in Bergen, Daniellsen demonstrated the brown nodules which he believed were characteristic of leprosy and which are now known as conglomerations of leprosy bacilli. Virchow dismissed these nodules as clumps of degenerated fat. Daniellsen always regretted having deferred to Virchow.

Hansen spotted the unstained bacillus in 1873 and reported it the following year at a medical meeting in Oslo. Daniellsen never regretted that his theory had been refuted by a younger man but was furious that Hansen did not push his claim to the discovery more vigorously. In 1879, Hansen attempted to inoculate the eye of a patient suffering from "smooth" leprosy with bacilli from a nodular case. The experiment was negative but the furor that followed caused the dismissal of Hansen as Chief of the Hospital. However, he remained as chief medical officer for leprosy for the whole of Norway, and at the time of his death in 1912 he was recognized as the acknowledged discoverer of the microbic origin of a chronic disease.

DOCTORS URGE RELOCATION OF LIBRARY

Tulsa County Medical Society members voted three-to-one in a recent survey for a relocation of the Medical Library in a Southside location. Replies to a questionnaire distributed by the Library Committee indicated Tulsa doctors would prefer the Library not in a major hospital but in the general area between Hillcrest Medical Center and St. John's hospital. A report of the study has been forwarded to the Board of Trustees of the Tulsa County Medical Society for further study.

PRESIDENT'S PAGE

In the past few decades American Medicine has done an excellent job of selling itself to the public. There is no question today in the mind of the average man in the street as to the value of good medical care for the preservation of his greatest asset, individual good health.

To enjoy the benefits of the scientific progress of medicine it has been necessary to budget for medical care in the same way as for food, clothing and housing. This has been assisted to a certain degree by voluntary prepayment plans. Unfortunately, most of these prepaid plans have not met the needs of the individual; they are frequently overpriced and do not provide the services which they are advertised to provide. Almost all have one feature in common—they do not provide 100 per cent of the needed health coverage of a family. Many are paying less than half of the actual medical and hospital costs.

The answer seems to be a comprehensive medical care program, directed and disciplined by doctors themselves. A carefully constructed plan can, in my opinion, be devised to meet most of the needs of a desirable medical care program. The doctors participation in such a program, including the discipline necessary to prevent costly abuses, is essential. With such cooperation it seems possible to provide a greater amount of medical care at a reasonable cost to the patient.

The Board of Trustees has created an Insurance Study Committee in the Tulsa County Medical Society to probe into the potentials of such a doctor-administered plan. It offers great possibilities, including the establishment of a tax-free deferred compensation program for physician participants, as well as other benefits. In a few weeks the outlines of this plan will be made known to you for your serious consideration. I feel this would not only strengthen our public relations but would create an effective barrier against further encroachments by government and labor in the field of medical care. Certainly, we are in dire need of some instrument capable of halting these advances.

Sincerely,



President

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Talbot, N. B., Crawford, J. D., and Butler, A. M.,
"Homeostatic Limits to Safe Parenteral Therapy."
New Engl. J. Med., 248, 1100 (1953).



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NOVEMBER MEDICAL CALENDAR

FRIDAY, November 1st:

St. John's Isotope Committee Meeting, St. John's Hospital, 8:30 A.M.
 St. John's Tumor Clinic, Clinical Conference, 9:30 A.M.
 X-Ray Conference, Hillcrest Medical Center, 3:30 P.M.
 Journal Club Meeting, Hillcrest Medical Center, 6:00 P.M. Subject: "Emergency Treatment of Abdominal and Thoracic Injuries." Speakers, Drs. R. M. Shepard, Jr., Robert G. Perryman, and William C. Alston, Jr.

SATURDAY, November 2nd:

Pathological Tissue Conference, Hillcrest Medical Center, 8:30 A.M.

MONDAY, November 4th:

Staff Meeting, Hillcrest Medical Center, 8:00 P.M.

TUESDAY, November 5th:

St. John's Tumor Clinic, 8:00 A.M.
 Postgraduate Lecture in Internal Medicine, Hillcrest Medical Center, 5:30 P.M. Subject: "Gastro-Intestinal Hemorrhage." Speakers Dr. Craig S. Jones and Dr. Terrell Covington, Jr.

WEDNESDAY, November 6th:

St. John's Isotope Clinic, St. John's Hospital, 8:30 A.M.
 Board of Trustees Meeting, Tulsa County Medical Society, B9 Medical Arts Building, 1:00 P.M.

THURSDAY, November 7th:

Surgical Section Meeting, St. John's Hospital, 9:00 A.M.

FRIDAY, November 8th:

St. John's Isotope Committee Meeting, St. John's Hospital, 8:30 A.M.
 St. John's Tumor Clinic, Clinical Conference, 9:30 A.M.
 X-Ray Conference, Hillcrest Medical Center, 3:30 P.M.
 Cardiology Lecture, Hillcrest Medical Center, 7:00 P.M. Subject: "Cardiac Emergencies." Speaker, Dr. Robert A. Nelson.

SATURDAY, November 9th:

Pathological Tissue Conference, Hillcrest Medical Center, 8:30 A.M.

MONDAY, November 11th:

Tulsa County Medical Society Meeting, Blue Cross-Blue Shield Building, 1215 South Boulder, 8:00 P.M. Subject: "An Investment Program for Medical Men." Speaker, Dr. Wilford J. Eiteman, Chairman of the Department of Finance, University of Michigan College of Business Administration, Ann Arbor, Michigan.

TUESDAY, November 12th:

Copy deadline for the December issue of The Bulletin.
 St. John's Tumor Clinic, 8:00 A.M.
 Pediatrics Section Meeting, St. John's Hospital, 9:00 A.M.
 Pharmaceutical Motion Picture, Hillcrest Medical Center, 12:30 P.M. Subject to be announced.
 Anesthesiology Conference, St. John's Hospital, 3:00 P.M.
 Basic Sciences Lecture, Hillcrest Medical Center, 5:00 P.M. Subject: "Common Spinal Pathways." Speaker, Dr. G. H. Daron, University of Oklahoma School of Medicine, Oklahoma City, Oklahoma.

WEDNESDAY, November 13th:

St. John's Isotope Clinic, St. John's Hospital, 8:30 A.M.
 University of Oklahoma Short Course Series, Oklahoma City, 3:30 P.M. Subject: "Biliary Tract Disease."
 Clinical Pathological Conference, Hillcrest Medical Center, 7:30 P.M.

THURSDAY, November 14th:

Medical Section Meeting, St. John's Hospital, 8:30 A.M.
 Clinical Pathological Conference, St. John's Hospital, 8:30 A.M.
 Urology Section Meeting, St. John's Hospital, 9:00 A.M.
 Surgical Motion Picture, Hillcrest Medical Center, 12:30 P.M. Subject to be announced.

NOVEMBER MEDICAL CALENDAR

FRIDAY, November 15th:

St. John's Isotope Committee Meeting, St. John's Hospital, 8:30 A.M.
 St. John's Tumor Clinic, Clinical Conference, 9:30 A.M.
 X-Ray Conference, Hillcrest Medical Center, 3:30 P.M.
 Journal Club Meeting, Hillcrest Medical Center, 6:00 P.M. Subject: "Obstetrical Emergencies." Speakers, Drs. Adolph N. Vammen, James T. Maddox, and Jed E. Goldberg.

SATURDAY, November 16th:

Pathological Tissue Conference, Hillcrest Medical Center, 8:30 A.M.

MONDAY, November 18th:

Staff Meeting, St. John's Hospital, 8:00 P.M.

TUESDAY, November 19th:

St. John's Tumor Clinic, 8:00 A.M.
 Lecture in Internal Medicine, Hillcrest Medical Center, 5:30 P.M. Subject: "Hemoptysis, Dyspnea and Cough." Speaker, Dr. Marque O. Nelson.
 Board of Directors Meeting, Tulsa County Public Health Association, 7:30 P.M. Location to be announced.
 X-Ray Conference, St. John's Hospital, 8:00 P.M.

WEDNESDAY, November 20th:

St. John's Isotope Clinic, St. John's Hospital, 8:30 A.M.
 Tulsa County Medical Assistants Society Meeting, Blue Cross-Blue Shield Building, 1215 South Boulder, 7:00 P.M.

THURSDAY, November 21st:

Medical Section Meeting, St. John's Hospital, 8:30 A.M.
 Obstetrics and Gynecology Section Meeting, St. John's Hospital, 8:30 A.M.

FRIDAY, November 22nd:

St. John's Isotope Committee Meeting, St. John's Hospital, 8:30 A.M.
 St. John's Tumor Clinic, Clinical Conference, 9:30 A.M.
 X-Ray Conference, Hillcrest Medical Center, 3:30 P.M.

SATURDAY, November 23rd:

Pathological Tissue Conference, Hillcrest Medical Center, 8:30 A.M.

MONDAY, November 25th:

Scientific Meeting, Tulsa Academy of General Practice, Hotel Tulsa. Dinner, 6:30 P. M. Program, 8:00 P.M. Program to be announced.

TUESDAY, November 26th:

St. John's Isotope Clinic, St. John's Hospital, 8:30 A.M.
 Pediatrics Section Meeting, Hillcrest Medical Center, 8:30 A.M.
 Board of Trustees Meeting, Tulsa County Medical Society, B9 Medical Arts Building, 1:00 P.M.
 Basic Sciences Lecture, Hillcrest Medical Center, 5:00 P.M. Subject: "Cerebellar Structures and Functions." Speaker, Dr. G. H. Daron, University of Oklahoma School of Medicine, Oklahoma City.
 Obstetrics and Gynecology Section Meeting, Hillcrest Medical Center, 7:30 P.M.
 Monthly Meeting, Tulsa Chapter, National Cystic Fibrosis Research Foundation, Oklahoma Natural Building, 8:00 P.M.

WEDNESDAY, November 27th:

St. John's Isotope Clinic, St. John's Hospital, 8:30 A.M.
 Medical Section Meeting, Hillcrest Medical Center, Dinner 6:00 P.M., Program 7 P.M.

THURSDAY, November 28th:

The Executive Offices and Library of the Tulsa County Medical Society will be closed all day in observance of Thanksgiving Day.

FRIDAY, November 29th:

St. John's Isotope Committee Meeting, St. John's Hospital, 8:30 A.M.
 St. John's Tumor Clinic, Clinical Conference, 9:30 A.M.
 X-Ray Conference, Hillcrest Medical Center, 3:30 P.M.

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¹Nichols, R. L. and Finland, M.: *J. Clin. Med.* 49:410, 1957.

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COSTS OF WELFARE PROGRAM BELOW EARLY EXPECTATIONS

The Oklahoma State Department of Public Welfare reported last month that it had expended \$278,922.64 in the first three months of operation of its new program of medical and hospital care for welfare recipients.

Mr. Lloyd E. Rader, State Welfare Director, said 3,234 patients had been hospitalized under the program during July, August and September. This includes 2,731 persons on old-age assistance, 45 blind persons, 201 receiving aid to dependent children, and 257 recipients of aid to the disabled.

Expenditures during the initial three months were far below expectations, although officials anticipate a marked rise in the number of patients to be cared for during the winter months.

The United States Department of Health, Education and Welfare last month gave formal approval to federal participation in the state program. The national government will contribute an estimated ten million dollars, half of the total cost of the project from July 1,

1957 to June 30, 1958.

Mr. Rader said that \$2,494,230 had been put into the welfare medical fund during the first three months of operation.

The Department of Public Welfare has extended the amount of care available to patients from 7 to 14 hospital days. The additional seven days may be secured upon certification by the attending physicians. Hospital administrators report that approximately one-fourth of the hospitalized patients under the program are remaining more than seven days.

Mr. Rader anticipates that additional benefits will be added to the program later as more experience and information on utilization are gained.

DR. G. R. RUSSELL attended the annual meeting of the American Society of Clinic Managers in Kansas City, Missouri, October 24-26.

DR. WILLIAM S. JACOBS and DR. HOMER A. RUPRECHT attended the annual meeting of the American Heart Association in Chicago, Illinois, October 25-29, 1957.



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BLOOD CENTER NEWS

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October, 1957

Hospital:	Bloods Used:	Replacements:	% Repl.
St. John's	545	161	29.5%
Hillcrest	315	163	51.7%
Byrne	25	6	24.0%
Osteopathic	104	74	71.1%
Mercy	5	3	60.0%
Tulsa Osteo.	10	2	20.0%
Broken Arrow	7	6	85.7%
Moton	5	4	80.0%
Other Hospitals	154	129	83.7%
Other Uses	80
Totals.....	1,250	548	43.8%

Blood usage in Tulsa hospitals through September stood at 11,590 pints, clearly indicating a record annual usage of over 15,000 units for 1957. Officials of the Red Cross Blood Center believe the total may go even higher. The Center delivered 14,500 units during 1956. Total patient replacement through the first nine months of 1957 stood at 5,493, or 47.4% of total distribution.

MOBILE X-RAY SCHEDULE

The Mobile X-Ray Unit of the Tulsa County Public Health Association will be at various industrial locations in Tulsa, November 1-9, and at the Kress and Company, 3rd and Main Streets, November 11th through December 31st.

It's a girl for DR. and MRS. MARION K. LEDBETTER, born September 11th at Houston, Texas, where Dr. Ledbetter has been taking a residency at Texas Children's Hospital. The popular Tulsa pediatrician plans to move soon to Rochester, Minnesota, for a year as research fellow in pediatric cardiology at the Mayo Clinic.

Guest speakers for the Will Rogers High School Medical Club during October included DR. MYRA A. PETERS, DR. JED E. GOLDBERG, and DR. ARTHUR I. TAUBMAN.

DR. H. B. STEWART was elected as President of the Blue Shield Plan of Oklahoma last month. He succeeds the late Dr. Arthur S. Risser of Blackwell.

OKLAHOMA UNIVERSITY SETS THREE-DAY MEDICAL SEMINAR

The University of Oklahoma School of Medicine has announced plans for its First Oklahoma Colloquy on Advances in Medicine for February 6-8, 1958, at Oklahoma City.

Sponsored jointly by Baxter Laboratories, the three-day seminar will be devoted to problems of fluid, electrolyte and nutritional balance. Eight nationally known physicians will appear as guest speakers. Among those already set are:

Dr. Ronald Cooke, Chairman of the Department of Pediatrics, Johns Hopkins Medical School, Baltimore, Maryland.

Dr. J. Russell Elkinton, Associate Professor of Medicine, University of Pennsylvania School of Medicine, Philadelphia, Pennsylvania.

Dr. Curtis P. Artz, Associate Professor of Surgery, University of Mississippi School of Medicine, Jackson, Mississippi.

Other participants will be announced later. A complete program for the event will be mailed to all Oklahoma doctors at a later date.

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Auxiliary News

By Mrs. James E. Kraft

Highlighting current activities of the Auxiliary to the Tulsa County Medical Society are attendance of many of our officers and committee chairmen at the recent Fall State Auxiliary Conference and an address on aptitude testing to be heard at the first regular meeting of the group.

Group understanding—the way we work together—was emphasized at the Conference, held October 29th in Oklahoma City. The program stressed the objectives of the Woman's Auxiliary and the relation of its activities to these objectives, and included a study of every phase of Auxiliary work.

Mrs. I. H. Nelson, President-Elect of the Woman's Auxiliary to the Oklahoma State Medical Association, attended a forerunner of the state conference, the 14th Annual Conference of State Presidents, Presidents-Elect, and National Committee Chairmen. This was held October 21-23 in Chicago, Illinois.

Dr. Johnson O' Connor, head of the Human Engineering Laboratory, Inc. of Tulsa, will discuss aptitude testing at the regular luncheon meeting of the Auxiliary to the Tulsa County Medical Society, to be held at the Oaks Country Club at 12:00 Noon on November 5, 1957. His address will feature the method in which the project began, how it progressed, and how it can aid the individual in gaining a better knowledge and understanding of himself.

New members and associate members will be introduced at the meeting. New members include Mrs. Hugh L. Boyd, Mrs. Joseph T. Dilger, Mrs. Robert K. Endres, Mrs. W. E. Jones, Jr., Mrs. Charles T. Kent, Jr., Mrs. Dale E. Newman, Mrs. O. H. Patterson, and Mrs. Theodore R. Wenger.

New associate members are Mrs. Kenneth Bagwell, Mrs. Bryce O. Bliss, Mrs. Jack Coats, Mrs. Avery P. Compton, Mrs. Wilson E. Durham, Mrs. Don Dycus, Mrs. Edward E. Estes, Jr., Mrs. Charles Gebetesberger, Mrs. Horace Hewett, Mrs. Robert Jabour, Mrs. Roger Paul, Mrs.

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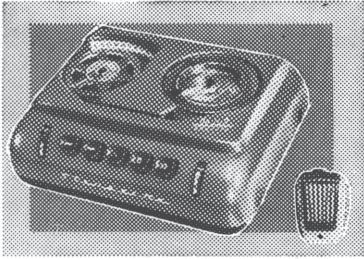
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Mrs. Sol Wilner, hostess chairman for the meeting, will be assisted by Mrs. Maurice P. Capehart and Mrs. Donald G. Clements.

Mrs. William R. McShane was hostess at a "get-acquainted" meeting of the Auxiliary Study Club in her home on October 15th. Subsequent meetings, scheduled for the third Tuesday of each month in various homes, will feature discussions of subjects of interest to Auxiliary members. Mrs. Eric M. White will lead a discussion of the Auxiliary constitution at the next meeting, which will be held on November 19th. Although special invitations to Study Club meetings are given new members, all members of the Auxiliary are invited to attend.

Literature on tuberculosis, arthritis and heart disease was distributed by members of the Auxiliary who staffed the Public Health Association booth during the closing day of the Tulsa State Fair. Letters of appreciation of the time and effort given by the Auxiliary members have been received from Dr. William S. Jacobs, President of the Tulsa County Heart Association, and Mr. Walter Goggin, President of the Tulsa County Public Health Association.

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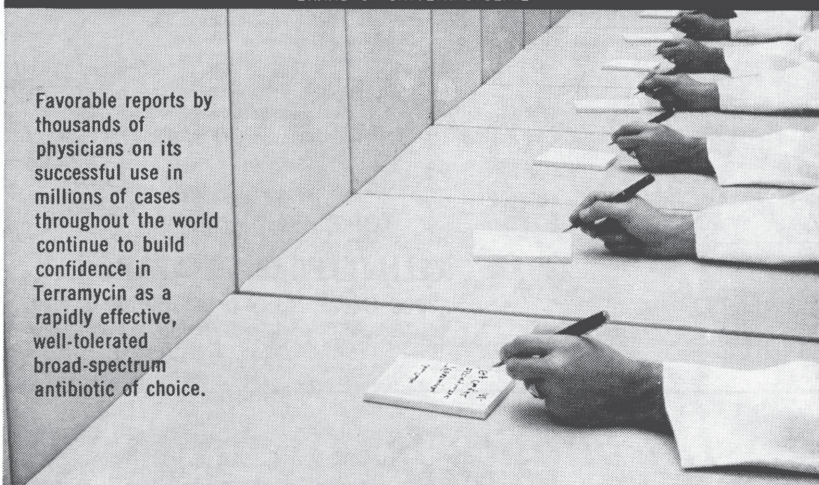
In attendance at the Annual Meeting of the American Academy of Pediatrics in Chicago, Illinois, October 7-10, 1957; were DR. K. C. REESE, DR. G. R. RUSSELL, DR. R. M. WADSWORTH, DR. H. J. RUBIN, and DR. HUGH C. GRAHAM.

DR. DONALD L. MISHLER attended the Annual Meeting of the American Academy of Ophthalmology and Otolaryngology at Chicago, October 14-17.

DR. LEO LOWBEER attended the annual meetings of the College of American Pathologists and the American Society of Clinical Pathologists in New Orleans, Louisiana, September 30-October 2, 1957.

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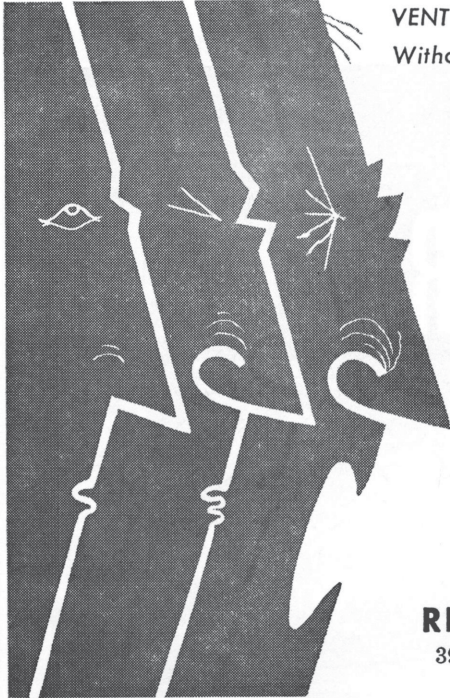
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AMENDMENTS PROPOSED*(Continued From Page 13)*

the Oklahoma State Medical Association and the American Medical Association during the two-year waiting period.

Seven new standing committees proposed by the amendments to be discussed and voted upon at the November 11th meeting are:

1. *Hospital Committee.* To consist of seven members, including the Chiefs of Staff of St. John's, Hillcrest, Byrne and the new St. Francis hospitals, this Committee will handle all matters relating to hospitals insofar as they concern members of the Tulsa County Medical Society. It will also work with the administration of local hospitals to assure the finest in professional personnel and facilities.

2. *Heir Committee.* Composed of the three immediate Past-Presidents, this Committee will counsel with widows of deceased members about the disposition of the Doctor's medical assets, furniture, fixtures, instruments, records, accounts, etc.

3. *Historical Committee.* The function of this Committee shall be to compile and record the history of the Tulsa County Medical Society.

4. *Medical Precepts Committee.* Composed of five members, the function of this Committee is to conduct the instruction or indoctrination programs for probationary members.

5. *Nominating Committee.* To be composed of the Chiefs of Staff of Byrne, Hillcrest, St. John's and the new St. Francis hospitals, plus three others who hold no elective or appointive office, the Nominating Committee will select a ballot of all vacant offices at the annual election of officers except delegates and alternate delegates. Provision is made for nominations from the floor.

6. *Medical Advisory Committee.* This will be a five man committee to perform special tasks allotted to it by the Board of Trustees.

7. *Medical Adjudication Committee.* This Committee, composed of seven members drawn from the major specialties, will have as its function the review of medical testimony in hearings and trials where there is a possibility of distortion of truth or otherwise so plainly

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wrong as to suggest incompetency. Acting on specific complaints, the Committee may scrutinize testimony in civil, criminal and lunacy cases, as well as cases of employers' liability and workmen's compensation.

The Medical Adjudication Committee, under provisions of the amendment, may also adjudicate disputed bills between insurance companies and Medical Society members and recommend fair fees for industrial practice in Tulsa County. (A Committee of this type has long been sought by insurance carriers, and discussions for its creation were originally initiated by the Tulsa County Medical Society with the Tulsa County Bar Association several years ago).

Another proposed amendment to be acted upon at the November 11th meeting more clearly defines the powers and duties of the Grievances Committee. The present section in the By-Laws covers this in a superficial fashion only. The new amendment details the procedure for handling of a grievance, for appeals, and for disciplinary handling of uncooperative members of the Society.

A tenth amendment revises the section pertaining to the Board of Censors to define its functions relating to probationary membership. Approval of this section can follow approval of the complementary provisional membership amendment only.

A copy of the proposed amendments has been mailed to all members of the Tulsa County Medical Society and additional copies are available upon request of the Executive Offices.

Named as members of the new Insurance Study Committee of the Tulsa County Medical Society are DR. R. M. WADSWORTH, DR. N. C. GADDIS, DR. WALTER E. BROWN, DR. WILKIE D. HOOVER, DR. MARTIN LEIBOVITZ, DR. HOMER A. RUPRECHT, DR. MARSHALL O. HART, DR. FRANK J. NELSON, and DR. WORTH M. GROSS. The Committee will, at the request of the Board of Trustees, be under the personal chairmanship of the President, DR. G. R. RUSSELL.

DR. LUCIEN M. PASCUCCI was guest speaker for the Tulsa Lions Club on October 18th.

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1. J.A.M.A. 163:356 (Feb. 2) 1957.

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ECONOMIST TO SPEAK
(Continued From Page 7)

from Ohio State University. He taught successively at those two colleges and at Albion College, Duke University, Rutgers University, and the University of Michigan. Prior to his present assignment he served as Chairman of the Department of Economics at the University of Ceylon in 1954-55. Dr. Eiteman has also taught at the Army University of Biarritz, France. He is the author of ten textbooks and over forty articles in major fields of finance, economics and business administration.

The November 11th program marks the first in a series of occasional non-scientific presentations before the Tulsa County Medical Society. A recent survey of Society members conducted by questionnaire by the Program Committee indicated a marked preference for a mixture of scientific and non-scientific programs. One or two such programs on subjects of general interest are to be planned for each year, but will be continued only if member interest expressed in terms of attendance figures justifies continuation.

The Tulsa County Medical Society meeting of Monday, December 9, 1957, will be devoted to the annual business meeting and election of officers. The next scientific program is scheduled for Monday, January 13, 1958, when Dr. William M. Wallace, Chairman of the Department of Pediatrics, Western Reserve University School of Medicine, Cleveland, Ohio, will appear as guest speaker.

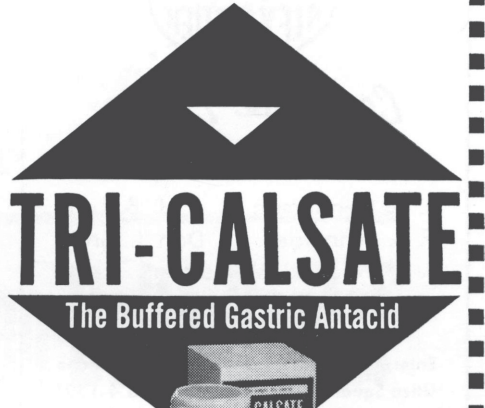
DR. ROSCOE C. BRYANT has moved his professional offices to 509 North Greenwood, Tulsa. Dr. Bryant is now on a world tour and expects to be away from his practice for about four months.

DR. JOHN F. BLANKENSHIP has taken new professional quarters at 1548 South Sheridan, Tulsa.

Guest speakers for the Edison High School Medical Club during October were DR. HOUSTON F. MOUNT, DR. WALTER E. BROWN, and DR. ROBERT T. CRONK.

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NEW APPLICANTS

The following physician is an applicant for membership in the Tulsa County Medical Society:

E. Philip Klein,
M.D. Department of Pathology, Hillcrest Medical Center, 1653 East 12th Street, Tulsa. Pre-Medical Education, University of Oklahoma, B.S. Medical Degree, University of Oklahoma School of Medicine, Class of 1951. Interned Meno-



Dr. Klein

raah Medical Center, Kansas City, Missouri, 1951-52. Resident in Pathology, Menorah Medical Center, Kansas City, Missouri, 1952-54. Captain, United States Air Force, 1954-56. Resident in Pathology, Mount Sinai Hospital, New York, N. Y., 1956-57. Specialty, Anatomic and Clinical Pathology. Diplomate, American Board of Pathology. Member, College of American Pathologists. Assistant Pathologist, Hillcrest Medical Center. Recommended by Dr. Leo Lowbeer and Dr. Dave B. Lhevine.

AMA CONVENTION SCHEDULED

The Eleventh Clinical Meeting of the American Medical Association in Philadelphia, Pennsylvania, December 3-6, 1957, is expected to draw 4,000 physicians. The scientific program will feature over 200 lectures, 30 motion pictures, 120 scientific exhibits, and 160 technical exhibits by leading manufacturers and publishers. The semi-annual meeting of the A.M.A. House of Delegates is also scheduled for the same period. Physicians planning to attend are urged to write now for reservations to: Sub-Committee on Hotels, American Medical Association, Juniper and Filbert Streets, Philadelphia, Pennsylvania.

DR. JAMES W. KELLEY was guest speaker for the Okmulgee County Medical Society on October 14, 1957.

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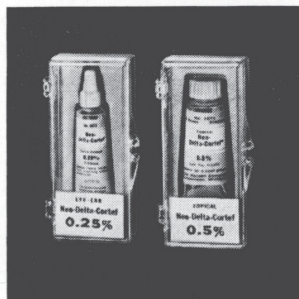
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THE DETAIL MAN

(Continued From Page 10)

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About half of the detail men are employed on a salary basis which is sensitive to product sales. The other half are on a base guarantee plus commissions based on product sales. Salary policies vary from company to company, but the productive representative on a straight salary basis can usually expect prompt increases as sales improve. Most of the drug houses also provide a liberal retirement program and many have participation programs in accident and health, disability and life insurance. Some firms offer bonus programs for good sales records, and a few give detail men the opportunity to buy company stock at favorable terms. Top professional service representatives earn from \$10,000 to \$13,000 annually, and may expect regular salary increases based on longevity of service.

The detail man is usually provided with an automobile by the company or receives depreciation allowance or favorable mileage for use of his own car. Policies on expenses and entertaining vary; while some professional service representatives are permitted to entertain physicians liberally, especially at conventions, this is discouraged by other firms. (As a part of his regular work the detail man will attend three to six conventions annually where his company has purchased display space).

The successful detail man with administrative ability can expect promotions to district manager or more important sales posts. Many have become major officers of leading drug houses. With a wholesale expansion of many pharmaceutical manufacturers in the last few years, considerably more opportunities for advancement exist today than ever before.

As a means of creating and maintaining high standards of detailing, the professional service representatives have or-

ganized in local, state and national groups. Oklahoma detail men have taken the lead in such organizations and were largely responsible for the establishment of the Medical Service Society of America, which now includes chapters in all parts of the United States. Its program drew recent praise from the American Medical Association, which recognized the organization for its public relations value to the medical profession. Among its projects was the creation of the General Practitioner of the Year Award. A beautiful medal and plaque are given annual to a family doctor for his contributions to medicine and his community.

The Medical Service Society of America has its national offices in Oklahoma City (729 North Brauer) where Mr. Paul A. Andres serves as Executive Secretary. Oklahoma has provided three presidents of the national group: E. C. Trueblood, Ayerst Laboratories, and Frank R. Cotten, G. D. Searle & Company, both of Oklahoma City, and the present President, Noble S. Birkett, Ortho Products Company, Oklahoma City. An attractive publication entitled "Details" keeps members abreast of the activities of the various state and local chapters.

The Tulsa Medical Service Association, organized twelve years ago, comprises most detail men in the Tulsa area. Its program includes many civic and charitable projects as well as those of a professional nature. Some of its recent activities have included:

1. Supervision and financing of a swimming and hydrotherapy program for young polio victims at the Tulsa Y.M.C.A.
2. Maintenance of an emergency cash fund at the nursing schools of St. John's Hospital and Hillcrest Medical Center, designed to assist students in temporary financial crises.
3. Painting and physical improvement of the Mohawk Girls Home of Tulsa.
4. Sponsoring a Junior League Baseball Team, including the purchase of complete uniforms and equipment for all members.
5. A telephone answering service at the annual meeting of the Oklahoma State Medical Association.
6. A disaster fund to assist members of the Society who may be in financial

difficulties due to accidents, illnesses, fires or other emergencies.

7. A program of donations to charities and memorial funds. This has included a number of gifts to the Library of the Tulsa County Medical Society and to the Oklahoma Medical Research Foundation.

The Tulsa Medical Service Association has shown many courtesies to the Tulsa County Medical Society and has participated in the public relations program of that organization. To finance its activities the Association levies a small annual dues and raises additional monies by fund raising projects (such as inventorying of drug stores) and group social events.

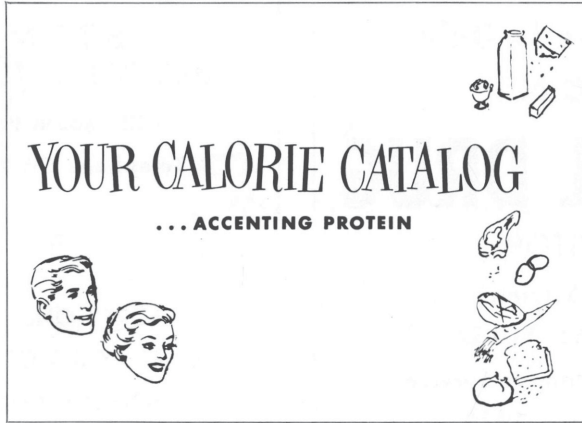
"The detail man, as the representative of the creators of the therapeutic agents we use daily, is entitled to a respectful audience by every doctor," says Dr. G. R. Russell, President of the Tulsa County Medical Society. "The physician will be amply rewarded by the increased knowledge of the newer drugs thereby acquired. His visit to your office should be counted as an invaluable aid to the practice of medicine."

DR. BYRON W. STEELE was guest speaker for the Payne-Pawnee County Medical Society at Stillwater, Oklahoma, October 3, 1957.

TULSA MEDICAL SERVICE ASSOCIATION

Membership Roster, Tulsa Chapter

<i>Name:</i>	<i>Representing:</i>	<i>Telephone:</i>
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Bob Amos	Wyeth	RI 3-1938
Jim Baughman	Schenley Laboratories	WE 9-9165
G. Richard Brown	Mead Johnson & Company	TE 5-6839
J. P. Crawford	Armour Laboratories	MA 6-3481
Joe F. Chappell	Pitman-Moore Co.	RI 3-1128
George M. Clulow	Sandoz Pharmaceuticals	GI 7-5684
James L. Edwards	Warner-Chilcott Co.	WE 9-8962
Wayne Garrison	Ciba	TE 5-0070
R. C. Gooch	Abbott Laboratories	WE 9-4389
Fred Harris	Wyeth	RI 2-5835
Lou Hayes	Massengill Company	HI 6-0957
Paul Heaston	Merck, Sharp & Dohme	RI 2-8447
Gene Jones	U. S. Vitamin Corp.	TE 5-0900
R. C. Keller	McNeil Laboratories	RI 2-7640
C. M. (Mike) Kelly	National Drug Co.	WE 9-9311
Donald E. Laird	Ciba	TE-5-1152
Dorwin Lamkin	Upjohn	RI 7-1668
A. L. Mallory	Warren-Teed	TE 5-3638
Mark Mathes	Cutter Laboratories	TE 5-2963
R. T. (Bob) Mauch	Burroughs-Wellcome	RI 7-4347
Bob Meanor	E. R. Squibb Co.	WE 9-9313
Ralph L. Miller	Hoffman-LaRoche	RI 7-1878
E. Dick Millwee	E. R. Squibb Co.	RI 2-5668
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Dan E. Payne	William S. Merrell	TE 5-0583
Dave Prater	Winthrop Laboratories	TE 5-2735
A. M. Sayles	E. R. Squibb & Co.	RI 2-1646
Tom Sellers	G. D. Searle	WE 9-7361
Kenneth Shaw	George A. Breon Co.	CH 2-1566
E. E. Sisney	Eaton Laboratories	RI 2-5347
Bill Terral	Merck, Sharp & Dohme	TE 5-7008
Cecil Tredway	Wyeth Laboratories	WE 9-0075
Bill Walker	Parke-Davis	WE 9-8015
Preston Walker	Upjohn	RI 7-6464
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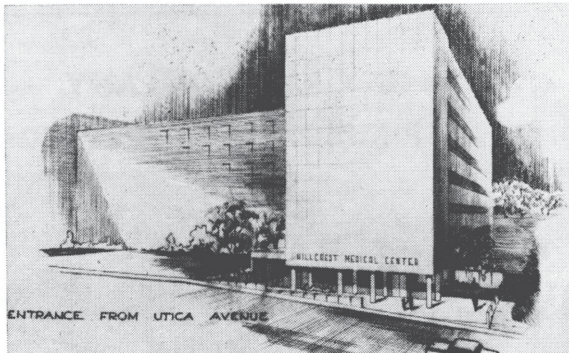
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