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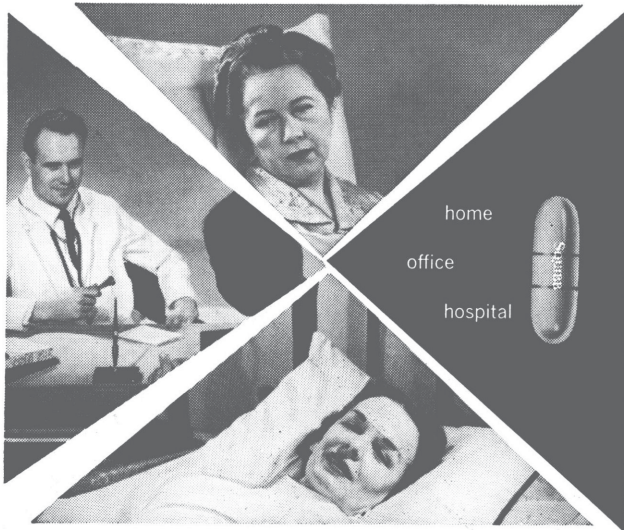
Tulsa County Medical Society

June, 1957

Vol. 23

No. 6

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With The Editor . . .

In an editorial published last month the Tulsa Tribune suggests Oklahoma doctors would do well to devote more attention to the development of the University of Oklahoma School of Medicine . . . The Tribune points out the Medical School is the only one of its size with an annual budget of less than a million (our appropriation has been \$692,000) . . . Badly needed is some \$800,000 to enlarge laboratory facilities . . . The Tribune urges Oklahoma doctors to do an educational campaign on the Oklahoma State Legislature to acquaint the legislators with the imperative need for these facilities . . . This is undoubtedly a very good suggestion and one which would profit the Medical School and Oklahoma Medicine . . . However, it occurs to us that Oklahoma doctors are about the only group in the State which ever raises its voice in behalf of the Medical School budget . . . Ever attend the legislative hearings on the budget? . . . If you have, you will know that doctors are just about the only group present . . . Physicians are doing about as much as they can to promote the Medical School and increase its budget . . . But it is apparent there will be no real increases until some of the other heavy taxpayers and influential citizens come across with some real help and support . . . The Tulsa Tribune and many other newspapers give assistance through an enlightened editorial policy, for which we are truly grateful . . . But more men who carry weight are needed to convince the politicians there are more important things than the problem of highways, old age assistance, and water resources . . . The many friends of Clarence R. Doran were shocked to learn of his death on May 8th . . . A victim of cancer, he had been one of the most respected of detail men as a professional service representative of Lakeside Laboratories . . . Hundreds of doctors and friends will miss him . . . Christmas seal sales in Tulsa County in 1956 reached a record \$60,211.19 for tuberculosis control . . . Credit for the fine job goes to Charles L. Follansbee.



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THE BULLETIN

OF THE

TULSA COUNTY MEDICAL SOCIETY

G. R. Russell, M.D., *President*Hugh Perry, M.D., *President-Elect*Walter B. Sanger, M.D., *Vice-President*Walter E. Brown, M.D., *Sec.-Treasurer*Jack Spears, *Executive Secretary*

Vol. 23

TULSA, OKLAHOMA, JUNE, 1957

No. 6

BLUE SHIELD PAYMENTS SHOW HEAVY GAIN

Tulsa County Doctors Receive Nearly One Million Dollars in Fees. Blue Cross Enrollment Drops.

Payments to Tulsa doctors by the Blue Shield Plan of Oklahoma approached a million dollars in 1956—an actual total of \$967,862—a study of the organization's annual report for last year indicates. The figure was nearly \$109,000 above the amount paid in 1955.

For the State of Oklahoma as a whole, Blue Shield payments to physicians reached \$3,052,653. An additional \$114,957 was paid to out-of-state doctors, bringing the total payments for 1956 to \$3,167,610. This represents an increase of approximately a half-million dollars from the 1955 total of \$2,634,279. The bulk of payments were for surgical and obstetrical care with limited amounts for anesthesia and medical care.

In Tulsa County payments by Blue Shield represented 48.7 per cent of the total charges to the patient. Some improvement was seen over 1955 when Blue Shield payments accounted for only 47.5 per cent of the total bill. For all Blue Shield payments to doctors, both in and out of the state, the amount paid represented 54.1 per cent of billed charges.

The Blue Cross Plan of Oklahoma, companion plan of hospitalization insurance, reported record payments to hospitals of \$7,313,995 in 1956, an increase of \$1,163,543 in a twelve months period. This great increase is reflected by (1) a slight increase in the number of members utilizing care, and (2) an increase in the cost of hospital care by \$1.31 per day.

A major problem for both Blue Cross and Blue Shield appears to be that of

membership enrollment and retention. Despite 88,231 new enrollments in Blue Cross during 1956, cancellations in excess of this figure resulted in a net membership loss of 7,394. The Blue Shield Plan fared somewhat better; of 87,574 new enrollments the Plan retained only a net of 843. Although experiencing a bad year in 1952, the Plans have always shown substantial gains in recent years. The high level of membership cancellations in both Plans is attributed to an increase in membership dues and the competition of commercial plans.

Total membership in Blue Cross at the end of 1956 stood at 456,996, and in Blue Shield at 409,688. Blue Cross now has 19.5 per cent of the population of Oklahoma enrolled, Blue Shield 17.5 per cent. In Tulsa County, however, 45.1 per cent of the population are Blue Cross members, 40.2 per cent Blue Shield members. Both of the latter figures represent a substantial reduction over 1955.

The Blue Shield Plan paid a total of 121,229 cases in 1956. These include 61,977 surgical and obstetrical cases, 12,314 in-hospital medical cases, 45,579 anesthesia cases, 934 radiation therapy cases, and 425 tissue examinations.

More members were utilizing Blue Shield benefits in 1956 than for the previous year, the figure jumping from 74.2 per cent to 81.4 per cent of membership income. Tulsa County showed an even greater increase in utilization, going from 74.3 per cent in 1955 to 83.3 per cent last year. Utilization in Tulsa County was virtually the same as for Oklahoma County.

Except for one county (Haskell), Tulsa County had the poorest record for the percentage of the doctors' charges paid by the Blue Shield Plan. Patients of Tulsa doctors had to dig up 51.3 per cent of the average bill out of their own pocket, the balance representing Blue Shield benefits. Oklahoma County patients, in comparison, paid only 45.6 of their bills.

In a breakdown by groups, Blue Shield benefits in Tulsa County paid 49.2 per cent of surgical and obstetrical fees, 55.8 per cent of medical fees, but only 41.4 per cent of fees for radiology, anesthesia and tissue examinations.

The great single expenditures by Blue Shield went for pregnancy with delivery and complications of pregnancy. Cases in this group accounted for an expenditure of \$409,476 or 17.3 per cent of total expenditures. Diseases and injuries of the bones, muscles and tendons were second, accounting for 10.6 per cent of total expenditures. Other groupings, in order, are: diseases and injuries of the skin, including neoplasms, 10.2 per cent; hysterectomies, 9.0 per cent; miscellaneous injuries and diseases of the digestive system, 8.9 per cent; appendectomies, 8.6 per cent; and tonsillectomies, 6.6 per cent.

Women continue to account for the greatest number of paid cases in the Blue Shield Plan of Oklahoma. In 1956, 39.2 per cent of the total paid cases were

for women plus another 6.5 representing obstetrical care. Adult males comprised 21.1 per cent, minor males 21.0 per cent, and minor females 12.2 per cent.

The greatest utilization of Blue Shield benefits was by patients under the age of 19. Comprising 38.6 per cent of total enrollment, members in this group utilized 20.6 per cent to pay benefits. The figure for the age group 19-25 is 10.2 per cent utilization. It rises to 11.2 per cent for ages 26-30 and then begins a steady drop as age increases. Members over 60 required only 9.8 per cent of total income to pay benefits.

The expense of operating the Blue Cross Plan dropped from 7.7 per cent of income in 1955 to 7.4 per cent last year. Blue Shield, in contrast, rose from 11.8 per cent to 12.4 per cent.

The utilization of Blue Cross hospital benefits by Tulsa County members continues to be above average—97.7 per cent as against 94.1 per cent for the State as a whole. With the addition of operating costs of 7.7 per cent of income, it is easily seen that Tulsa County represents a loss for members.

By sex, adult females accounted for 45.5 per cent of the total days stay in hospitals paid by Blue Cross, in addition to another 11.9 per cent for obstetrical cases. Adult males recorded 27.1 per cent of the total days stay, minor males 8.7 per cent, and minor females 6.8 per cent. Blue Cross paid for 8,225 babies during 1956.

Complete copies of the 1956 annual reports of the Blue Cross and Blue Shield Plans of Oklahoma are available in the Library of the Tulsa County Medical Society.

Dr. Wayne Starkey of Altus was elevated to Secretary of the Blue Shield Plan at the annual meeting of the Board of Trustees in Tulsa last month. He succeeds Mr. Joe N. Hamilton of Oklahoma City.

DR. J. D. SHIPP attended the annual meeting of the Mid-West Proctological Society at New Orleans, Louisiana, April 22-25.

DR. J. RICHARD RHINE has been ill at Hillcrest Medical Center.

REREGISTRATION FEE DUE

All Oklahoma doctors are reminded that their Annual Reregistration Fee of \$5.00 must be paid not later than June 10, 1957, as prescribed by law. Statements for the fee, which legally renews certificates of licensure, have been mailed to all physicians. The fee should be mailed to: Oklahoma State Board of Medical Examiners, 813 Braniff Building, Oklahoma City, Oklahoma. Doctors should note that the fee was raised from \$3.00 to \$5.00 by the Oklahoma State Legislature. The increase is designed to support increasing costs of operating the many functions of the Board.

CAVALCADE OF HEALTH SCHEDULED

Oklahoma State Medical Association Sponsors 75-Exhibit Display at Semi-Centennial Exposition. Plastic Lady to Be Featured at Oklahoma City Show.

The Cavalcade of Health, an outstanding health education exhibit sponsored by the Oklahoma State Medical Association in cooperation with the American Medical Association, will be a special feature of the Oklahoma Semi-Centennial Exposition at Oklahoma City, June 14-July 7, 1957.

An estimated 1,500,000 persons will view the 75 exhibits in all fields of health and medicine. The display will utilize a complete and separate building in the Exposition quarters at the new Oklahoma State Fair Grounds. The show will be open for a total of 24 days and nights.

The Oklahoma Semi-Centennial Exposition will celebrate the 50th Anniversary of the State of Oklahoma. It is expected to be the largest exposition of its type to be held in the United States this year. In addition to dozens of spectacular exhibits, it will feature many entertainments, grandstand shows, and other attractions. The Exposition is housed not only in the permanent buildings at the Fair Grounds but in many temporary structures built of aluminum, plastics and rubber.

Fifty years of medical progress will be reflected in the Cavalcade of Health with many dramatic displays pointing up the tremendous advances in medical science. Approximately 20,000 square feet of floor space will be used by the exhibit, expected to be one of the most popular on the huge midway.

The principal attraction of the Cavalcade of Health will be "Juno, the Plastic Lady," built by German scientists at a cost of \$50,000. All of the vital organs are easily seen in the transparent model, complete with simulated blood in the arterial system. While fascinated spectators view her veins, arteries, lymph glands and general nervous system in action, she describes the operations of the body.

Other exhibits will be sponsored by leading pharmaceutical firms, specialty group organizations, health education

groups, and government agencies. More than 25 of the best health education exhibits of the American Medical Association will be on display.

Among the exhibitors will be the American Cancer Society, the Oklahoma Dietetic Association, the National Foundation for Infantile Paralysis, the Oklahoma State Heart Association, the Oklahoma Association for Mental Health, the Blue Cross-Blue Shield Plans of Oklahoma, the Oklahoma State Hospital Association, the Oklahoma Society of Pathologists, the Arthritis & Rheumatism Foundation, the Oklahoma State Dental Association, the Oklahoma State Department of Health, the University of Oklahoma School of Medicine, and many others.

Pharmaceutical firms exhibiting will include Ciba Pharmaceutical Products, E. R. Squibb & Sons, Eli Lilly Company, and Smith, Kline & French Laboratories.

Among the dramatic displays in the Cavalcade of Health will be the famed "Life Begins" series of the American Medical Association, which shows the stages of development of the baby in the womb.

The United States Navy will demonstrate the treatment of bombing casualties, while another popular exhibit will be a complete atomic reactor.

Comparative displays of physicians' offices in 1907 and 1957 will be seen, as well as model laboratories pointing up today's complex practice of medicine as compared with the early days of statehood.

The exhibit will be enhanced by the national meeting of the National Society of Nuclear Medicine to be held at Oklahoma City, June 20-22, with leading nuclear scientists from all over the world in attendance.

Admission to the Exposition will be 90 cents for adults, 50 cents for children under 12. There will be no admission to the Cavalcade of Health. Parking will be free, and prices for food, beverages

and entertainment features will be modest.

The Exposition will have an international flavor and will feature official displays from Venezuela, India, Korea, Italy, Japan, Belgium, Canada, France, Norway, the Dominican Republic, and the Philippines.

Large oil companies are subsidizing the construction of an original Oklahoma boomtown to recapture the color of the early-day oil towns.

General Motors and Ford Motor Company will each spend \$125,000 on their gigantic displays. The two exhibits alone will utilize more than 76,000 feet of space.

Other Exposition exhibits will include:

World of Tomorrow. A display of the latest advances in nuclear science with leading manufacturers of electronic equip-

ment joining with government agencies to provide the exhibit.

International House. Exhibits from the World Trade Fair in New York, representing more than 20 leading nations, will feature imported products and manufactures.

Teen Town. A complete village designed to interest the teen-ager.

Foodorama Land. A specially constructed restaurant featuring food of the highest quality. There will be no "eating joints" on the grounds.

Woman's World. A show designed to appeal to women of all ages with emphasis on clothes, cosmetics, accessories, and hair styles.

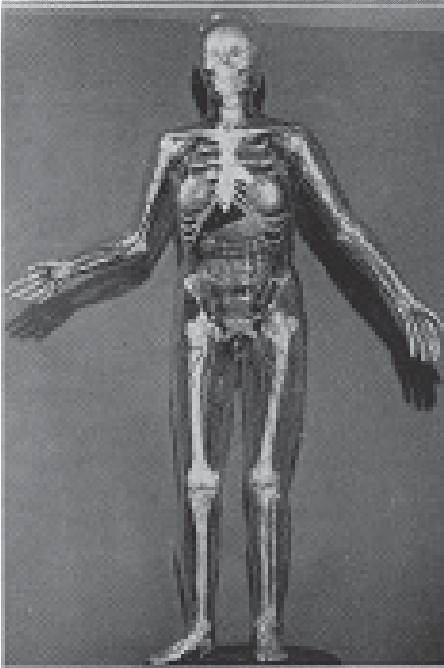
Railroad Show. More than 15 acres will be devoted to an exhibit of the progress in railroading, sponsored by four major area railroads.

A 15,000-seat grandshow will feature nightly entertainments with top television personalities (expected to include Perry Como, Lawrence Welk, and Dinah Shore). The Exposition will also be featured in personal visits by such popular network shows as Dave Garroway's "Today," Arthur Godfrey's "Talent Scouts," and "Tonight." Arlene Francis is also expected to bring her "Home" show to Oklahoma City for several telecasts.

The Cavalcade of Health was the brainchild of the Oklahoma State Medical Association and has been developed under the direction of Dr. Henry H. Turner, Oklahoma City endocrinologist.

All Tulsa doctors are urged to attend.

FEATURED AT EXPOSITION



Juno, The Plastic Lady, a transparent model of the body with simulated blood coursing through the arteries, will be the principal attraction at the Cavalcade of Health exhibit, a feature of the Oklahoma Semi-Centennial Exposition in Oklahoma City, June 14-July 7, 1957.

MEETINGS IN RECESS

The Tulsa County Medical Society, Tulsa Academy of General Practice, and Staff of St. John's Hospital are in summer recess and will not meet again until September. Meetings of the Staff of Hillcrest Medical Center will continue to be held throughout the summer on the first Monday of each month.

Speakers at a Parent Education Workshop sponsored by the Tulsa Cerebral Palsy Association, in cooperation with Children's Medical Center, on May 8th included DR. CHARLES E. BRIGHTON and DR. PAUL C. BENTON.



THE MEDICAL LIBRARY

Library of the Tulsa County Medical Society



Miss Irma A. Beehler, *Librarian*

GIFTS OF THE MONTH—:

- Dr. Berget H. Blocksom and Dr. Maxwell A. Johnson.** Miscellaneous issues of various journals.
- Ciba Pharmaceutical Products, Inc.** Summit, New Jersey. Ciba Clinical Symposia, Volume 8, 1956.
- Dr. Safety R. First.** Miscellaneous issues of various journals.
- Medical and Science Communications Associates, Inc.** Abstracts From World Medical Literature. Prepared monthly for county medical society bulletins, courtesy of Upjohn Company, Kalamazoo, Michigan. April, 1957.
- Tulsa Medical Service Association.** Contribution to the Medical Library Endowment Fund in memory of Dr. Walter B. Sanger.

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

Dr. John G. Matt. Book reviews of the following:

1. Ciba Foundation Symposia of Colloquia on Ageing and Endocrinology:
 - (a) Ageing in Transient Tissues. Volume 2 of the Ciba Foundation on Colloquia of Ageing. 263 pp., illustrated, Little, Brown & Company, Boston, Massachusetts.
 - (b) Internal Secretions of the Pancreas. Volume 9 of the Ciba Foundation Colloquia on Endocrinology. 292 pp., illustrated, Little, Brown & Company, Boston, Massachusetts.
 - (c) Histamine. 472 pp., illustrated, Little, Brown & Company, Boston, Massachusetts.
2. Cancer. A Manual for Practitioners. Third Edition, 321 pp., American Cancer Society (Massachusetts Division), Boston, Massachusetts, 1956.

All in the Journal of the Oklahoma State Medical Association, 50:203 (April) 1957.

RECENT ACQUISITIONS—:

AMA Quarterly Cumulative Index Medicus. Volume 56, July-December, 1954.

FIRST HOSPITALS IN TULSA (Continued)

By 1925 the Oklahoma Hospital owned the original hospital building and three others adjacent to it and had a capacity of 60 beds. When the original property was purchased there were no conveniences in the unfinished 10-story house. There were no pavements, sidewalks, electricity, sewer laterals. In spite of this, the possibilities were a great improvement over the temporary quarters that had been used by the first Tulsa hospital. In this location many handicaps had to be overcome. The water supply had to be pumped by hand to the attic and distributed then by gravity. Without sewers, cesspools had to be used. Eventually, the Oklahoma Hospital was sold and is today the Oklahoma Osteopathic Hospital.

In 1907 Dr. Ross Grosshart opened a hospital in rooms above a pool hall at First Street and Cincinnati. It consisted of a 5-bed ward, one private room, and an operating room. This was in operation for about two years when Dr. Grosshart closed it and opened another in 1909, locating it at the corner of North Cheyenne and Golden Streets, one of the highest points in Tulsa. It accommodated 15 patients. Later it was merged with the Physicians and Surgeons Hospital at 13th and Carson.

PRESIDENT'S PAGE

The Semi-Centennial Annual Meeting of the Oklahoma State Medical Association held in Tulsa last month is now a matter of history. The quality and stature of the session were in keeping with the celebration of the Golden Anniversary of organized medicine in Oklahoma and of the State itself.

Much of the credit for this splendid convention goes to the fine leadership responsible for its organization and direction: Dr. Walter E. Brown, General Chairman; Dr. Edward L. Moore, Program Chairman; Dr. Jack L. Richardson, Social Chairman; Dr. Donald L. Brawner, Commercial Exhibits Chairman; Dr. Robert Hall Johnson, Golf Chairman; Dr. E. N. Lubin, Publicity Chairman; Dr. Robert E. Funk, Hotels Chairman; Dr. R. W. Goen, Scientific Exhibits Chairman; and Dr. N. C. Gaddis, Medical Motion Pictures Chairman. Many others contributed much to the meeting. Last, but not least, much of the credit goes to our able Executive Secretary, Jack Spears, who keeps the wheels of organized medicine well lubricated.

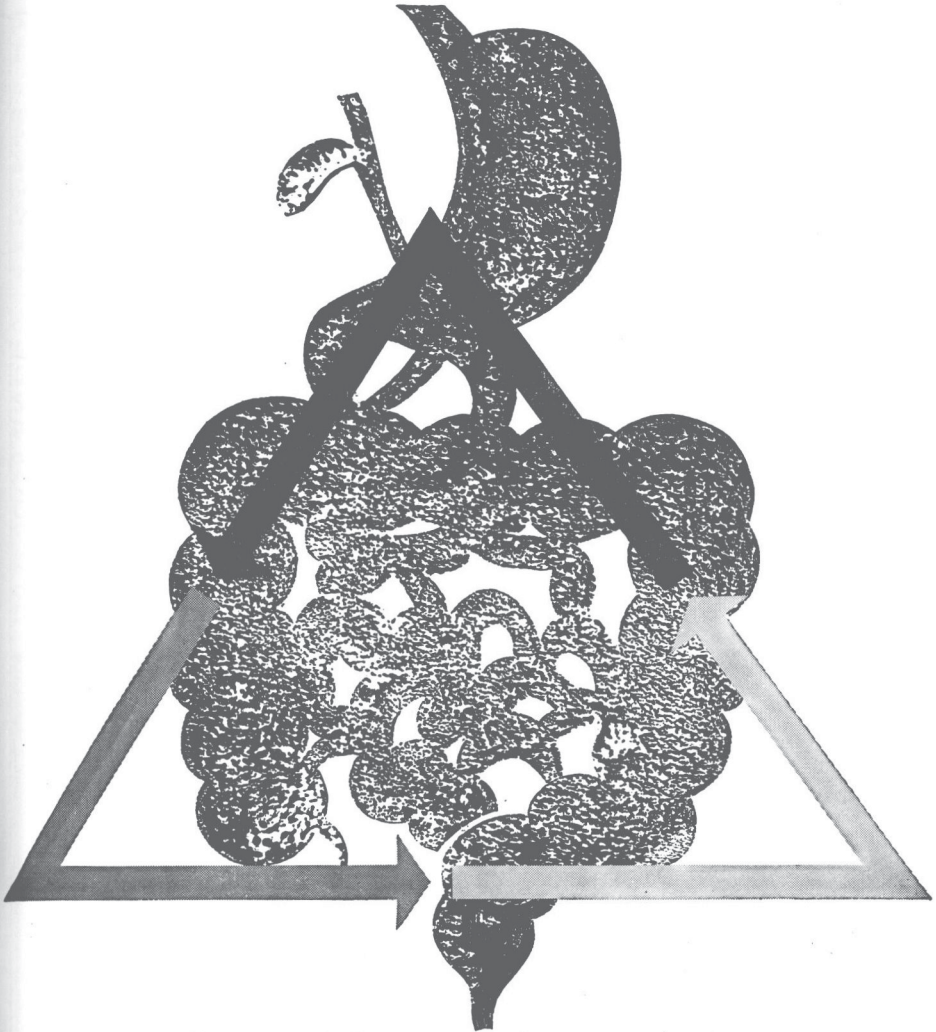
Early this month several of your officers including myself will attend the Annual Meeting of the American Medical Association in New York. An attempt will be made to interview representatives from metropolitan areas in all parts of the country to gain useful new ideas which would be of value to Tulsa. A similar program of conferences at the Seattle meeting last year proved most productive.

During the summer months we plan to explore the possibilities of a greater liaison with other scientific groups in Tulsa. Perhaps a Magic Empire Academy of Science is just over the hump. To me, this project is a rare opportunity to develop our scientific activities through close cooperation with related groups.

Sincerely,



President



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PONCA CITY CARDIOLOGIST TO HEAD STATE ASSOCIATION

Dr. E. C. Mohler, Ponca City cardiologist and general practitioner, was named President-Elect of the Oklahoma State Medical Association last month at the organization's annual meeting in Tulsa, May 5-8. He will serve in 1958-59, succeeding Dr. John F. Burton, Oklahoma City plastic surgeon.

Other officers selected by the House of Delegates included Dr. Alpha L. Johnson, El Reno, Vice-President; Dr. Johnny A. Blue, Oklahoma City, reelected Secretary - Treasurer; Dr. Malcom E. Phelps, El Reno, Delegate to the American Medical Association; and Dr. R. Q. Goodwin, Oklahoma City, Alternate Delegate.

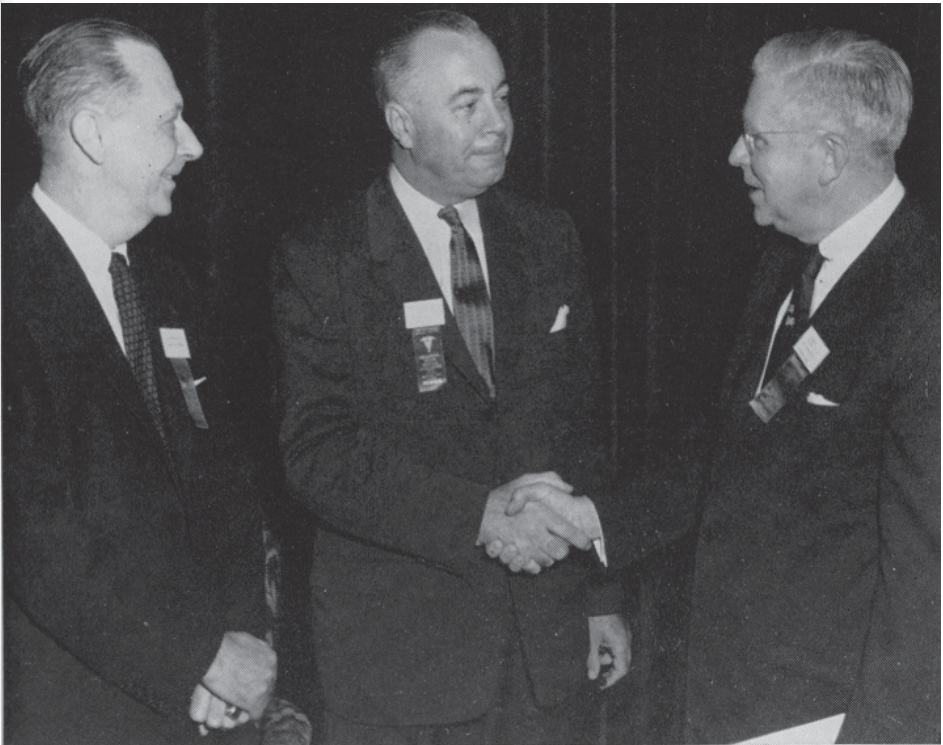
Dr. Wendell L. Smith and Dr. Marshall O. Hart were reelected as Councilor and Vice-Councilor, respectively, from Tulsa County.

Dr. Burton assumed office as President in ceremonies at the Annual Inaugural Dinner Dance at the Mayo on May 7th. He succeeds Dr. H. M. McClure, Chickasha surgeon.

The Semi-Centennial Annual Meeting in Tulsa, May 5-8, set a new record attendance here with 771 medical doctors registered. Not included in the tabulation are 122 exhibitors, 100 lay guests, and several hundred wives and daughters.

The convention also recorded a capacity crowd of 425 persons at a closed circuit television program sponsored by Smith, Kline & French Laboratories.

An estimated 900 persons were served at a complimentary shore dinner tendered by the Blue Cross-Blue Shield Plans, while 492 attended the inaugural dinner. The Shep Fields dance at the Cimarron Ballroom which followed the inauguration of Dr. Burton saw over 600 persons in attendance.



Dr. John F. Burton of Oklahoma City (right) is congratulated upon assuming the office of President of the Oklahoma State Medical Association by a former President, Dr. John E. McDonald of Tulsa (center), and a President to be, Dr. E. C. Mohler of Ponca City (left). Dr. Mohler will serve as President in 1958-59, succeeding Dr. Burton. The photograph was made at the OSMA Annual Meeting in Tulsa last month.

Dr. Walter E. Brown was General Chairman for the 1957 Annual Meeting, with an outstanding scientific program featuring 12 visiting distinguished guest speakers and prepared by Dr. Edward L. Moore.

The House of Delegates had a comparatively quiet session. Annual membership dues were continued at \$42.00 (plus \$25.00 for the American Medical Association). Delegates voted down an attempt to instruct the AMA delegates to favor inclusion of physicians under social security programs. The Association's General Welfare Committee reported progress toward a plan to utilize federal matching funds for medical care of the indigent but had not completed a final fee schedule. A resolution to the AMA asked the Board of Trustees of the national group to study the problem of multiple medical meetings.

Five Tulsa doctors were elected to Life Membership in the Oklahoma State Medical Association and the American Medical Association. They are Dr. William S. Crawford, Dr. M. C. Etherton, Dr.

John F. Gorrell, Dr. Daniel M. MacDonald, and Dr. Fred A. Glass.

DOCTORS ASKED TO STUDY MEDICAL LIBRARY LOCATION

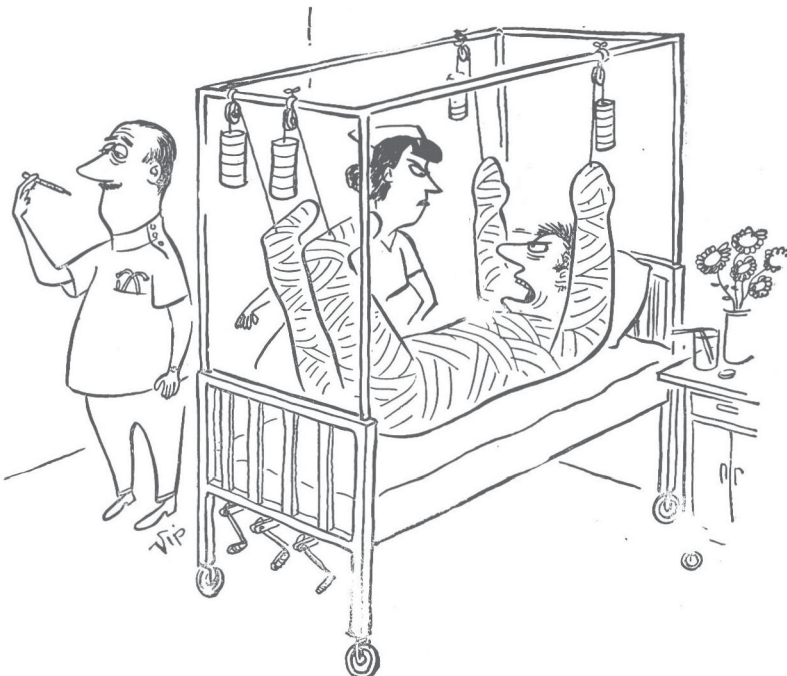
A survey to determine the desirability of moving the Library of the Tulsa County Medical Society to a new location has been scheduled for late June by the Medical Library Committee.

Dr. C. S. Lewis, Jr., Chairman, said the study was being undertaken at the request of the Board of Trustees and of many doctors who would prefer a suburban location to the present downtown quarters in the Medical Arts Building.

Each doctor will receive a questionnaire, which he is asked to complete and return to the Executive Offices of the Society.

The problem will be studied as to economic factors, convenience to the greater number of users, and availability of desirable locations.

Dr. Lewis said the most frequent suggestion was for a location in the general area of the two major hospitals.



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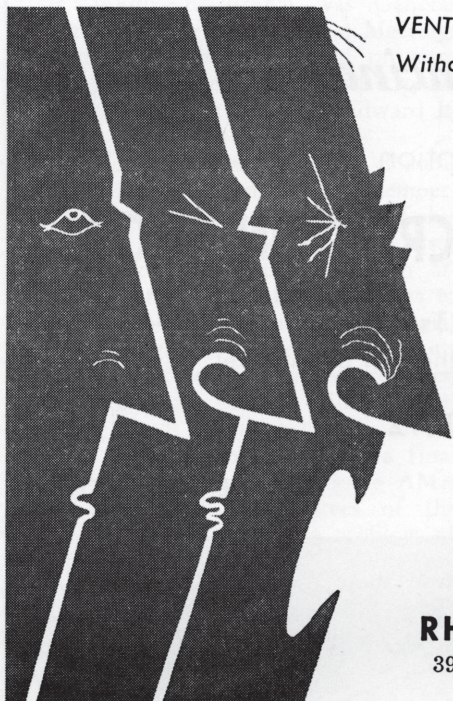
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CRYPTENAMINE**

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*The number of patients treated successfully with these prescriptions would fill Yankee Stadium 131 times.

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Sodium Nitrite..... 1 gr.
Phenobarbital..... ¼ gr.
†Carotid Sinus Reflex

For prescription economy prescribe in 100's.

To serve your patients today—call your pharmacist for any additional information you may need to help you prescribe Veratrite.

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JUNE MEDICAL CALENDAR

SATURDAY, June 1st:

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

SUNDAY, June 2nd:

Medical Telecast, "Medical Horizons" series, Television Station KTVX, 3:30 P.M.

MONDAY, June 3rd:

Annual Meeting, American Medical Association, opens at New York, N. Y. Continues through June 7th.

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

TUESDAY, June 4th:

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

WEDNESDAY, June 5th:

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

THURSDAY, June 6th:

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

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

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

FRIDAY, June 7th:

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: "Recent Advances in the Treatment of Fractures." Speakers, Drs. Myra A. Peters, Frank A. Stuart, and Alfred H. Bungardt.

SATURDAY, June 8th:

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

SUNDAY, June 9th:

Medical Telecast, "Medical Horizons" series, Television Station KTVX, 3:30 P.M.

MONDAY, June 10th:

No meeting of the Tulsa County Medical Society on this date.

Final date to pay Annual Reregistration Fee to the Oklahoma State Board of Medical Examiners.

TUESDAY, June 11th:

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

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

Pharmaceutical Demonstration, Hillcrest Medical Center, 12:30 P.M.

Anesthesiology Conference, St. John's Hospital, 3:00 P.M.

Postgraduate Lecture in Cardiology, Hillcrest Medical Center, 7:00 P.M. Subject: "Congenital Heart Disease." Speaker to be announced.

WEDNESDAY, June 12th:

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

Clinical Pathological Conference, Hillcrest Medical Center, 7:30 P.M.

THURSDAY, June 13th:

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

Clinical Pathological Conference, St. John's Hospital, 8:30 A.M.

Surgical Motion Picture, Hillcrest Medical Center, 12:30 P.M. Subject to be announced.

FRIDAY, June 14th:

Copy deadline for the July issue of The Bulletin.

Oklahoma Semi-Centennial Exposition opens in Oklahoma City. Continues through July 7th.

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.

JUNE MEDICAL CALENDAR

SATURDAY, June 15th:

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

SUNDAY, June 16th:

Medical Telecast, "Medical Horizons" series, Television Station KTVX, 3:30 P.M.

MONDAY, June 17th:

No Staff Meeting of St. John's Hospital on this date.

TUESDAY, June 18th:

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

Surgical Section Meeting, Hillcrest Medical Center, 7:30 P.M.

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, June 19th:

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.

Medical Assistants Society of Tulsa Meeting, Danner's Cafeteria, 7:00 P.M.

THURSDAY, June 20th:

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, June 21st:

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: "Management of Thyroid Diseases." Speakers, Drs. William H. Buchan, Byron L. Bailey, and Vincel Sundgren.

SATURDAY, June 22nd:

Pathological Tissue Conference, St. John's Hospital, 8:30 A.M.

SUNDAY, June 23rd:

Medical Telecast, "Medical Horizons" series, Television Station KTVX, 3:30 P.M.

MONDAY, June 24th:

No meeting of the Tulsa Academy of General Practice on this date.

TUESDAY, June 25th:

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

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

Pharmaceutical Demonstration, Hillcrest Medical Center, 12:30 P.M.

Obstetrics and Gynecology Section Meeting, Hillcrest Medical Center, 7:30 P.M.

WEDNESDAY, June 26th:

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

Medical Section Meeting, Hillcrest Medical Center. Dinner, 6:00 P.M. Meeting, 7:00 P.M.

THURSDAY, June 27th:

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

Surgical Motion Picture, Hillcrest Medical Center, 12:30 P.M. Subject to be announced.

FRIDAY, June 28th:

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, June 29th:

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

SUNDAY, June 30th:

Medical Telecast, "Medical Horizons" series, Television Station KTVX, 3:30 P.M.

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GUEST SPEAKERS SET FOR FALL SCHEDULE OF PROGRAMS

Three nationally known medical personalities and a prominent authority in finance and investments will be guest speakers for the Tulsa County Medical Society's 1957 Fall schedule of scientific programs, it was announced last month by Dr. James C. Peters, Program Chairman.

Scheduled to appear are:

Arnold P. Friedman, M.D., Associate Professor of Neurology, Columbia University College of Physicians and Surgeons, and Director of the Headache Clinic of Montefiore Hospital, New York, N. Y. Dr. Friedman will appear on Monday, September 16, 1957. This will be a special date, the third Monday of the month, and the staff meeting of St. John's Hospital originally scheduled for that date will be set up to September 9th. Dr. Friedman will speak on "Headaches."

J. Fred Mullins, M.D., Associate Professor of Dermatology and Syphilology, University of Texas School of Medicine, Galveston, Texas, to appear on Monday, October 8, 1957. Dr. Mullins, whose subject will be announced later, will deliver the Dr. James Stevenson Memorial Lecture, created in memory of the late Tulsa dermatologist and medical leader.

Wilford J. Eiteman, Ph.D., Professor of Finance, School of Business Administration, University of Michigan, Ann Arbor, Michigan, to appear on Monday, November 11, 1957. Dr. Eiteman will discuss investments and estate planning. His talk is planned as the first in a series of occasional lectures on non-scientific subjects. Dr. Eiteman, a prominent writer and educator in the field of economics and finance, is a visiting lecturer at the University of Michigan School of Medicine.

William M. Wallace, M.D., Professor of Pediatrics, Western Reserve University School of Medicine, Cleveland, Ohio, to appear on Monday, January 13, 1958. His subject will be announced later.

The meeting of Monday, December 9, 1957, will be devoted to business matters and the annual election of officers.

The Tulsa County Medical Society is

now in recess and will not meet during the months of June, July and August.

DENVER CANCER CONFERENCE SCHEDULED FOR JULY 10-11

The Eleventh Annual Rocky Mountain Cancer Conference, a popular meeting with Tulsa doctors, has been announced for July 10-11, 1957, at Denver, Colorado.

Sponsored by the Colorado State Medical Society and the Colorado Division of the American Cancer Society, the two-day meeting will feature two special symposiums—one on cancer of the stomach and lung, and a second on cytology. Among the visiting distinguished guest speakers will be:

Alton A. Ochsner, M.D., Chairman of the Department of Surgery, Tulane University School of Medicine, New Orleans, Louisiana.

Richard H. Overholt, M.D., Professor of Surgery, Tufts University Medical School, Boston, Massachusetts.

Joseph A. Cunningham, M.D., Associate Professor of Pathology, University of Alabama School of Medicine, Birmingham, Alabama.

Arthur T. Hertig, M.D., Chairman of the Department of Obstetrics & Gynecology, Harvard Medical School, Boston, Massachusetts.

L. Henry Garland, M.D., Professor of Radiology, Stanford University School of Medicine, San Francisco, California.

Seymour Farber, M.D., Associate Clinical Professor of Medicine, University of California School of Medicine, San Francisco, California.

Joseph Bank, M.D., Internist, Phoenix, Arizona.

Complete information about the Conference has been mailed to all Tulsa doctors.

DR. LEO LOWBEER attended the annual meeting of the American Association of Bacteriologists and Pathologists at Washington, D.C., April 8-13, where he had an exhibit. The meeting was followed by the annual meeting of the International Academy of Pathology, which he also attended.

TULSA PHYSICIANS DISAPPROVE SOCIAL SECURITY COVERAGE

Members of the Tulsa County Medical Society last month rejected compulsory social security coverage for doctors by a wide margin.

A poll of members showed 126 favoring continuation of the present national policy on social security—coverage on a voluntary basis only. Sixty members expressed complete opposition to such coverage in any form whatever, while only 22 voted in favor of compulsory coverage. The remaining members did not vote.

Results of the poll were transmitted to Tulsa County delegates to the Oklahoma State Medical Association and were subsequently used as a basis for balloting on the matter in the OSMA House of Delegates on May 5th. The action of the State group was an unqualified opposition to social security coverage for physicians.

The matter is expected to be discussed further at the House of Delegates of the American Medical Association in New

York, June 3-7, with little indications for a change in present policy now observed

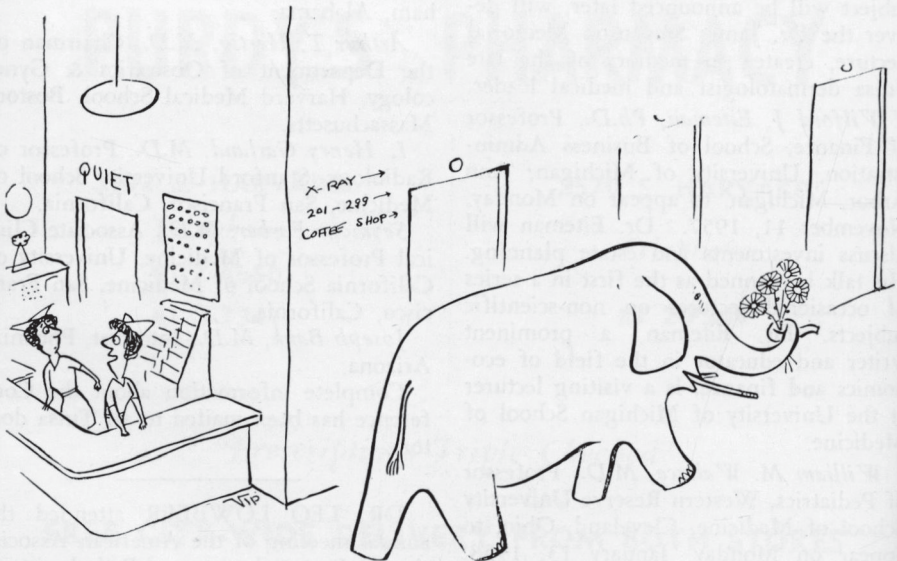
SMA PLANS CONSTRUCTION OF NEW MEDICAL BUILDING

The Southern Medical Association has announced plans to build a \$175,000 headquarters building at Birmingham, Alabama. Construction is expected to begin late next Fall.

The structure will contain 6,854 square feet of finished space and approximately 1,400 square feet of semi-finished reserve and storage space. It will occupy an acre of grounds at Highland Avenue at Niazuma and will be of a split-level construction.

The building will be largely financed by voluntary contributions from SMA members.

DR. RUSSELL C. PIGFORD was a guest speaker for the Tulsa District Nurses Association meeting on April 9th. He discussed the work of the Tulsa County Heart Association.



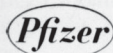
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Editorial

THE ECONOMICS OF MEDICINE

Why should any doctor take a special interest in his Blue Shield Plan?

For one thing, the physician has a vital professional stake in the success of his own medical pre-payment Plan. This Plan demonstrates the doctor's determination to solve the basic problems of medical economics on terms that will assure him a continuing opportunity to give his patients the best care he is capable of rendering.

Secondly, the Blue Shield Plan is accounting for an ever larger part of the doctor's income. He will want to make sure that Blue Shield provides him with reasonable payments for the services that Blue Shield promises to pay for.

Thirdly—and perhaps most important—only through Blue Shield can the medical profession continue to control the economy of medical practice.

Blue Shield pioneered the development of pre-paid medical care. And, while many other agencies are now providing cash benefits for medical services on an expanding scale, only Blue Shield—because of its intimate relationship to organized medicine—is consistently endeavoring to relate its benefits to the physician's normal charges. Only Blue Shield—because of its non-profit organization—has as its basic purpose the provision of maximum service to the patient, with an adequate compensation to the doctor. Any profit derived from Blue Shield operations goes to the patient in broader benefits, or to the physician in more adequate payment—not to a third party.

If other organizations unrelated to the medical profession were to take over the entire voluntary prepayment program, then control of the basic economy of American medicine would pass completely out of the hands of the medical profession.

Blue Shield has grown into a big business, in terms of the 37 million people enrolled and the more than \$350 millions now paid each year in medical benefits

by the Plans. But Blue Shield is big only because the medical profession has fashioned a big instrument to do a big job—and the public has given Blue Shield a big reception!

Blue Shield can never be bigger than the profession that created it. It is yours, doctor, to mould and shape as you will, for the greater good of the people you serve.

MOBILE X-RAY UNIT

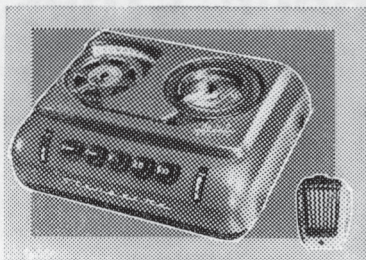
The Mobile X-Ray Unit of the Tulsa County Public Health Association will observe the following schedule in June:

June 3-8, Broken Arrow; June 10-15, Bixby; June 17-22, Jenks; June 24-29, Sand Springs Line.

DR. WILLIAM T. HOLLAND and DR. JAMES C. SMITH, JR. have taken new professional quarters in the Twin Oaks Medical Center at 4926 East 21st Street.

DR. CHARLES E. WILBANKS was guest speaker for the Medical Assistants Society of Tulsa meeting on April 17, 1957.

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RETIRED TULSA PHYSICIAN HONORED BY ROSE GROWERS

Dr. James W. Childs, retired Tulsa physician and surgeon, was honored for his 31 years as a rose grower in special ceremonies at the annual rose show of the Men's Rose Club of Tulsa on May 19th.

Members of the Club, of which Dr. Childs was a founder and first President in 1944, paid tribute to the 77-year-old physician at the annual banquet at the University of Tulsa.

Last year Dr. Childs was similarly honored by Oklahoma A. & M. College with the presentation of a gold key commemorating his services to Oklahoma horticulture. He is a former director of the South Central District of the American Rose Society. In 1952 Dr. Childs won the coveted McFarland Memorial Trophy of the American Rose Society for his activities in rose growing.

A Life Member of the Tulsa County Medical Society, Dr. Childs has 250 rose bushes which he cultivates.

OFFICIAL INSURANCE PLAN INCREASES MEMBER BENEFITS

Members of the Oklahoma State Medical Association will have the opportunity of broadening their coverage under the official group policy of health and accident insurance during June, 1957.

The North American Accident Insurance Company, group carriers, will offer a supplemental policy which, in combination with the basic policy, will offer \$7,500 principal sum in life insurance, \$1,000 per month while in the hospital, and \$400 per month while ill at home. The combined annual premium will be \$186.70. Company representatives are calling on all Oklahoma doctors during June to explain the increased benefits.

Dr. Basil A. Hayes, Chairman of the Insurance Committee of the Oklahoma State Medical Association, will report on the status of the official group policy of health and accident insurance later this month.

DR. ROBERT L. ANDERSON and DR. BERGET H. BLOCKSOM have been vacationing in Chicago, Illinois.

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(1) Holt, J. O. S., Jr.: Dallas Med. J. 42:497, 1956. (2) Gelvin, E. P.; McGavack, T. H., and Kenigsberg, S.: Am. J. Digest. Dis. 7:155, 1956. (3) Natenshon, A. L.: Am. Pract. & Digest Treat. 7:1456, 1956.

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Editorial

The New York University Press has recently published an interesting and revealing book entitled "When Doctors Meet The Press." Reporting a two-year series of dinner conferences between prominent science writers and medical leaders, it attacks an old problem—the best way for reporters to describe new medical discoveries without infringing upon the profession's traditional ethics.

The science writers bring one point sharply into focus—Medicine cannot hope to continue to enjoy the prestige to which it is entitled unless its progress is correctly and thoroughly reported. What is equally important, the press believes, is that the public is entitled to know of these new advances in the diagnosis and treatment of human ills.

Most enlightened physicians of today have long recognized that American Medicine can no longer exist in the professional secrecy which surrounded it in the Nineteenth Century. In an era when successful merchandising is dependent upon high pressure methods, Medicine has found that what it has to sell—medical care—cannot be purveyed as the legendary "pig in a poke." Educated Americans of today's scientific era are demanding the best in medical care; it is up to Medicine to see that the people are made fully aware that they are receiving the benefits of the most productive research in any field in the world's long history.

The complaints of practicing physicians about the publicity given to new medical discoveries are well known. Several popular magazines have built a reputation for reporting as accomplished medical fact research experiments which are still in the laboratory stage. The patient, failing to realize this, may consider his doctor a behind-the-times dunderhead for not employing this new "advance."

Another criticism is that medical information may be garbled, resulting in a poor presentation of the facts. By and large, this criticism is one which must be laid to the door of the doctor, not the reporter. Most newspapers and magazines

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employ competent and experienced writers; these men are dependent, however, upon an adequate explanation of the details from the source of the news. Many physicians in talking with the press fail to go thoroughly into the background of the story; and how often the poor reporter must try to translate the doctor's scientific terms into lay language!

Too often, the criticism of medical news is not of the news itself, but that another physician has stepped into the limelight of personal publicity. This offense, however innocuous, is sure to subject the victim to bitter and usually undeserved criticism from his fellow practitioners. Despite the pointed efforts of the American Medical Association to encourage legitimate medical news by the recent relaxation of its ethics, few doctors will look with favor upon any mention of another physician in the public press.

Some of the problems which this controversy has engendered have been solved by a closer liaison between medicine and the press on the local level. Here in Tulsa, for instance, a series of meetings between officials of the Tulsa County Medical Society and members of the press led to a workable code governing press news. The result has been accurate and ethically judicious reporting of medical news, for which Tulsa Medicine is extremely grateful. Yet, the need exists for an even greater collaboration between doctor and reporter.

The time is at hand when Medicine must look upon the press as its ally. Much is to be gained by a closer liaison between the physician and the reporter, not only in terms of prestige and respect, but in an economic sense as well. The traditional veil of secrecy needs to be lifted higher; Medicine has nothing to hide and much to display in the way of progress and accomplishment.

Guest speakers for the Will Rogers High School Medical Club during May included DR. MARY EDNA SIPPEL and DR. JOHN F. GRAY, JR.

It's a girl, born May 4th, for DR. and MRS. MATHEW B. MOORE.

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Pamine-Phenobarbital, Half-Strength Tablets, containing methscopolamine bromide, 1.25 mg. and phenobarbital, 8 mg. ($\frac{1}{8}$ gr.) in bottles of 100.

Usual adult dosage:

2 tablets $\frac{1}{2}$ -hour before meals and 2 to 4 at bedtime (or 2 tablets four times daily).

Pamine-Phenobarbital Elixir containing 1.25 mg. methscopolamine bromide, and 8 mg. ($\frac{1}{8}$ gr.) phenobarbital per 5 cc. teaspoonful. In pint bottles.

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**DISTRIBUTION & REPLACEMENT
REPORT**

	April, 1957		
Hospital:	Bloods Used:	Replac- ments:	% Repl.
St. John's	628	235	37.4%
Hillcrest	354	178	50.3%
Byrne	9	6	66.6%
Osteopathic	81	50	61.7%
Mercy	5	4	80.0%
Tulsa Osteo.	9	3	33.3%
Broken Arrow ...	13	4	30.7%
Moton	20	23	115.0%
Other Hospitals...	118	111	94.0%
Other Uses	84
Totals.....	1,321	614	46.5%

The Tulsa County Red Cross Blood Center is the only blood center in Oklahoma participating in the blood fractionation program of the Federal Civil Defense Administration. The FCDA stockpile objective for serum albumin during 1957 is 70,000 units.

The collection of blood on a national basis for conversion into stores of serum albumin is conducted by the American Red Cross in cooperation with the regional blood centers and the American Association of Blood Banks.

Only blood not suitable for transfusion is used. The Tulsa County Red Cross Blood Center has participated in the fractionation program since January 1, 1957. Since that date 159 units of blood have been sent to FCDA. This participation means that Tulsa County residents are taking a small but definite part in helping to stockpile medical supplies against disaster.

Tulsa residents appearing on the program of the Third Annual Meeting of the Oklahoma Association of House Physicians in Oklahoma City, May 31, included DR. ROBERT JABOUR, DR. CHARLES T. MORGAN, DR. WILLIAM R. GOETZINGER, and DR. JAMES H. CALHOON of Hillcrest Medical Center, and DR. ROBERT W. DEAN of St. John's Hospital.

DR. HERBERT S. ORR attended the First Pan-American Cancer Cytology Congress in Miami Beach, Florida, April 24-27, 1957.

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NEW APPLICANTS

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

James K. Boyd, M.D., 1745 South St. Louis, Tulsa. Pre-Medical Education, University of Tulsa, 1934-36; University of Oklahoma, 1936-38, B.A. Medical Degree, University of Tennessee College of Medicine, 1942. Interned Shreveport Charity Hospital, Shreveport, Louisiana, 1942-43. Captain, United States Army Medical Corps, 1943-46. Resident in Pathology, Hillcrest Medical Center, Tulsa, Oklahoma, 1946-47. Resident in Pathology, Charity Hospital, New Orleans, Louisiana, 1949-50. Resident in Pathology, Shreveport Charity Hospital, Shreveport, Louisiana, 1950-53. Resident in Pathology, Medical College of Virginia Hospital, Richmond, Virginia, 1954-55. Specialty, Pathology. Recommended by Dr. Hugh C. Graham and Dr. Dixon N. Burns.



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DR. HERBERT J. FORREST will complete his residency in plastic surgery at the University of Kansas this month and plans to return to practice in Tulsa on July 1st. He will office in the Medical Arts Building. On May 8, 1957, Dr. Forrest was guest speaker for the annual meeting of the American Association of Plastic Surgeons at Skytop, Pennsylvania. His subject was "Staining of the Parotoid Gland as an Aid in Parotoid Surgery."

DR. WILLIAM M. BENZING, JR. was guest speaker for the Mayes County Medical Society at Vinita, May 16.

DR. PAUL O. SHACKELFORD attended the annual meeting of the Texas State Dermatological Association at Houston, Texas, April 28-30. He was also present at the convention of the South Eastern Dermatological Association in New Orleans earlier in the week.

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Dr. R. M. Shepard (left), veteran Tulsa specialist in chest diseases, is seen as he receives a certificate of Life Membership in the Tulsa County Public Health Association. Making the presentation is Dr. G. R. Russell, President of the Tulsa County Medical Society. The honor was bestowed in recognition of more than 25 years of service to the organization and for his leadership in the fight against tuberculosis in Oklahoma. The presentation was made in ceremonies at the University of Tulsa on March 26th, when 150 prominent civic leaders and physicians joined at a dinner meeting to pay tribute to Dr. Shepard.

DR. MARION K. LEDBETTER, former Tulsa pediatrician, visited in Tulsa last month and appeared on the program of the Oklahoma State Medical Association's Semi-Centennial Annual Meeting, May 6-8. His subject was "Differential Diagnosis and Conditions Simulating Patent Ductus Arteriosus."

DR. H. I. RUBIN was guest speaker for the Oklahoma Society of Medical Technologists in Tulsa, May 17-18. His subject was "Sweat Electrolytes in Cystic Fibrosis."

DR. ROBERT L. IMLER, JR. attended the Annual Meeting of the American Neurological Association at Boston, Massachusetts, April 22-25.

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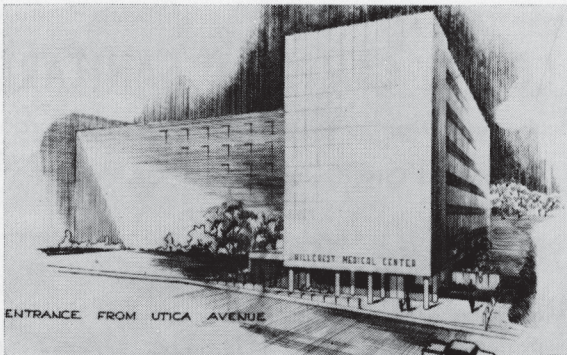
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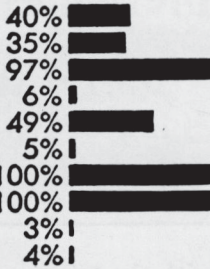
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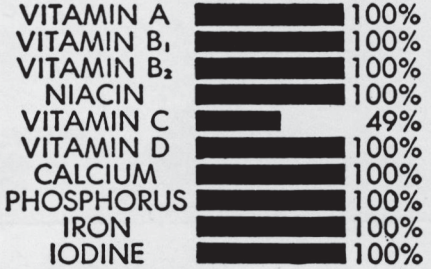


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