

# The Bulletin

OF THE TULSA COUNTY MEDICAL SOCIETY

---

VOL. 4

TULSA, OKLAHOMA, FEBRUARY 1938

NO. 2

---

---

Charting a course of activity for the Tulsa County Medical Society. See page 5.

◆  
The President's Page. A regular feature each month.

◆  
Organizing the MEDICAL CREDIT BUREAU to collect the doctor's accounts. See page 9.

◆  
News of interest to members of the Society. See page 13.

◆  
The advertisers make the publication of THE BULLETIN possible. Remember them.

---



# MERKEL X-RAY CO.

*Exclusive Distributors for—*

Westinghouse X-Ray Equipment

Burdick and  
Liebel-Flarsheim

Physical Therapy Equipment



Complete Stock  
X-Ray and Physical Therapy  
Supplies



**TULSA**

5 Medical Arts Bldg.      Tel. 2-4897

**OKLAHOMA CITY**

512 N. W. 17th      Tel. 4-2338

## TYPEWRITERS

With Standard and Medical Keyboards  
NEW AND RECONDITIONED

**Tulsa Typewriter Company**

Phone 8279      309 S. Boston

## BROWNIE'S LUNCH

No. 1—619 S. Boston

No. 2—1021 S. Boston

No. 3—Medical Arts Building

**TULSA, OKLAHOMA**

## TULSA GENERAL HOSPITAL

Florence Wilson R. N., Supt.

Operated strictly in accordance with the  
ethics of the Medical Association.

744 West Ninth      Tel. 4-3747

*"Little Bill" Says—*



**"MODERNIZE  
Your Home  
With An  
Automatic  
GAS Range!**

"Trade in your old stove for a  
new, modern Automatic GAS  
Range and learn a new way to  
modern cookery!"

**Oklahoma Natural  
Gas Company**



## WE ASK FOR IT

Yes, we want your prescription business. But that's no real reason why you should bring your prescriptions here to be compounded.

Every store wants patronage. We strive certainly to earn it by maintaining the highest ethical standards. Your prescriptions, intrusted to us, will be filled precisely as you direct. No substitutions; no variations. Fresh, potent drugs, compounded by a skilled, registered pharmacist, and fairly priced in every instance. Send your prescriptions here to be filled.



## ROY GETMAN DRUG STORE

Sixth and Main Phone 3-6171

● Green Discount Stamps

# CONTENTS

Launching a Program .....	5
President's Page .....	7
Editorials .....	8
Collection Bureau .....	9
Of Special Interest .....	13



# ADVERTISERS

Merkel X-Ray Co. ....	2
Tulsa General Hospital .....	2
Tulsa Typewriter Co. ....	2
Oklahoma Nat. Gas .....	2
Brownie's Lunch .....	2
Roy Getman Drug Store .....	3
Curtain Prescription Laboratory.....	4
Beatrice Creamery Co. ....	4
Professional Directory .....	15
James O. Whelchel, Ins.....	15
Hille Laboratories .....	16
Lambert Medical Supply .....	16
Medical Arts Prescription .....	16
Akin Natural Foods .....	16
Commercial Printing Co. ....	16



# C A L E N D A R

- SATURDAY, February 26:**  
Morningside Hospital stag entertainment at Tulsa Club, 6 p.m.
- MONDAY, February 28:**  
Society meeting in Auditorium Medical Arts Building at 8 p.m. Program: "The Autonomic Nervous System" by Dr. Ned Smith. Business meeting.
- TUESDAY, March 1:**  
Sisler Hospital staff meeting.
- WEDNESDAY, March 2:**  
Tulsa General Hospital staff meeting.
- MONDAY, March 7:**  
Morningside Hospital staff meeting.
- MONDAY, March 11:**  
Society meeting at Tulsa General Hospital at 8 p.m. Program: Scientific paper with clinic cases and discussion by staff. Business meeting.
- TUESDAY, March 15:**  
Flower Hospital staff meeting.
- MONDAY, March 21:**  
St. Johns Hospital staff meeting.
- MONDAY, March 28:**  
Society meeting in Auditorium Medical Arts Building at 8 p.m. Program: "Fractures in and About the Neck of the Femur" by Dr. Willis C. Campbell of Memphis. "Some Aspects of Thyroid Diseases" by Dr. C. C. Hoke.

*An Announcement:*

*concerning the new  
downtown pharmacy*

The entire services of the Curtain Prescription Laboratory will be devoted to the assistance of the physician and his patients. We pledge ourselves to follow the most ethical practice in every transaction. The patient will enjoy the dignity and reserve of this pharmacy, which is in harmony with your own office surroundings.

**CURTAINS PRESCRIPTION LABORATORY**

SIXTH AND BOULDER

PHONE 4-7116

**NUTRITION...**

**MEADOW GOLD**

**Upon which the physique and health of a  
people depend!**

**HOMOGENIZED**

*The Most Nearly Perfect Food*

**BEATRICE CREAMERY CO.**

# THE BULLETIN

---



---

OF THE

---



---

## TULSA COUNTY MEDICAL SOCIETY

M. J. Searle, M. D., President

P. P. Nesbitt, M. D., Vice-President

Lloyd Stone, Executive Secretary

A. Ray Wiley, M. D., President Elect.

Roy L. Smith, M. D., Secretary-Treasurer.

Volume 4

FEBRUARY, 1938

Number 2

## Launching a Program of Work

A survey of the various bureaus and activities of the medical societies in Detroit, Chicago, Milwaukee, Wichita and other cities operating with executive organizations shows the vast amount of constructive work that can be done profitably by the Tulsa County Medical Society.

The following tentative program of work was contained in the report made by the Executive Secretary to the Board of Trustees and the general society membership at the regular meeting February 14.

Plans have been perfected by the officers to start active work through all of the standing committees. A tentative program of activity has been planned and will be recommended to each standing committee and all this committee work will tie-in with the general aims of the Tulsa County Medical Society.

Following is the report which was recommended by the Trustees and was presented to the membership:

\* \* \*

A survey of the executive organizations of the medical societies in Detroit, Chicago, Wichita and Milwaukee shows that there is a wide field of activity for the Tulsa County Medical Society. Such programs as these other societies have set-up are proving of great help to the members of the profession and to the public as well.

A study of other organization set-ups

shows that a medical society profits by taking an active interest in activities which concern the care of the sick and injured and the practice of medicine generally. By taking a leading part in every activity that affects this profession, outsiders and lay organizations are less likely to attempt outside group organization and control.

It is impossible to inaugurate all the needed bureaus and departments at the out-set, but it is possible to outline the objectives of the society and to lay a foundation for a viril, aggressive organization.

\* \* \*

Of course, what we plan to undertake in this new executive organization depends entirely on what the society hopes to accomplish in the way of permanent benefits to the profession and the lay public. The objectives of the society will determine the activities, if we hope to plan a constructive program of work which will develop into something of lasting value.

The Tulsa County Medical Society is organized to help carry forward the emblem of medicine; to heal the sick; to prevent suffering; to provide adequate medical attention for all and to help improve the standards of the profession and the practice of medicine.

The executive organization of the society is being brought about, the better to accomplish these same ends. This ac-

tive organization is medicine's answer to the insidious propaganda, heckling and fighting of enemies from without the ethical circles of the profession.

\* \* \*

The Tulsa County Medical Society hopes to acquaint the public with the aims of the medical profession, which are the same today as they were when the first profound students swore fidelity to medicine. By a basic educational program we hope to acquaint the public with the high purposes of medicine, rather than suffer at the hands of charlatans and enemies. It is through this program we hope to improve the standing of this profession.

- a. Plan a public educational program with regular weekly radio talks, either by society members or the Executive Secretary.
- b. Regular newspaper health and medical features and articles.
- c. Talks by doctors before civic clubs; schools; P.T.A. groups; women's organizations, etc.
- d. Organize a "health week" program this fall. Organize a health campaign with "Hall of Health" displays and a series of talks.

\* \* \*

As professional men and business men, it is our duty to conduct our practice on a practical basis. We have a certain responsibility to ourselves, our families and our colleagues to maintain our practice on a business basis and conduct our affairs in a business-like manner.

- a. Establish a MEDICAL CREDIT BUREAU. This bureau will protect the members from being imposed upon and will help the profession in the conduct of its own business.
- b. Include the activities of a collection bureau with the Credit Bureau. It is the observation of most organizations studied that the credit reporting service can be most effective when coupled with the collection service. This service also makes the bureau self-supporting.

- c. Establish credit exchange with Tulsa Retail Merchants Association for reporting debts on commercial credit reports.
- d. Establish Telephone Exchange Service as a part of the Society activity. Besides the regular "exchange service with extra listings," it may be possible to work out a direct-wire answering service for doctors who wish it. This activity also is self-supporting.

\* \* \*

It is our hope to provide adequate medical care for every man, woman and child in Tulsa County, whether he be rich or poor. This is our heritage. It also is our responsibility. We plan to take an aggressive stand in this matter and not wait until some lay group attempts to form clinics and care for those needing some medical attention.

- a. Institute a study of all organizations affecting practice of medicine or care of sick and disabled. Find out just what work each organization does and who it affects. Contact hospitals and find out number of free beds; demand for free beds; help from county; charity needs, etc. Study public health set-up; study county's medical program and set-up; study city set-up; find out just what state agencies are doing and what cases they reach; study federal set-up; correlate all information and determine just what must be done to give every person in Tulsa County adequate medical attention. From this study determine a permanent program.

\* \* \*

It is our duty to protect the practice of medicine from regulation through legislative tinkering and to preserve the independence of medicine as opposed to circumscribed socialized medicine. Regulation from the outside is diametrically opposed to the finest ideals of the

(Continued on Page 12)

# PRESIDENT'S PAGE

The reception given the proposed program of activities outlined for the Society at the first general meeting this month was highly gratifying to all your officers. We believe we are setting a course for definite accomplishment.

The first task we have set for ourselves is the establishment of a Credit and Collection Bureau, to be operated by the Society. We feel we are on the right track and with the cooperation of the members from the start the Credit Bureau should prove a definite service to the membership.

I think we are extremely fortunate in having obtained the services of Mr. Lloyd Stone as Executive Secretary. He accumulated a mass of data on his recent trip and I believe he not only comprehends fully our aims and desires but he combines the qualities of tact, judgment and initiative which are necessary in his position.

Even with the increase in dues, 175 members remitted before the deadline February 1st. This is indeed a record and is a criterion of the hearty and unified feeling of the Society toward the plans we contemplate.



President

**The BULLETIN**Editorial  
Committee

WALTER LARRABEE, M. D.,  
Chairman.  
NED R. SMITH, M. D.  
JAMES BROGDEN, M. D.

Managing Editor ..... LLOYD STONE



Published monthly at the executive offices of the  
Tulsa County Medical Society, 1202 Medical  
Arts Building, Tulsa, Oklahoma.

---

VOL. 4      FEBRUARY, 1938      NO. 2

---

**STANDING****COMMITTEES . . .**

The entire progress of the society in its new program lies with the standing committees. The chairman and members of each committee have a definite piece of work laid out for the year. To the degree that any one committee fails to take hold and carry its share of the load, just to that extent will the general program fall down.

The thing that has made the work of the medical societies successful in Wichita, Detroit, Milwaukee and other cities is the effective work of the committees. It is not the officers and the executive secretary who move the mountains but the everlasting work of the committee members.

Plans are being made to organize the committee work. It is quite possible to work out a program for committee meetings to be held at noon and not interfere with the doctors' time during business hours. This works in most cities. To arrange committee meetings, the chairmen of the various groups are urged to contact the Executive Secretary's office and arrange meetings so

there will be as little conflict as possible.

At the end of the year, the accomplishment of the society will measure the work done by committees.

**THE CREDIT  
BUREAU . . .**

The Medical Credit Bureau has been established by the Society. It is being set up with the benefit of the successful experience of many other societies with successful Credit and Collection Bureaus. This Bureau can only succeed with the support of the members of the Society. The first of the year is the logical time to go over your accounts. List the accounts that are overdue and inactive and send them to the MEDICAL CREDIT BUREAU for collection. This Credit Bureau is the only collection department supervised by the doctors for the doctors.

**WITH THIS ISSUE . . .**

With this issue of THE BULLETIN, the committee in charge of publication hopes to provide a magazine that will take its place with the outstanding publications of its kind. This enlarged volume gives us an opportunity to carry more complete articles and to cover a larger field.

There is a real service such a magazine can render the individual members of the organization. We hope to provide informative articles that will prove of definite value to the doctors and the society.

THE BULLETIN will pay its own way. With this issue the advertisers are making it possible to publish the magazine without cost to the organization. The advertisers are performing a valuable service to the Tulsa County Medical Society and they deserve your consideration. Remember them when you are in the market for their products. Tell them you have seen their ads and value their support.

Your committee hopes that we will be able to make this magazine of such caliber that the members can be proud of it.



## Collection Bureau is Authorized

Members of the Tulsa County Medical Society authorized the organization of a Medical Credit Bureau to be operated as a bureau of the Society at the regular meeting at Morningside Hospital February 14.

The following report of Credit Bureau operation by other medical societies was presented by the Executive Secretary and following the discussion, the membership voted to inaugurate the collection service immediately:

\* \* \*

The collection of medical fees is a problem that has been facing the medical profession for years and there has been a never-ending search for some sure-fire method of collecting accounts which accumulate in staggering sums with practice. A physician spends the first few years after he leaves medical school to build up a practice, secure a large number of clients on his books and then he spends most the rest of his life trying to keep those on his ledgers paid up.

There are few, if any, physicians who have practiced for any great length of time who do not have thousands upon thousands of dollars of "book credits" which represent work performed and service rendered. The debtors are not dissatisfied with the service or the price—they just neglected "to pay the doctor." Each of you know, from your own experience how these accounts pile up. Probably every physician who has practiced medicine for twenty years has accounts receivable on his own books which will total from \$50,000 to \$150,000.

\* \* \*

It is significant that emoluments received from the practice of medicine do not involve the transfer of tangible material commodities. A physician's professional relations with his patients and the public are classified by economists as personal service. This service is not subject to resale, therefore its price has

no basic exchange value. This personal service is different in many ways from that furnished by the other professions. The attorney, the architect or engineer is able to insure payment of his fees before making a move to earn the fee in question. The physician seldom feels justified in refusing his services when life or health are at stake, and he cannot well withdraw from a case merely because of the prospect of poor pay.

Because of these factors, doctors' collections are apt to lag. Accounts ordinarily run for months and not infrequently for years before they are settled.

\* \* \*

It is important to note that the "cash" income of the physician is just a drop in the bucket when compared to the monthly income which is brought into the office on monthly statements. It is true that a fairly large part of the income is derived from patients who pay their accounts in full every month. However, it is startling to learn that more than 75% of the doctor's income is made up of payments on accounts which were placed on the books during previous months. Less than 25% of the income from an established practice is derived from work done or services performed during any one current month.

The physician's records of sums due for services performed are known as "book values, and these records, aside from cash transactions, represent his income from services. In commercial transactions, book values are definitely recognized and fairly well standardized as to actual worth. All book accounts rapidly lose value with age, but there is reason to believe that this decline is even more rapid with doctors' accounts than with ordinary commercial debts. It is a peculiarity of the physician's financial relations that in curing the patient he sometimes greatly relieves the debtor of his impulse to pay. Although sufficient study has not been made to definitely determine the value of a physician's ac-

SEND YOUR  
**Past Due Accounts**  
to the  
**MEDICAL CREDIT BUREAU**



**There is a reason:**

1. The Medical Credit Bureau is operated by the Tulsa County Medical Society and supervised by a committee of doctors.
3. Regular reports of accounts every month, large or small.
3. Each person handling your collections is covered by bond for your protection.



A complete organization to give you the results you have a right to expect. The MEDICAL CREDIT BUREAU is large enough to give you complete service—small enough to retain personal contact with you.



**THE MEDICAL CREDIT BUREAU**

**1202 Medical Arts Building**

**Phone 4-3323**

counts, the studies do indicate that the accounts of the average doctor are worth about 50 to 80 per cent of their face value, after they become six months old, and depreciate faster after that period.

\* \* \*

So physicians have been trying first one thing, then another, to find a way to collect delinquent or dormant accounts. Most every plan has come in for a trial but no satisfactory plan has been evolved. At least none that will work in even a small percentage of cases. The collection of medical fees cannot be accomplished by any uniform plan or universally adopted single method. Conditions in localities vary.

It is important to dwell on the fact that all collection bureaus which have become successful and which are rendering a valuable service to the doctors, base all their activity on the theory that the bureau must conduct its affairs so that it will not disturb the relationship between the doctor and the patient. This can be done, and it is a happy arrangement when it works out. This is the great difficulty with many commercial collection agencies which are maintained by private interests. It is too often the case that "outside" agencies ride rough-shod over the debtor-patients, in an effort to collect as much as possible as quickly as possible.

It has become increasingly evident that methods and procedure employed by the vast majority of commercial collection agencies cannot be applied to medical and dental credits because of the factor involved in the close personal relationship between the physician and the patient.

\* \* \*

During the past few years, county medical societies have been giving a great deal of study to this problem, and the great majority of these societies have turned about and have taken this new activity into their own hands. Out of 33 societies which have reorganized their collection set-ups, twenty-eight have established credit-reporting and collection bureaus operated under the supervision of the society.

In Detroit, Chicago, Milwaukee and Wichita a great deal of study has been given to the establishment and operation of Credit and Collection Bureaus, by the medical societies. In Detroit and Milwaukee, the Collection Bureaus are well established and provide a source of considerable income for society activities. And this income is derived from the operation of their Collection departments, despite the fact that they operate on a fee schedule which is below the charges made by most collection agencies.

Another great value to be derived by a society-operated collection department, is the close control that can be kept over the accounts that have been placed for collection and the supervision over actual collections and disbursements.

\* \* \*

There is considerable expense involved in setting up a collection department. The necessary equipment and printed needs include two filing cabinets; necessary printed forms; postage; and stenographic help in setting up the card records and starting the actual bureau operation. A close check on the probable needs for the first month's operation indicates that it will take in the neighborhood of \$500. This is for equipment, supplies and extra help we will need.

In order to keep the expense of operating the bureau down to an absolute minimum, the Executive Secretary will supervise the installation of the collection program. He will handle all the actual details and oversee the handling of the accounts. He will supervise the additional stenographic help which will be necessary to start things moving and will direct all the activities until the bureau has gained sufficient momentum to become self-supporting and requires the full-time attention of a bureau head.

In addition to the account records of the doctors themselves, we will be able to work out a credit-information exchange with the Retail Merchants Credit Bureau. This will give us a big whip to hold over the heads of the people who have been in the habit of pay-

ing other commercial accounts and neglecting doctors' bills. In time, this will be one of the most important things we can have in educating patients to pay their doctors' bills on time. It is the fear of a bad credit rating that keeps people in line on their department store bills, food bills, etc. The light and gas companies can cut off service if a bill becomes delinquent, but a doctor must continue rendering his services and it is up to him to adopt a workable method of collecting for these services.

\* \* \*

One of the most important features of the society-operated collection departments, is the fixing of charges for collection of accounts. This is a difficult proposition. Because of society supervision it is possible to operate a collection bureau at less expense than a commercial agency. However, the death of most of these bureaus that fail can be traced directly to the fact that they were started on too low a fee scale and they were unable to survive the starvation period. This type of anemia almost always is fatal.

In a number of cities, the collection bureaus show substantial returns through earnings and in time enable the society to engage in other worthy fields of activity—or in some cases to enable the society to reduce the annual society membership dues.

A survey of other societies operating their own Collection Bureaus gives us some basis for establishing a scale of fees. The average scale runs below that of Commercial Agencies, but not enough below, that the life of the bureau would be jeopardized.

An average schedule of fees would run about like this:

20% on accounts under six months.

50% on accounts of less than \$10 and all turned to an attorney or collected by the Retail Merchants' Credit department.

33.3% on all other accounts.

These charges are, for the most part, below the charges made by other medical societies and are all far below the charges made by the average commercial agency.

## LAUNCHING A PROGRAM OF WORK

(Continued from Page 6)

profession.

- a. Keep in touch with state legislature and legislators for regulation. Study state laws from other states with the view of initiating new laws and regulations restricting practice of medicine, etc.

\* \* \*

Another object of medical societies is to promote better understanding between members of this profession.

- a. Regular meetings. Special meetings with refreshments.
- b. Golf tournament. Maybe bridge tournament.
- c. Consider advisability of gridiron banquet and the possibility of joint banquet with legal profession as in some other cities.
- d. Inaugurate an annual banquet at close of golf tournament. It may be stag affair. If so another banquet might be sponsored by auxiliary society for this winter.

\* \* \*

It is imperative that we maintain the high standards of medicine and seek to improve our methods; elevate our practice and continue to follow the standards which have been charted for us. We are pledged to carry on a constant fight against quacks, charlatans and all unethical practice and we owe it to ourselves and the public to publish the truth about fake remedies, advertised cures and patent nostrums.

- a. Work with State Welfare Society to prevent state money being paid to doctors who are not members of county society.

There are a number of other activities which we can undertake from time to time which will round-out our program of work and make the executive offices of more value to the members.

# Of Special Interest!

## IMPORTANT PROGRAM FOR STATE MEETING

Dear Mr. Stone:

Referring to your letter of the 2nd will say that the entire program of the Annual Meeting of the Oklahoma State Medical Association at Muskogee, May 9, 10 and 11, has not been completed and will not be until three or four weeks before the meeting. However, we can give you the names of our guest speakers who will appear on the General Program of the meeting: Dr. Frank Neff, Kansas City, Pediatrics; Dr. Edward Wm. Alton Ochsner, New Orleans, Surgery; Dr. Wm. S. Middleton, Madison, Wis., Internal Medicine.

Any publication you can give this meeting will be appreciated and as the program progresses I will keep you informed.

Thanking you, I am  
Very truly yours,  
L. S. Willour, Secretary.

\* \* \*

## PERSONALS

Dr. A. G. Wainright, formerly of 424 McBirney Building, is now in Chicago undergoing an operation.

Dr. C. J. Woods, former member of the Tulsa Society, is now located at 819-820 Georgia Casualty Bldg., Macon, Ga.

Dr. Fred Perry represented the Society and spoke over station KVOO on a regular Tulsa Library program. He spoke on the books in the library about medicine and medicinal subjects written for the lay public.

## NOTED SPEAKER ON PROGRAM

Dr. Willis C. Campbell of Memphis, Tenn., will present a paper on "Frac-

ture in and about the neck of the Femur" at the Tulsa County Society meeting March 28. Dr. Campbell has gained international recognition in the field of orthopedic surgery due to his extensive work in arthroplasties of various joints, reconstructive procedures and as a general pioneer worker in the field of orthopedic surgery. He is also the author of a number of books relating to orthopedic surgery. Dr. Campbell is Professor of Orthopedic Surgery at the University of Tennessee and head of the Willis Campbell Clinic in Memphis. Dr. Campbell was graduated from the University of Virginia Department of Medicine in 1904 and is a member of all of the American orthopedic societies as well as of the International Orthopedic Society.

\* \* \*

## AUXILIARY MEETING

The Auxiliary of the Tulsa County Medical Society met with Mrs. Marvin D. Henley on February 1, with Mrs. Hugh Evans, Mrs. M. McKellar, Mrs. G. R. Russell, Mrs. Arthur Davis, Mrs. James Stevenson as hostesses. Dr. Margaret Hudon gave a very interesting discussion of "New Medicine."

\* \* \*

## DR. HEISER IS GUEST SPEAKER

Dr. Victor Heiser, internationally known physician and author of the popular book "An American Doctor's Odyssey" spoke informally to a group of doctors at luncheon and was a guest at the county society meeting February 24, during his stay in Tulsa as speaker for the Tulsa Classroom Teachers Association.

Dr. Heiser pointed out that one of the greatest problems confronting medicine is cutting the death rate among people past 35 and 40. While the death

rate has been cut drastically among those under this age, it is still unchecked in the higher brackets.

"The man who said the American people dig their graves with their teeth was right," Dr. Heiser commented. "We eat everything and at all times. We have three meals a day, then we have teas, we eat after the theater, we have midnight suppers. In fact we never gives our stomachs a rest.

"Human beings eat amazingly like rats and cited a research experiment. A research worker took 2000 rats. Half he fed the proper diet and the other half he fed most anything and at all times. Not a rat that had the proper feeding died but the 1,000 that ate everything and at every hour had a high death rate. Those that ate properly were healthy at the end of the experiment while the others had varied diseases. Some had adenoids, enlarged tonsils, gall stones, gastric ulcers and some had cancers."

Dr. Heiser served from 1915 to 1934 as international health director for the Rockefeller Foundation, following his retirement from government service in which he spent years in the Phillipines.

\* \* \*

### **ALWAYS PUTTING SALT ON A SORE**

The bugaboo of "socialized" medicine was taken out of its resting place and danced around again with the recent publication of the "inventory of the nation's health" prepared upon the "results" of a W.P.A. project survey made in 19 states. The survey was released in Washington and press services carried the story all over the country. Following are a few paragraphs taken from the news release:

"The survey was a thorough investigation by trained W.P.A. workers of the health or disease condition of 2,800,000 persons in 19 states. The findings promise to bring the problem of adequate medical attention for all people up for solution in the near future.

"Preliminary parts of the survey report show that in a country which has

many of the world's outstanding medical research organizations, the finest hospitals ever built, and more than 100,000 practicing physicians, about half of the population is still not getting adequate medical care for either minor or major illnesses.

"Approximately 55,000,000 of America's population are members of families which have annual incomes of less than \$1,000 a year. This group shows a higher rate of illness and a higher death rate but receives less medical care for those illnesses or to prevent those deaths than the higher bracketed income groups.

"An an example," this report says, "thousands of persons are ignoring suspicious symptoms, even when they know they are sick, because they cannot afford a physician's fee or an operation. There is a need for early diagnosis to prevent needless deaths.

"Health officials scattered through five different departments of the federal government said the health survey had brought the question of medical care of the poor to the point where a decision of government aid must be made in the near future."

In the same story the writer continues to review the "fight for 'tax paid' medical service for every needy citizen which was sounded last November by a "group of 430 internationally known medical men who revolted against the American Medical Association and demanded a 'national health policy directed toward all groups of the population should be formulated'."

\* \* \*

### **HOSPITAL STAFF ELECTIONS**

Additional hospital staff elections have been made during the past month. St. Johns Hospital announces the following staff officers for the current year: Dr. J. Fred Bolton, president; Dr. F. L. Flack, vice-president and Dr. Paul Grosshart, secretary-treasurer. Following are staff officers at the Sisler Hospital: Dr. Wade Sisler, president; Dr. T. W. Stallings, vice-president and Dr. J. D. Shipp, secretary-treasurer.

## This and That

### DISILLUSIONED

The handsome young city girl went swimming in the "raw" in a secluded mill pond all by herself. Along came a young country lad who started to tie knots in her clothes. She flopped around, found an old washtub, held it up in front of herself and marched toward the little boy, saying "You little brat, do you know what I'm thinking?"

"Yes," said the little brat. "You think that tub has a bottom in it!"

### DIAGNOSIS APPROVED

"How do you feel, dear? What did the doctor say?" he questioned his wife as she lay on the couch, her eyes half closed.

"Oh, he asked me to put out my tongue," she murmured.

"Yes?"

"And after looking at it he said, 'Overworked.'"

"I have perfect faith in the doctor, Mabel," said he firmly. "You will have to give it a rest."

### HE BELIEVES IT

Farmer: "An' how's Lawyer Jones doing, doctor?"

Doctor: "Poor fellow, he's lying at death's door."

Farmer: "That's grit for ye: at death's door, an' still lying."—*Toronto Globe.*

### DIDN'T SEE IT

"What happened, dear?" she asked her husband as he was getting out to investigate.

"Puncture," he said briefly.

"You ought to have been on the lookout for this," was the helpful remark. "You remember the guide warned you that there was a fork in the road."

## Professional Directory

VICTOR K. ALLEN, M. D.

Proctology  
1001 Medical Arts Building  
Tulsa, Oklahoma

E. RANKIN DENNY, M. D.

Diagnosis and Clinical Investigation  
Allergy  
1105 Med. Arts Bldg., Tulsa Tel. 4-4444

W. S. LARRABEE, M. D.

Roentgenology  
411 Med. Arts Bldg., Tulsa Tel. 4-3111

I. A. NELSON, M. D.

Tissue and Clinical Pathology  
1107 Med. Arts Bldg., Tulsa. Tel. 4-1835

RUSSELL C. PIGFORD, M.D., F.A.C.P.

Internal Medicine  
Cardiology  
1001 Med. Arts Bldg., Tulsa Tel. 5-3762

WADE SISLER, M. D.

Orthopedic Surgery  
807 South Elgin, Tulsa Tel. 5-3132

JOSEPH FULCHER, M. D.

Proctology—Urology  
210 Med. Arts. Bldg., Tulsa Ph. 3-4429

### "ALL RISK" POLICIES

*covering practically all forms of  
personal property*

◆  
Surgical Instruments

Golfers Equipment

Musical Instruments

Tourists Baggage

Cameras

Guns and Fishing Tackle

◆  
JAMES O. WHELCHER

*All forms of Insurance*

Bus. Ph. 3-3848 Res. Ph. 4-3824

909 TULSA LOAN BLDG.

SEC 562, P. L. & R.

U. S. POSTAGE

**PAID**

TULSA, OKLA.

PERMIT No. 13

## LUNOSOL Colloidal Silver Chloride Compound



**Positive — Painless — Non-Toxic — Stainless — Economical**

HILLE LABORATORIES, INC.

"True Colloids"

CHICAGO, ILL.

**ENDO PRODUCTS, Inc.**  
Ampoules & Tablets

Neosphenamine

Syringes & Needles

316 Castle Bldg.  
Tel. 4-7818—2-8381  
Address Mail Orders to  
P. O. Box 1506 Tulsa



U.S. Standard Products Co.

BIOLOGICALS

AMPOULES

GLANDULAR PRODUCTS

Hille Laboratories  
COLLOIDAL MERCURY  
LUNOSOL

### MEDICAL ARTS PRESCRIPTION SHOP

Tulsa's Exclusive  
Prescription Drug Store

We carry one of the largest prescription  
stocks in the Southwest.

Phone 4-0121

AND LET US SERVE YOU

**AKON**  
NATURAL *foods*

722 S. Boulder  
Phone 7711

INC.

Foods for Every Diet  
Tulsa, Oklahoma

*Statements—Envelopes—Letter Heads and Office Forms*

# Commercial Printing Co.

**R. W. (Bob) Hudson**

417 East Third

Phone 2-2450

## COLLOIDAL MERCURY SULPHIDE-HILLE



*In  
Syphilis*

**Painless On Injection (Except for the Prick  
Of the Needle)**

HILLE LABORATORIES, INC.

"True Colloids"

CHICAGO, ILL.