

The Bulletin

OF THE TULSA COUNTY MEDICAL SOCIETY

VOL. 4

TULSA, OKLAHOMA, MARCH 1938

NO. 3

Are you a member of a standing committee? Has your group had a meeting? See page 5.



Have you sent your past due accounts to the Medical Bureau for collection? Take a peek at page 11.



What about March 30? This is on page 12, too.



The Calendar of all Medical events is on page 3 again.



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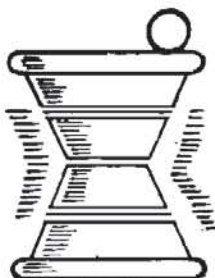


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CALENDAR

- MONDAY, March 14:**
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.
- WEDNESDAY, March 30:**
The Auxiliary Party at St. John's Hospital.
- MONDAY, April 4:**
Morningside Hospital staff meeting.
- TUESDAY, April 5:**
Sisler Hospital staff meeting.
- WEDNESDAY, April 6:**
Tulsa General Hospital staff meeting.
- MONDAY, April 11:**
Society meeting in Auditorium Medical Arts Building at 8 p.m. Program: "Strictures of the Rectum," by Dr. Joseph Fulcher.
- MONDAY, April 18:**
St. John's Hospital staff meeting.
- TUESDAY, April 19:**
Flower Hospital staff meeting.
- MONDAY, April 25:**
Society meeting in Auditorium Medical Arts Building at 8 p.m. Program: "Endocrinology in General Practice," by Dr. Daniel L. Sexton of St. Louis.

A Statement of Policy:-

1. To provide only what is requested by the physician.
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THE BULLETIN

OF THE

TULSA COUNTY MEDICAL SOCIETY

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

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

Lloyd Stone, *Executive Secretary*

Volume 4

MARCH, 1938

Number 3

Committees Start Year's Work

There has been nothing sloppy about the way the standing committees of the Tulsa County Medical Society have rolled up their sleeves and pitched into the actual work which has been mapped out for accomplishment during the present year.

Almost half of the standing committees have had at least one meeting during the past month and have launched their activities. Some of these committees have accomplished a part of their program while others will be weeks or months before they are ready to make definite reports, because of the nature of their objectives.

President M. J. Searle pointed out, in a letter to the committee chairman, that the actual work of the Medical Society depended on the committees and the manner in which they did their jobs. The committee work has been correlated with the objectives and general program of the organization.

Many of the committees have accomplished a number of the projects which they have set for themselves and others are busy at work. Following is an outline which has been mapped out for the standing committees this year:

BULLETIN COMMITTEE: 1.—Take immediate steps to put *The BULLETIN* on a paying basis. 2.—Improve style and typography of magazine. 3.—Secure new cover for *Bulletin*. 4.—Secure articles of general or special inter-

est to be published from time to time. 5.—Increase circulation to include all physicians in northeastern Oklahoma.

CANCER COMMITTEE: 1.—Provide one or two scientific programs on cancer during the year for regular meetings of the society. 2.—Investigate activity of Women's Field Army and cooperate with their organization. 3.—Develop a survey to determine cultists and quacks in the county and state who are treating cancer and see what can be done about them. 4.—Cooperate with Cancer Society and see if we can lend any aid. 5.—Cooperate with research clinical work being started in Tulsa.

CIVIC RELATIONS: 1.—Arrange to have medical talks made before each civic club sometime during the year. 2.—Discuss plans with clubs sponsoring some medical or charitable activity. 3.—Investigate possibility of having our outstanding medical visitors appear before civic clubs while they are in Tulsa. 4.—Enlist aid of civic clubs in health programs and education to be undertaken by the society.

CONSTITUTION: Make study of Constitution and By-laws with the view of revising them or changing them to take care of new conditions. 2.—Publish revised Constitution in *The BULLETIN*.

CLINIC AND HOSPITAL: 1.—Make thorough study of medical work and health supervision being done by all

other organizations and groups, such as Community Fund, civic clubs, lodges, hospitals, clinics, city-state-county activities and other groups doing any type of work affecting the health of the community. 3.—Make report correlating the activities of all these groups pointing out the need for additional clinical or hospital care for the indigent and borderline cases. 4.—Work out proposals for a definite program of clinics or other measures needed to provide adequate medical attention for every person in Tulsa County.

CREDIT BUREAU: 1.—Study report of organization set-ups in operation in Detroit, Milwaukee and Wichita with a view of organizing a Credit and Collection Department in Tulsa. 2.—Supervise Credit and Collection Bureau operation.

ENDOWMENT: 1.—Work out plans for completing individual endowments this year. 2.—Check up with number of national endowment foundations and see if it is possible to obtain an allotment to add to our library or endowment accounts.

ENTERTAINMENT: 1.—Plan to hold annual banquet and dance. 2.—Study feasibility of holding annual grid-iron banquet, possibly in conjunction with legal profession this fall.

MEDICAL ETHICS: 1.—Publish code of ethics in *The Bulletin* and see about publishing code in suitable form for framing and hanging in doctors' offices. 2.—Present paper or talks on ethics at one of the regular society meetings. 3.—Study rules regarding publicity, public appearances of members of the society.

FINANCE: Examine Society's financial statement each month. 2.—Consider all motions made in regular or special meetings where expenditure of money is involved, to keep miscellaneous items from upsetting the budget.

GOLF: 1.—Plan annual golf tournament for this fall. We might offer challenge trophy to be donated by *The Bulletin*. 2.—Might arrange to challenge lawyers for tournament some week-end.

INDUSTRIAL: 1.—Study prevalence of occupational diseases and disabilities in this area. 2.—Study ethical behavior in industrial practice.

LEGISLATION: 1.—Get copy of legislation now pending or hanging fire in state legislature. 2.—Can committee determine if there are any new unfavorable laws which may be offered the legislature in the 1939 session? 3.—Secure copy of session laws and other legal regulation which affect medicine and medical practice in Oklahoma.

LIBRARY: 1.—Continue subscriptions to medical publications now being received by our library. 2.—Study plans for securing additional technical volumes. Also study plans for securing non-technical or "lay reader" books on medical subjects. 3.—Continue program for binding current issues of medical publications as in the past.

MATERNAL HEALTH: Cooperate with Public Health Association in their pre-natal nursing campaign. 2.—Cooperate with Maternal Health Association in their clinical work. 3.—Check with authorities to make certain that all births are properly recorded. It might be possible to have the records of births transferred and placed under the direction of the Medical Society. 4.—Investigate provisions of Social Security Act for medical attention in connection with maternal and child welfare work.

MEDICAL ECONOMICS: 1.—Study Service Bureau plan for furnishing medical attention to persons falling in the low-income or border-line classification. Try to work out some plan to handle this type of patients. 2.—Study feasibility of operating telephone exchange by the Society.

PHARMACEUTICAL: 1.—Plan or study feasibility of a meeting of all druggists and pharmacists together with the medical society. 2.—Possibly we can furnish speaker at one of their meetings. 3.—Stress importance of handling only well-known council-approved drugs, etc.

MEMBERSHIP: 1.—Make survey

(Continued on Page 11)

PRESIDENT'S PAGE

In a program of work, no one could ask for better cooperation than is being given by the chairmen and members of the standing committees of the Tulsa County Medical Society.

There are 28 committees comprising nearly 150 members, and nearly all of these members are actually at work; in fifteen meetings only three committeemen were absent.

A letter was sent to each chairman suggesting a program for each committee. As was expected, each respective committee has elaborated and modified many of the ideas expressed.

Every bit of our work is being handled in this way, and any real progress made toward the various goals we have set depends upon the activity and acumen of these members. The officers and Executive Secretary are at all times available, but the work itself can be done more efficiently and thoroughly through these channels.

The enthusiastic support of the committees gives your officers hope that much will be accomplished this year toward vitalizing our program of work and placing the Medical Society on a footing that will make the organization a power in this community.



President

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Medical Credit Bureau In Action

Culminating a couple years of discussion and several weeks of work, the MEDICAL CREDIT BUREAU actually opened for business a week ago and is now actively in the business of collecting accounts and preparing a credit exchange for all members of the Tulsa County Medical Society.

The Medical Credit Bureau is a department of the Medical Society and is supervised entirely by members of the Credit Bureau Committee composed of Dr. Paul Grosshart, chairman, and Dr. Joseph Fulcher, Dr. H. J. Black, Dr. E. G. Hyatt and Dr. V. K. Allen. This committee has formulated the policy of the bureau and will actually control the activities of this department. The detail operation of the bureau will be under the direction of the Executive Secretary until such time as the work of the bureau reaches the point where a full-time department head will be necessary.

The new filing equipment for the records of the credit reporting service as well as the collection department have been received and the actual work got under way with the receipt of accounts for collection from a number of doctors. More doctors are sending in their accounts each day and additional office force will be employed as rapidly as the work expands. At least one solicitor will be added to the organization within the next week. He will make the outside contacts and will follow up accounts placed for collection.

Blanks will be sent out immediately so that every member of the Society can list his charged-off or dead accounts which cannot be collected. It is expected that this list will mount rapidly and that when it is completed will contain between six and ten thousand names. The credit information in this file will be available to every member of the society without cost. When this file is prepared any doctor receiving a new patient can contact the Executive Offices and obtain a credit report on any person.

The committee plans to make the Medical Credit Bureau self-supporting through the collection of accounts. The following collection charges have been authorized.

20% on accounts over \$10 and less than six months old.

50% on accounts of \$10 and under; those out of town or collected by affiliated agencies; or those turned to attorney for collection.

33-1/3% on all other accounts.

No charge will be made where the account is not collected.

Following are excerpts from a letter sent out by Dr. Grosshart, chairman of the Credit Bureau Committee:

Dear Doctor:

As you no doubt know, the Tulsa County Medical Society has authorized the organization of a collection department under the direction of a Credit Bureau Committee of doctors. Plans have been perfected and this bureau will be operated as the MEDICAL CREDIT BUREAU, affiliated with the Tulsa County Medical Society.

The Medical Credit Bureau is now open for business.

We are leaving nothing undone to insure the success of this collection department. Complete records will be kept. Regular reports will be made of accounts. Collections will be remitted to the doctors at the end of each month. Every person handling your money will be under bond.

We want to ask the cooperation of every member of the Tulsa County Medical Society. Use this credit bureau in collecting your accounts. We honestly believe this new collection service is a definite step toward putting the medical profession on a business basis and that it will cure many of our besetting "ills."

If you want any other information call the Executive Secretary at 4-3323 or call me at 3-5600.

Fraternally yours,
PAUL GROSSHART, M.D.,
Chairman Credit Bureau

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

MARCH, 1938

NO. 3

THE ADVERTISERS PAY THE BILL

The editorial committee wishes to call your attention to the advertisers appearing in this issue of **THE BULLETIN**. These advertisers are the firms making it possible for your committee to continue the improvement in our society publication.

THE BULLETIN is now on a self-supporting basis. It pays its own way, even to postage. We have enlarged our mailing list and every doctor in northeastern Oklahoma, who is a member of his local county organization, now receives a copy of this magazine.

But, first and last we want you to remember that all this has been done because our advertisers have made it possible. Without their support there is nothing we could do. It costs money to continue any publication—and our advertisers furnish this very necessary item.

MORNINGSIDE PARTY IS BIG SUCCESS

The annual party given by the Morningside Hospital for all the members of the Medical Society was another outstanding success, if the enthusiasm of those who attended the affair, given

February 25 in the Tulsa Club, counts for anything.

Approximately 150 members of the society and other guests were on hand when Mr. M. J. McNulty rang the dinner gong. According to reports, nothing was left undone to add to the success and enjoyment of the affair.

MEDICAL AUXILIARY PARTY

Doctors' Day, Wednesday, March 30, has been chosen by members of the Medical Auxiliary, as the date for an old time box supper, spellin' bee, and informal entertainment for the husbands.

The party will be given in the large auditorium of the St. Johns nurses home, beginning promptly at 6:45 P.M.

Each Auxiliary member will bring (we hope, we hope, we hope) a beautifully browned fryer, with vitamed concoctions, and dessert (cake or pie) tucked into a festooned or tailored to fit box, the number placed thereon matching a number to be drawn by one of the gallant guests of honor.

An outstanding feature of the evenings' merriment will be a dramatic skit, "Consolation," with the following cast: Mrs. Harry D. Murdock, Mrs. Page E. Hudson, Mrs. C. O. Buckles, Mrs. Channing W. Benedict, and Mrs. Thomas H. West.

Bridge and chinkercheck players, as well as guests playing the board games, will receive prizes for their victorious efforts.

Informal is the edict of the committee in charge of costumes.

Hot coffee, with accompaniments, will be served by the Auxiliary committee. Table covers, napkins, coffee cups and plates will be furnished. Silverware (or paperware, as you wish) will be brought along in the boxes of food.

Cast aside all trivial interferences,—crying children, emergency calls, pinching shoes, timidity, awkwardness and a general dislike for your fellowman, and frolic at this big, free, happy Doctors' Day party at 6:45 Wednesday evening, March 30, 1938.

COMMITTEES START WORK

(Continued from Page 6)

of doctors in Tulsa County and determine those who should become members. Make an effort to have every eligible doctor petition for membership. 2.—Members of this committee could act as "fellowship" committee at regular meetings, to be sure members know each other. 4.—Investigate advisability of securing or accepting internes as junior members. 5.—Make an effort to have each doctor in your building attend all regular society meetings.

MEMBERSHIP WELFARE: 1.—Investigate possible help needed by physicians' widows and find out where it is possible to assist destitute physicians. 2.—Study possibility of providing benefits for aged physicians by state, federal or other agencies. 3.—Visit members who are ill and send flows or condolences to bereaved families.

MENTAL HEALTH: 1.—Arrange suitable program for regular meeting during the year. 2.—Prepare suitable papers for reading before students, clubs and other organizations. 3.—Keep membership advised of state or federal programs in this field. 4.—Inaugurate lay educational program in mental hygiene with special emphasis on Child Welfare activities.

MILK: 1.—Work with city health department toward enforcement of present milk ordinances. 2.—Make study of dairies and farms to see if present laws are adequate and are being observed.

NECROLOGY: 1.—Prepare obituary notices for *The BULLETIN*. 2.—Communicate with families of deceased physicians in behalf of the society.

PROGRAM: Plan monthly scientific programs as in the past. 2.—Contact chairmen of various committees and arrange one or more programs which they will help present in all cases where this is advisable.

PUBLIC HEALTH: 1.—Study plans for public health activities and educational campaign. 2.—Plan "Pub-

lic Health Week" or "Child Health Week" to be held this fall. 3.—Plan educational program.

PUBLIC RELATIONS: 1.—Inaugurate a regular weekly broadcast over one or both local radio stations. 2.—Establish speakers bureau. 3.—Pass on all articles for publication or broadcast.

RURAL AFFAIRS: 1.—Plan special open meetings in various towns in the county. 2.—Plan to furnish speakers to business and civic organizations where requested.

TUBERCULOSIS: 1.—Keep in contact with Public Health Association and help in every way possible. 2.—Plan program for regular society meeting during the year.

PREVENTS DEFORMITIES

No antiricketic substance will completely straighten bones that have become grossly misshapen as the result of rickets. But Oleum Percomorphum can be depended upon to prevent ricketic deformities if given early and in adequate dosage. This is not true of all antiricketic agents, many of which are so limited by tolerance or bulk that they cannot be given in quantities sufficient to arrest the ricketic process promptly, with the result that the bones are not sufficiently calcified to bear weight or muscle-pull and hence become deformed, according to Mead Johnson and Company.

1938 AUTO LICENSE TAGS

If you have not secured your 1938 auto license plates the deadline is April 1st. If you will bring your title certificate to the Executive Offices on or before March 20 we will get them for you and you can pay when they are delivered to your office. This may keep you or your office assistant from standing in a long waiting line.

Of Special Interest!

SOCIETY ADOPTS PUBLICITY RULES

The medical profession of Tulsa County is keenly aware of the desirability of providing the press and public with authentic medical news. It is recognized that the interests of public education frequently demand that individual physicians be quoted in newspapers and over the radio. On the other hand, it is necessary that copy of this type adhere to the highest ethical standards.

The following regulations have been formulated by the committee on Medical Ethics and approved by the Society.

1. Requests received by individual members for expression of opinions on medical matters shall be referred to the Public Relations committee. Preferably such information shall be given out in the name of the Tulsa County Medical Society or in the name of one of the standing committees having jurisdiction over the particular subject under discussion.

2. Any Society member, who by invitation or upon his own initiative, writes an article on a medical topic for publication in the lay press or to be broadcast over the radio, shall submit said article to the Public Relations committee prior to its being published or broadcast.

3. Any Society member who writes an article for the lay press or delivers a speech over the radio or to a club or lay group shall be introduced or referred to merely as "DR. SO-AND-SO SPEAKING FOR THE COMMITTEE ON () OF THE TULSA COUNTY MEDICAL SOCIETY. Or if the speaker is an officer of the society he shall be introduced as "DR. SO-AND-SO, PRESIDENT (or other office) OF THE TULSA COUNTY MEDICAL SOCIETY.

4. All hospitals shall cooperate with

the press giving facts of a news nature without asking or implying that the institution's name be used. Hospitals indulging in this practice shall be subject to censure.

5. The Committee on Publicity and Public Relations will approve all authentic scientific articles which are not of a self-aggrandizing nature. This committee also will censor all articles of news or educational nature pertaining to public health or medical matters, always bearing in mind the importance of stressing the facts rather than the individual presenting them.

Any violation of these rules will subject the offender to censure by the society without formal charges being made.

* * *

AN INVITATION FROM OKLAHOMA CITY

Tulsa County Medical Society
Tulsa, Oklahoma:
Gentlemen:

At the request of Dr. C. J. Fishman, President of the Oklahoma County Medical Association, we wish to extend an invitation to the Tulsa County Medical Association to present the scientific program for our meeting on the fourth Tuesday of April, which will be the 26th.

For the information of your committee, it is customary for us to have a short business meeting of approximately 30 minutes, from 7:30 to 8:00 P.M., then the meeting is turned over to the scientific section which usually occupied a period from 8:00 to 9:00 P.M., or shortly after.

This is not only an invitation for your Association to present the program at our regular meeting in April, for we wish to extend a further invitation to all members of the Tulsa Society to be present at this meeting as well as a din-

ner that will be given for them prior to the meeting. The time and place of this will be furnished you at a later date.

OKLAHOMA COUNTY
MEDICAL ASSOCIATION.
H. C. Smith, Executive Secretary

* * *

**PLAN TO ATTEND
STATE MEETING**

Talk is being started by a number of doctors who are planning on attending the annual meeting of the Oklahoma State Medical Association at Muskogee, May 9-10-11. Tulsa's delegation this year will be one of the largest of recent years according to advance discussion.

Guest speakers who have been invited to speak on the convention program are: Dr. Frank Neff, Kansas City, Pediatrics; Dr. Edward Wm. Alton Ochsner, New Orleans, Surgery; and Dr. Wm. S. Middleton, Madison, Wis., Internal Medicine.

* * *

NEW MEMBER

Dr. Clyde Ramey was accepted for membership in the County Society at the last regular meeting. His application, signed by Drs. Hall, Houser and Jones, was approved by all three members of the Board of Censors and his election was unanimous.

* * *

PERSONALS

Dr. Jeff Billington, city health superintendent, was one of the speakers on the program of the annual conference on local government held at Norman March 9. Unemployment, relief and public health were among the subjects for discussion on the program.

Dr. W. Albert Cook carved his name in the sports pages recently with a neat little hole-in-one out at the Southern Hills Country Club the other day. Not at all bad after only 34 years' on the links. The dope printed in the paper is that Dr. Cook helped establish Tulsa's first golf course back in 1904 and then was one of the finalists in the first Tulsa Golf Championship tournament a year later.

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

L. C. NORTHRUP, M. D.
Surgery, Gynecology and Obstetrics

1307 S. Main, Tulsa Ph. 4-5571

A. RAY WILEY, M. D., F. A. C. S.
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Library Notes

The library committee went over the list of journals and decided that it was best not to increase the subscriptions to journals until such time as all the binding of journals is completed. This will probably take two or more years to accomplish with the limited appropriation available.

All of the journals taken last year will be continued either from appropriations or donations. A small dividend from endowment will be available July 1, but there will not be sufficient funds until January 1, 1939, to add a new journal to the present list.

The library committee gratefully acknowledges the donation of two new journals to the library by the Tulsa County Public Health Association. These are the Journal of Social Hygiene and the American Public Health Association Journal. This makes a very important addition to the library and will be of great value to those engaged in public health work.

The donor who established the Paul C. Geissler Memorial Fund has requested that the dividends be used for the "purchase and binding of journals without restriction to anesthesia." The fund was formerly limited to anesthesia. This will make the fund more general in its scope with increased support. Funds received for general expense endowment have been credited to the Geissler Memorial Fund making it the largest single endowment fund at present.

Curtain's Prescription Laboratory has made a donation for the establishment of an Endowment Fund for Pharmacy and Chemistry. When sufficient additional donations are received for this fund the dividends will be applied to a journal on pharmacy or chemistry. At present the library does not have any journal on these subjects.

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

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