

THE BULLETIN

OF THE TULSA COUNTY MEDICAL SOCIETY

VOL. 5

TULSA, OKLAHOMA, JANUARY, 1939

NO. 1



FIRST ANNUAL
INAUGURAL BANQUET AND BALL
of the
TULSA COUNTY MEDICAL SOCIETY

Sponsored by the Women's Auxiliary
CRYSTAL BALLROOM MAYO HOTEL

January 9th

BRIDGE — ENTERTAINMENT — DANCING





If they could talk,
Council Seals
would say:



“When you see one of us on a package of medicine or food, it means first of all that the manufacturer thought enough of the product to be willing to have it and his claims carefully examined by a board of critical, unbiased experts . . . We’re glad to tell you that this product was examined, that the manufacturer was willing to listen to criticisms and suggestions the Council made, that he signified his willingness to restrict his advertising claims to proved ones, and that he will keep the Council informed of any intended changes in product or claims . . . There may be other similar products as good as this one, but when you see us on a package, you know. Why guess, or why take someone’s self-interested word? If the product is everything the manufacturer claims, why should he hesitate to submit it to the Council, for acceptance?”

THE FOLLOWING MEAD PRODUCTS ARE COUNCIL-ACCEPTED: Oleum Percomorphum (liquid and capsules); Mead’s Cod Liver Oil Fortified With Percomorph Liver Oil; Mead’s Compound Syrup Oleum Percomorphum; Mead’s Viosterol in Halibut Liver Oil (liquid and capsules); Mead’s Cod Liver Oil With Viosterol; Mead’s Viosterol in Oil; Mead’s Standardized Cod Liver Oil; Mead’s Halibut Liver Oil; Dextri-Maltose Nos. 1, 2, and 3; Dextri-Maltose With Vitamin B; Pablum; Mead’s Cereal; Mead’s Mineral Oil With Malt Syrup; Mead’s Brewers Yeast (powder and tablets); Mead’s Thiamin Chloride Tablets; Mead’s Cevitamic Acid Tablets; Mead’s Powdered Protein Milk; Mead’s Powdered Whole Milk; Mead’s Powdered Lactic Acid Milk Nos. 1 and 2; Alacta; Casec; Sobee; Cemac; Olac.

THE FOLLOWING NEW PRODUCT IS BEFORE THE COUNCIL ON PHARMACY FOR ACCEPTANCE: Mead’s Nicotinic Acid Tablets.



HEALTH IS WEALTH

A trite old saying, but none the less true. The only real bankrupt is the person who has heedlessly let his store of Health dwindle and disappear.

Guard Health! Your most precious treasure.

To keep in the Highway of Health consult and co-operate with your physician, and when he gives you a prescription, bring it to this pharmacy, where only skilled pharmacists do the compounding.



ROY GETMAN DRUG STORE

Sixth and Main Phone 3-6171

● Green Discount Stamps

CONTENTS

New Officers Elected.....	5
Annual Banquet	7
President's Page	8
Medical Calendar	9
1938 Officers and Trustees	10
Observations of a Secretary	11
Dr. Harry T. McGuire	15
The Story of \$21,000	17
Liability Insurance	18
Of Special Interest	21
Hospital Insurance	23
Want to Experiment	25
This and That	29

ADVERTISERS

Mead Johnson and Co.	2
Roy Getman Drugs	3
Curtain's Prescription Laboratory....	4
Medical Arts Laboratory	4
Morningside Hospital	12
Medical Arts Prescription Shop.....	12
Medical Credit Bureau	16
Sisk-Voth Insurance	20
Public Service Company	24
Merkel X-Ray	28
Tulsa Undertaking Co.	28
Landes, Seever & Thornton	28
Professional Directory	30
Oakwood Sanitarium	31
Meadow Gold Dairy	31
G. H. Galbreath Company.....	32
Lambert Pharmaceutical Co.	32
Tulsa Typewriter Co.	32
Akin Foods	32
Commercial Printing Company	32

Life Depends Upon Preparedness

A plumber may leave tools at home; a boy can always be despatched for them. No harm is done.

Prescription druggists must anticipate, be ready to supply the doctor's urgent call *at once*.

Maintaining of efficient and distinguished service must depend upon the recognition of its value. Special stock or extra skill may be the factor which determines life or death. To those who sacrifice all else to this *should go your whole support*.

CURTAINS PRESCRIPTION LABORATORY

SIXTH AND BOULDER

PHONE 4-7116

A Strict Ethical Pharmacy in Policy and Appearance

MEDICAL ARTS LABORATORIES

410-14 Medical Arts Bldg.

Phone 4-3111

Announce

the installation of a

Westinghouse 500 Ma. Shock Proof

Diagnostic X-Ray Unit

THE BULLETIN

OF THE

TULSA COUNTY MEDICAL SOCIETY

M. J. Searle, M. D., *President*A. Ray Wiley, M. D., *President Elect*P. P. Nesbitt, M. D., *Vice-President*Roy L. Smith, M. D., *Secretary-Treasurer*Lloyd Stone, *Executive Secretary*

VOL. 5

TULSA, OKLAHOMA, JANUARY, 1939

NO. 1

R. C. Pigford New President - Elect

Dr. Russell C. Pigford, long a leader in the activities of the Tulsa County Medical Society, was elected President-Elect to serve as president in 1940 at the annual election of officers December 12. Dr. Pigford takes his place as president-elect on the Board of Trustees succeeding Dr. A. Ray Wiley who takes his place as President for 1939.

With Dr. Wiley as president for the coming year and Dr. Pigford as president-elect, the following officers were elected to complete the official family: Dr. R. Q. Atchley, vice-president; and Dr. Roy L. Smith, re-elected Secretary and Treasurer.

Following are the newly elected members of the Board of Trustees: Dr. W. S. Larrabee (for five years); Dr. A. W. Pigford (for four years); Dr. M. J. Searle, (for three years); Dr. Ned R. Smith (for two years), and Dr. J. C. Brogden (for one year). These five physicians, together with the new President and President-elect will constitute the Board of Trustees.

Following are the newly elected mem-



Dr. R. C. Pigford

bers of the State House of Delegates: Dr. W. S. Larrabee and Dr. M. J. Searle (for five years); Dr. C. H.

(Continued on Page 23)



From left to right: Dr. R. Q. Atchley, Dr. Roy Smith, Dr. A. W. Pigford, Dr. W. S. Larrabee, Dr. Ned R. Smith, Dr. J. C. Brogden, Dr. M. J. Searle and Dr. A. Ray Wiley.



Incoming President . . .

Dr. A. Ray Wiley, long a leader in the activities and affairs of the Tulsa County Medical Society, will succeed to the office of President when he takes over the gavel at the annual Inaugural Banquet on January 9th. Dr. Wiley is a name that has been written in Tulsa's medical history in a big way, first by that pioneer Dr. Chas. Z. Wiley and now by his son who will lead the Tulsa County Medical Society through 1939.

Retiring President . . .

Probably no president in the history of the Tulsa County Medical Society has seen the organization take such rapid strides forward, as has Dr. Maurice J. Searle who directed the affairs of the Society through the past year through this most important period of transition. At the close of a most eventful year, Dr. Searle takes off his toga of office, tosses the flame to his successor and joins the ranks of past presidents with the satisfaction of having done a big job, well.



Install Officers at Banquet

The Annual Banquet—the Inaugural Ball—the Doctor's Party—no matter by what name you call it, the annual party for the installation of the newly elected officers who will guide the fortunes of the Tulsa County Medical Society for the coming year will be one of the "big moments" in the history of the organization, if plans of the Women's Auxiliary are carried out on the same high scale that they have been made.

The facts in the case are about as follows:

Place: Crystal Ballroom Mayo Hotel.

Time: 7 p. m. Monday, January 9th.

Event: Annual Inaugural Ball.

This affair will be strictly a doctors' party from start to finish. First of all will come a banquet which will be something to write home about, according to Mrs. T. H. Davis, president of the Auxiliary. The Auxiliary is sponsoring the party and handling all the details from the little matter of selling tickets to some 200 doctors and their wives right on down to the final strains of "Good Night Ladies" by the orchestra.

Following the important business of eating will come the special entertainment program, which will be more than something in itself. Mrs. H. D. Murdock has charge of the entertainment for the party. The whole entertainment program will be presented by children and other members of doctors' families. Just what the features of this phase of the evening's surprise will be, Mrs. Murdock and her assistants refused to divulge, but the program, as we said before, will be something.

Next on the schedule for the evening will be the installation of the new officers for 1939. Dr. M. J. Searle, who has guided the activities of the organization during 1938 will turn the gavel over to Dr. A. Ray Wiley the new "head man." Other officers who will take over their new duties at this time are: Dr. R. C. Pigford, President-elect; Dr. R. Q. Atchley, Vice President and Dr. Roy L. Smith, Secretary-Treasurer. The Trustees who will take over are Dr. W. S. Larrabee, Dr. A. W. Pigford, Dr. M. J. Searle, Dr. Ned R. Smith, and Dr. J. C. Brogden. The following members will assume office as Tulsa's representatives in the House of Delegates: Dr. W. S. Larrabee, Dr. M. J. Searle, Dr. C. H. Haralson, Dr. R. M. Shepard, Dr. Ned R. Smith and Dr. W. Albert Cook with the following alternates: Dr. Malcolm McKellar, Dr. Marvin Henley, Dr. Ruric N. Smith, Dr. R. Q. Atchley and Dr. Hugh Graham.

And with the business stuff finished up, things will begin to happen. First, there will be bridge for all the bridge players. Word has gotten around that there will be prizes for those players who know how or are just plain lucky. A room on the sixteenth floor, adjoining the Crystal Ballroom, has been set aside for the bridge party and Culbertson will reign undisturbed.

For those who would rather dance than anything else, there will be dancing. Mrs. Davis announced that Maestro Jackson and his group of melody makers will furnish swing and what-have-you or what-do-you-want from the hour of 10 o'clock until the clock on the steeple strikes one.



PRESIDENT'S PAGE

I come to the close of my term with mingled feelings of relief and regret—relief, to know that the responsibilities of this Office are now transferred to a successor, and regret, that undoubtedly all that was possible to do was not done in this past and eventful year.

The duties of the President of the Tulsa County Medical Society have become so varied and arduous that he could not discharge them properly without assistance; I therefore devote my Swan Song on this page to those who have served with me, not reluctantly nor grudgingly, but rather with the most admirable spirit of loyalty, sincerity and co-operation.

I refer particularly to the Committees and their chairmen who have worked long and late on their various assignments; to the Board of Trustees without whose assistance I would have been lost, and to your Secretary-Treasurer who has conducted his affairs with meticulous efficiency.

There is no one who might have been chosen for the post of Executive Secretary who could have displayed the initiative, integrity, loyalty and general ability, as has Mr. Lloyd Stone, and to him and the office organization I express my heartfelt thanks.

To the Society itself, for its confidence in me I am deeply appreciative; it has been an honor and a pleasure to be your President.



President

Medical Calendar

MONDAY, Jan. 2:

Morningside Hospital Staff Meeting.

TUESDAY, Jan. 3:

Mercy Hospital Staff Meeting.

WEDNESDAY, Jan. 4:

Radio Broadcast at 3:30 p. m. Station KTUL. Dr. F. J. Nelson.

WEDNESDAY, Jan. 4:

Tulsa General Hospital Staff Meeting.

FRIDAY, Jan. 6:

Post-Graduate Course at Morningside Hospital at 8:00 p. m.

MONDAY, Jan. 9:

No medical society meeting. Inaugural Ball at Crystal Ballroom, Mayo. Hotel.

WEDNESDAY, Jan. 11:

Radio Broadcast at 3:30 p. m. Station KTUL. Dr. V. K. Allen.

FRIDAY, Jan. 13:

Post-Graduate Course at Morningside Hospital at 8:00 p. m.

MONDAY, Jan. 16:

St. Johns Hospital Staff Meeting.

TUESDAY, Jan. 17:

Flower Hospital Staff Meeting.

TUESDAY, Jan. 17:

Office Assistants meeting, Michaelis Cafeteria at 6:00 p. m.

WEDNESDAY, Jan. 18:

Radio Broadcast at 3:30 p. m. Station KTUL. Dr. R. M. Shepard.

FRIDAY, Jan. 20:

Post-Graduate Course at Morningside Hospital at 8:00 p. m.

MONDAY, Jan. 23:

Society Meeting in Auditorium of the Medical Arts Building. Dr. Wendell Long, of Oklahoma City, Chairman of the State Cancer Society, will read a paper on "Endo Metriosis."

WEDNESDAY, Jan. 25:

Radio Broadcast at 3:30 p. m. Station KTUL. Dr. H. Lee Farris.

FRIDAY, Jan. 27:

Post-Graduate Course at Morningside Hospital at 8:00 p. m.



DR. P. P. NESBITT
Vice President



DR. M. J. SEARLE
President



DR. ROY L. SMITH
Sec'y Treas.

Officers and Trustees
of the
TULSA COUNTY MEDICAL SOCIETY
1938



DR. A. RAY WILEY
President-Elect



DR. C. H. HARALSON
Trustee



DR. W. ALBERT COOK
Trustee



DR. H. S. BROWNE
Trustee



DR. A. W. PIGFORD
Trustee



DR. NED R. SMITH
Trustee



LLOYD STONE
Executive Secretary



Observations of Your Secretary

By ROY L. SMITH

It was just twelve months ago that Dr. James Stevenson tossed the flame to Dr. M. J. Searle as incoming president of the Tulsa County Medical Society and along with the other officers, your new secretary took over his duties from Dr. David V. Hudson, who had served as scribe long and faithfully.

And now that we are just winding up our first year, it is with no little amount of pride that we look back over the activities and review the pile of work and accomplishments, in what has been a very momentous twelve-months.

* * *

Outstanding in our Medical Society set-up, was the executive reorganization with the employment of an Executive Secretary to handle the business affairs of the Tulsa County Medical Society. Lloyd Stone, newspaper and advertising man and former Secretary of the Tulsa Junior Chamber of Commerce, was selected as our Executive Secretary and under his direction the Society activities and influences have been expanded in many directions.

Under our new organization plan, the influence of the Medical Society has made itself felt not only in the business affairs of our members but also in the political and civic affairs of the city and county.

I have been asked what have we received for our increase in dues under our present set-up and in my observations I have found a dozen or two answers.

* * *

First on the list of accomplishments of the County Society during the past year is the establishment of the Medical Credit Bureau, operating under the Executive offices. Operating less than nine months, the Credit Bureau has already turned more than \$8,000 back to the members who have turned their accounts over to the bureau for collection and have started or paid in full approximately \$30,000 worth of accounts which

have been delinquent, or outlawed, or forgotten or refused.

Through this one department alone, the Tulsa County Medical Society has returned more money to the members of the Society than their entire dues of the membership totaled during the entire year. And with proper cooperation of all the members of the Society during the coming year, the Bureau will do twice as much for the Society and its members.

* * *

High on the list of things accomplished comes the Physicians and Surgeons Group Liability Insurance Policy which has been secured and is now in effect. This Insurance, which is available to every physician in Oklahoma as well as Tulsa County, brings an additional saving to every member of the Society. Every member who has come in under this Master Policy has made a direct saving of from \$15 to \$85 on his insurance with an average saving of approximately \$40 per doctor insured. This saving in Insurance Premiums equals more than the yearly membership dues for the doctors covered. And this insurance is available to every member of the organization.

* * *

One of the most active committees of the organization during the past year was the Publicity and Public Relations group. There has not been a single week when this committee has not been working. First on the list of committee accomplishments is the regular weekly broadcast "Your Family Doctor" which is heard over station KTUL every Wednesday afternoon. The programs are selected by the committee and the broadcasts are made by members of the Society.

We have secured a great deal of favorable publicity which has at least been equal to the unfavorable notice the profession has secured nationally. Early in the year, this committee prepared a special Medical Section in the



MORNINGSIDE HOSPITAL

*One of Oklahoma's
finer hospitals*

1653 East Twelfth St.
Telephone 3-2131
TULSA, OKLAHOMA

AT YOUR SERVICE

*One of the largest stocks of prescription Drugs
in Oklahoma*

Our three way check system prevents mistakes.

Our fast turn over gives you fresh Drugs.

Our buying power gives the best price.

All work is handled by competent registered
Pharmacists.

We give your patient what you prescribe.

MEDICAL ARTS PRESCRIPTION SHOP

Medical Arts Building — Tulsa, Okla.

Phone 4-0121

Tulsa Daily World besides hundreds of inches of space in the regular news and editorial columns of the Tulsa Tribune and the World. The editorial expressions of both newspapers have been extremely gratifying and helpful. Besides these avenues of publicity, the Tulsa World has, with the aid of this committee, prepared a series of weekly advertisements which provide a fine method of public education. The Prescription Shop also is running a series of "doctor" ads which have been approved by the committee.

Speakers from the membership have appeared before a score of civic clubs and have contributed no little bit to our program of public education.

* * *

Definite strides forward have been made in the matter of the establishment of a free clinic and hospital accommodations for indigent patients of Tulsa County. This committee, under Dr. C. C. Hoke, chairman, has performed a fine piece of work and the fruits of this activity will be garnered during the coming months.

Under the supervision of the committee, a county wide survey was made to determine the medical needs of Tulsa County and the facts compiled from this survey showed the big job that was being left "undone" in the present set-up for providing adequate medical care for the poor and needy of Tulsa County.

Arrangements have been completed for bringing the matter to a successful head during the next few weeks. Plans have been prepared and will be discussed with the incoming County Commissioners immediately so that the clinic plan can be introduced without undue delay.

* * *

The Tulsa Society has received a great deal of favorable publicity through the improvement and expansion of the Tulsa County Medical Bulletin. This publication has been increased from a small eight-page publication for our own members to its present size and the circulation has been increased to cover every doctor in the entire state. This

gives us a great publication for keeping the profession advised on the current activities within and without the medical ranks. Our Bulletin now ranks with the finest in the United States.

And while we have been improving the Bulletin, the Bulletin has been more than paying its own way with its advertising. Dr. W. S. Larrabee, chairman of the committee reported that the publication showed an operating profit of approximately \$400.00 for the year.

* * *

The program committee provided outstanding scientific programs for our own Society meetings and helped in supplying almost 100 speakers for various County Medical Societies in neighboring counties of the state.

* * *

In addition to these outstanding accomplishments, the schedule of accomplishments runs on and on into big numbers. I am just going to skim over the events as they pop up, to give you some idea of the wide spread of activities in which we have been interested.

For the first time, the Medical Society was represented at the state convention with an activity display. . . . We cooperated with the American Red Cross in an exhibit and first aid booth at the Tulsa State Fair and incidentally rendered help to approximately 200 persons injured during the fair. . . . Dr. Victor Heiser, nationally known physician and author, was a guest at luncheon. . . . Your legislative committee was active and held a number of interviews with candidates ranging from Governor-elect Phillips to our elected state representatives. . . . The Auxiliary entertained with a party at St. Johns hospital. . . . We secured auto license tags for about 50 of our members. . . . The Constitution and By Laws Committee has perfected a draft of a revised Constitution for the Society and this revised constitution will be presented at a meeting soon. . . . And then we held the annual golf tournament. . . . Our Medical Library continues to be one of the most important society activities. . . . Plans

(Continued on Page 21)

The BULLETIN

Editorial
Committee

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

Managing Editor LLOYD STONE



Published monthly on the 3rd day of each month, at the executive offices of the Tulsa County Medical Society, 1202 Medical Arts Building, Tulsa, Oklahoma.

VOL. 5 JANUARY, 1939 NO. 1

THE SOCIETY DUES FOR 1939

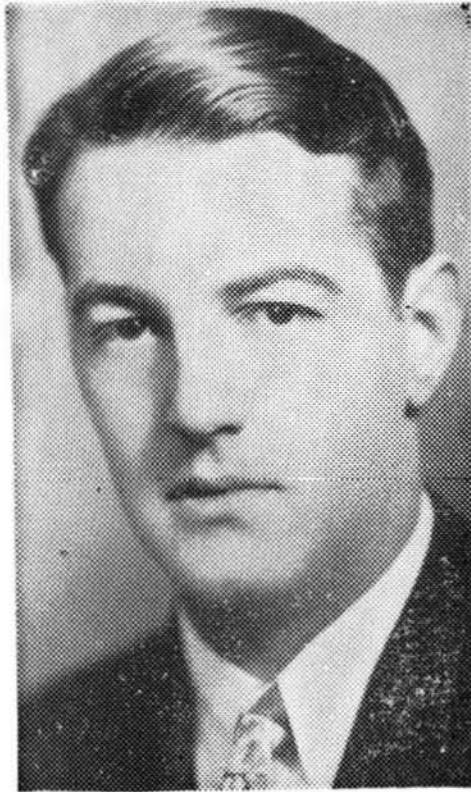
With the coming of the new year, your secretary-treasurer is turning his attention to the matter of dues—dues for the year 1939. The dues for the new year are now due and payable. It is important that we receive payment for at least the first half of the year—and if possible the amount for the whole year—as soon as possible.

The management of the society on its present economical basis is making it possible for the Society to reflect a saving in dues for each member. As you remember the State Association voted to raise the annual dues from \$8 to \$12 for each member for the state. The Board of Trustees of the Tulsa Society decided to make every effort to absorb this increase of \$4.00 and pay it out of the regular Society dues. This will be the same as a reduction of \$4.00 in the County Society Dues.

In order to make this saving possible, and at the same time operate the Society on a cash basis, it will be necessary to collect the dues as rapidly as possible. As it is now, \$12 out of the first half dues will be sent to the state and the County Society will be forced to operate on a curtailed budget for the first half of 1939 unless the dues are forthcoming at once.

PAST PRESIDENTS OF THE TULSA COUNTY MEDICAL SOCIETY

1907—W. Albert Cook
1908—R. S. Wagner
1909—
1910—G. A. Butler
1911—G. A. Butler
1912—
1913—W. E. Wright
1914—W. W. Brodie
1915—Paul R. Brown
1916—W. R. Rogers
1917—A. W. Roth
1918—H. D. Murdock
1919—G. A. Wall
1920—G. A. Wall
1921—A. W. Pigford
1922—C. H. Ball
1923—Roy W. Dunlap
1924—A. V. Emerson
1925—Horace T. Price
1926—C. S. Summers
1927—Geo. R. Osborn
1928—W. J. Trainor
1929—C. T. Hendershot
 —Henry S. Browne
1930—J. F. Gorrell
1931—Henry S. Browne
1932—C. J. Woods
1933—C. H. Haralson
1934—Ned R. Smith
1935—R. M. Shepard
1936—W. S. Larrabee
1937—James Stevenson
1938—Maurice J. Searle



Harry J. McGuire, M D

1900 - - 1938

Ushered in on the crest of Christmas chimes and carols commemorating the birth of the Prince of Peace, good will, good cheer and brotherly love to all, and when our hearts and minds were filled with a buoyancy of Yuletide season, it was likewise ushering out the realities of a departed life in the person of our good member, Harry McGuire. Harry was a likeable chap, friendly, a pleasant smile, and a host of friends, with a "Hello, so-and-so, how are you?"

The grim fates of life are hard to reckon with when men in the prime of life with a promising future are plucked from their field of toil and pursuit to the consummation of it all—eternity.

Harry worked hard and well at his job as county surgeon, rendering unto many an aching heart of the needy entrusted to his care the skill and marvel of modern surgery.

Is not that a gracious service?

It is hard for the tongue and pen of man to utter a kind word or deed that will soothe an aching heart caused by the departure of a loved one. But the County Medical Society one and all would kindly like to say, we extend to the family our heart felt sympathies in the greatest of human sorrow and sadness.

JOHN C. PERRY, *Chairman.*

Now that you have

TURNED OVER A NEW LEAF

in your ledger . . .

It is time you separated the wheat from the chaff or something. Your ledgers are full of accounts which should be paid. They are inactive now and have been for months — maybe years. Besides your time, you have an actual cash investment in every one of them, because it has cost you money to put them on your books and carry them.

This month you are checking through the good and the bad, trying to find just what happened during the past year. Those accounts which seem to have lapsed into a coma are not entirely lost. Some of them will be paid. However, a great deal more can be collected.

The Medical Credit Bureau can collect these delinquent accounts where you cannot. Gather up all those old accounts that have been kicking around your desk for the past two or three years and turn them into money. By using the service of the Medical Credit Bureau you can eliminate a lot of useless pages which you are now turning over.

•

**A Special and Exclusive Service for the
Collection of Physicians' and
Dentists Accounts**

•

MEDICAL CREDIT BUREAU

a unit of

The Tulsa County Medical Society

Telephone 4-8161

1202 Medical Arts Bldg.

MEDICAL CREDIT BUREAU SUMMARY

Total number of Accounts in file	3,364
Total value of accounts in file	\$73,245.66
Accounts now paying to Bureau (571)	\$18,281.41
Accounts paid in full (381)	\$ 3,791.50
Total probable recovery on accounts in office	\$39,828.61
Average age of accounts turned in	18 months
Average value of accounts	\$ 21.77
Total amount of money actually collected to January 1, 1939	\$ 8,090.15
Total number of clients using Bureau	105
Total number of accounts which are uncollectable	800

In operation just nine months, the Medical Credit Bureau of the Tulsa County Medical Society has enjoyed phenomenal success and in itself has more than justified the operation of this department by paying its own way from the first day, actually collecting more than \$8,000.00 in cash, salvaging an additional \$15,781.41 in accounts which are now paying and laying groundwork for the recovery of approximately \$40,000.00 additional from accounts which have been placed with the Bureau for collection.

Gathering momentum from the first month, the Collection Bureau passed the \$1,000-per-month in September; went to \$1,100 in October; passed \$1,200 in November and in December showed an

amazing increase to more than \$1,500. The big increase during the past three months is not from added new business but a reflection of the great amount of preliminary work which has been done on the total volume of accounts which have been placed with the Bureau.

The Executive Secretary organized the Bureau in March with but one stenographer but the expansion in this department has forced the employment of three people in the collection office and two collectors in the field. Jack Rurdock has been employed and put in charge of collections. Miss Calhoun, among other duties, has charge of the accounting; E. M. Troutman and Herman Holflich are outside collectors while

(Continued on Page 19)



CONDITIONS REFERRED TO ON FRONT PAGE OF THIS CERTIFICATE:

1. To INDEMNITY each member (including his estate) of the Tulsa County Medical Society, Incorporated and/or the Oklahoma State Medical Association of the State of Oklahoma, U. S. A., to whom a Certificate of Insurance under this Master Policy has been issued (hereinafter called the "Assured") in respect of DAMAGES AND/OR EXPENSES arising or resulting from claims made against the Assured on account of any professional services rendered or which should have been rendered by him and/or any assistant to him, including any partner, physician, dentist, anaesthetist, technician, nurse, or any other person during the term of this policy and resulting from any claim or suit based upon malpractice, error, negligence, or mistake, breach of implied contract, loss of services, property damage, autopsies, inquests, personal restraint, the dispensing of drugs or medicines, assault, slander, libel, undue familiarity, anaesthesia hallucination, malicious prosecution, replevin of property or arising from any counterclaims in suits brought by the Assured for the collection of fees provided such damages are claims under any of the foregoing.

2. To DEFEND the Assured without limit of cost in any suit within the foregoing specifications, filed at any time, and to furnish any bonds not exceeding in amount the minimum limit of this policy, which may be incidentally necessary to such suits for appeals or the release of attachments or garnishments.

3. The Company's liability in respect of any one person or occurrence shall not exceed \$25,000.00, but there shall be no limit to the number of occurrences in respect of which claim may be made hereunder.

GENERAL AGREEMENTS

4. CERTIFICATE OF INSURANCE. It is hereby understood and agreed that this policy, subject to all its terms and agreements, covers the Assured who have filed with the Company signed applications and warranties and to whom Certificates of Insurance hereunder have been issued. Each Assured is covered for the amounts and for the period of time expressed in the Certificate of Insurance issued to him, the details of which are reported to the Company by their authorized representative.

5. The Company shall not settle or compromise any claim or suit without the written consent of the Assured, and subject to his desire must defend any claim or suit until all legal remedies have been exhausted.

6. The protection under this policy shall include the Estate of the Assured.

7. The insolvency or bankruptcy of the Assured shall not release the Company from the payment of damages for injuries sustained or loss suffered by any person or persons as the result of an act or omission covered by the policy and occurring while this policy is in full force and effect, and in case execution against the Assured is returned unsatisfied in an action brought by the injured or his or her personal representative in case of death resulting from such act or omission because of such insolvency or bankruptcy, then an action may be obtained by the injured person or his or her personal representative against the Company under the terms of the policy for the amount of judgment in said action, not exceeding the amount of the policy.

8. The Assured agrees not to contact any expense in a claim or suit under this policy not to make any settlement thereof without the written authorization of the Company and will attend and assist in the defense without charge to the Company.

9. The Assured agrees that this policy shall not pay damages awarded in suits based on criminal acts or on services rendered while under the influence of intoxicants or drugs.

10. Additional doctors engaged by the Assured shall be included hereunder and an additional premium charged therefor unless insurance is carried in another company. Additional doctors employed during the policy term shall be included hereunder subject to the same condition and notification to the Company and payment of pro rata additional premium.

11. This policy may be cancelled at any time at the written request of the Assured or by or on behalf of the Company by giving 30 days notice. If this policy shall be cancelled as hereinbefore provided, or become void or cease, the premium having been actually paid to the Company or to the broker who effected the insurance, the unearned portion shall be returned on surrender of this policy, the Company retaining the customary

short rate except that when this policy is cancelled by or on behalf of the Company by giving notice, they shall retain only the pro rata premium.

12. CERTIFICATE CANCELLATION. The resignation or expulsion from or failure of an Assured to maintain in good standing his membership in the Tulsa County Medical Society, and/or his membership of the Oklahoma State Medical Association, shall immediately cancel his policy so far as it applies to such Assured and the Company will return on demand the unearned premium due on account of such cancellation.

13. POLICY DATE. This Master Policy shall be effective at 12:01 A. M. (C. S. T.), October 7, 1938. Each Certificate issued hereunder shall commence and terminate on the Commencement and Expiration dates specifically expressed in such Certificate of Insurance unless otherwise terminated in accordance with the provisions of Agreement 12 hereof.

14. DECLARATIONS. The declarations and warranties made by an Assured in his written application for insurance are hereby made a part of this policy and are acknowledged and declared by each Assured to be true upon the acceptance by him of a Certificate of Insurance under this policy.

15. LAW AND REGULATIONS. Any of the terms of this policy in conflict with any law or lawful regulation of a governmental department of the state in which it is issued, or of the state in which a loss, covered hereby, occurs, is hereby eliminated from this policy to the extent of such conflict; and any agreement or condition required by such law or regulation to be included in such a policy shall be construed to be a part of this policy.

16. ISSUANCE OF CERTIFICATE. Upon application by a member of the Tulsa County Medical Society and/or the Oklahoma State Medical Association, the Company's authorized representative shall issue a CERTIFICATE OF INSURANCE under this policy in quadruplicate, delivering the original copy to the Assured and depositing one copy with the Secretary of the Tulsa County Medical Society and/or Oklahoma State Medical Association and one copy with the Company.

17. HANDLING IN SETTLEMENT OF CLAIMS. All claims arising under this Master Policy and/or the Certificates issued hereunder shall be handled by Hal Crouch, Attorney, Hunt Building, Tulsa, Oklahoma, who is hereby authorized to settle claims up to \$250. in amount.

18. In the event of suit being instituted the Company hereby appoints R. D. Hudson, Attorney, Ritz Building, Tulsa, Oklahoma, to represent it in all court proceedings and also for the purpose of accepting service of process on its behalf.

State Interested in our Insurance

With approximately 70 insurance certificates under the Physicians and Surgeons Liability Master Policy already in effect and almost that many more scheduled to be written within the next two weeks, work has been going ahead rapidly in spreading the benefits of this insurance program over the entire state.

Besides physicians in Tulsa, these policies have been written for doctors in Ponca City, Pawhuska, Claremore, Chelsea, Blackwell, LeFlore, McAlester, Bixby, Duncan, and Pawnee. Inquiries have been received from societies in Muskogee County, Osage County, Okmulgee County, Oklahoma County and from individuals in more than a dozen cities.

The Frates Company, representatives of the underwriting Houston Fire and Casualty Company, and the Executive offices have been cooperating in an effort to raise the total number of certificates under the Master Policy over the 100-mark which has been set as the minimum number of policies. Representatives of the Frates Company have made calls, in response to inquiries, to Pawhuska, Claremore, Chelsea, Muskogee, Ardmore, Enid, Blackwell, Ponca City and a number of other cities.

An effort is going to be made to secure all of the applications possible from Physicians and Surgeons in Tulsa within the next week to reach the 100 mark without delay. Physicians and Surgeons with insurance policies expiring within the next two months can send in their applications for coverage under this policy and they will receive their certificates together with the statement for premium on the date they become effective.

Because of the possibility of difficulties which might arise in the future, the committee decided to eliminate any chance of opposition and arranged to secure this group policy through an insurance company admitted to do business in Oklahoma under the insurance laws

of the state.

Arrangements were made with the Houston Fire and Casualty Company to issue this group policy exactly as it had been approved by Lloyds of London with all the advantageous provisions of the policy as originally written. Lloyds of London agreed to reinsure this policy with the Houston Fire and Casualty Company and under this reinsurance provision, pay 95 per cent of every loss claim incurred.

Besides the many other exclusive features of our insurance program, doctors who are insured under this Master Policy will be able to save between \$15 and \$80 annually.

CREDIT BUREAU SALVAGES \$22,000

(Continued from Page 17)

Miss Barbara Walkup assists with the office records.

While but half of the Society's members have availed themselves of the services of this bureau, the total accounts have reached more than 3,350 for a total valuation of approximately \$75,000 from which over \$40,000 will be salvaged. While the average age of accounts before they were placed with the bureau ran almost 18 months, the greater number which were placed with the bureau during the first several months came nearer averaging 30 months.

The figures in the box at the head of this article tell the story of the activities of the Bureau, but they do not give any idea of the great amount of work that has been done in collecting outlawed and "skipped" accounts and salvaging old accounts which had been turned back by other collecting agencies and given up for dead long ago.

PHYSICIANS AND SURGEONS
LIABILITY INSURANCE

Under the

GROUP POLICY

OF THE TULSA COUNTY MEDICAL SOCIETY

1. PROVIDES: Every protection is given in this policy that is provided in any other policy issued in this state. It contains every standard provision in addition to other advantages.
2. PROVIDES: A \$25,000.00 protection against any one claim and no limit as to the number of claims during any one year.
3. PROVIDES: A Group Policy tailor-made for physicians and surgeons who are members of the State Association and their respective County Societies. The coverage is strictly limited, however, to ethical members of the Society.
4. PROVIDES: Unusual protection by allowing the Medical Society to choose its own trial attorney and also the firm of attorneys to handle all claim adjustment.
5. PROVIDES: Authority for local claims adjuster to make actual cash settlements direct.
6. PROVIDES: All the protection of the Houston Fire and Casualty Insurance Company plus all the resources of an adequate reinsurance program.
7. PROVIDES: The extra facilities of one of the large general agencies in the southwest, THE FRATES COMPANY, operated by Ben Voth and Paul Sisk.
8. PROVIDES: This complete insurance protection at the lowest rate ever offered to physicians and surgeons in Oklahoma, due to the large number to be covered under the single group and the restriction to Society Members only.
9. PROVIDES: A reducing scale of premium rates based upon the number of doctors insured and the total amount of claim losses, making the insurance practically on a "cost-plus" basis with a set maximum.
10. PROVIDES: The additional convenience of handling all insurance questions and problems directly by the doctors through the Executive Secretary of the Tulsa County Medical Society who will act as liaison between the Insuring Company, the General Agency, the attorneys and the County and State Medical Societies.

(PAUL) (BEN)
SISK & VOTH
OPERATING AS
THE FRATES CO.



219 Philcade
Phone 2-6116
TULSA
OKLAHOMA

Of Special Interest!



Following is the schedule for the "Family Doctor" radio broadcasts over Station KTUL each Wednesday afternoon for January: January 4, Dr. F. J. Nelson; January 11, Dr. V. K. Allen; January 18, Dr. R. M. Shepard, and January 25, Dr. H. Lee Farris.

POST GRADUATE WORK AT HALF-WAY MARK

Work in the Post Graduate course of Obstetrics being conducted in Tulsa has just reached the half-way-mark in the course of instructions and lectures which is being given. The lectures for the first half of the course were given at the St. Johns Hospital while the remaining part of the course will be held at the Morningside Hospital.

Following are the doctors who are enrolled in the course: O. C. Armstrong, J. Fred Bolton, C. E. Calhoun, W. H. Calhoun, P. N. Charbonnet, R. E. Daily, W. A. Dean, C. H. Eads, R. K. Goddard, Bunn Harris, M. O. Hart, Mabel M. Hart, F. W. Henderson, R. O. Hunter (Interne), A. Hutchison, W. S. Larrabee, J. H. Laws, D. W. LeMaster, D. M. McDonald, B. W. McLean, P. G. Murray, J. L. Miner, L. C. Northrup, Geo. R. Osborn, J. C. Perry, Chas. Pigford, H. H. Porter, R. G. Sherwood, Carl F. Simpson, F. D. Sinclair, Roy L. Smith, Logan A. Spann, M. V. Stanley, C. S. Summers, Wm. R. Turnbow, J. E. Wallace, R. R. Johnson and W. E. Smith.

HIGH LIGHTS OF THE PAST YEAR

(Continued from Page 13)

are going forward to transfer the Vital Statistics Bureau to the Medical Society's offices. . . . Medical and Dental Assistants have formed a progressive organization. . . . The total membership of the society including seven new members stands at 203 members for the year. . . . Dr. Otto Glasser of Cleveland was brought to Tulsa by the Cancer Society. . . . Thirty-nine doctors take part in Post Graduate course in Obstetrics. . . . The Cancer Society sponsored nearly 50 cancer-prevention week talks before civic and study clubs.

* * *

And now we are ready for the first annual Doctor's Party in the Crystal Ballroom of the Mayo Hotel Monday night, January 9 when Dr. Searle will turn the gavel over to Dr. A. Ray Wiley . . . and so ends another year.

Winter is a jailer who shuts us all in from the fullest vitamin D value of sunlight, according to advices of Mead-Johnson Company. The baby becomes virtually a prisoner, in several senses: First of all meteorologic observations prove that winter sunshine in most sections of the country averages 10 to 50 per cent less than summer sunshine. Secondly, the quality of the available sunshine is inferior due to the shorter distance of the sun from the earth altering the angle of the sun's rays. Again, the hour of the day has an important bearing: At 8:30 A. M. there is an average loss of over 31%, and at 3:30 P. M., over 21%.

While neither Mead's Oleum Percomorphum nor Mead's Cod Liver Oil Fortified with Percomorph Liver Oil constitute a substitute for sunshine, they do offer an effective, controllable supplement

Aim Blow at Medical Practice Act

By FINIS W. EWING, M.D.

Chairman State Medical Association Legislative Committee

It has been brought to the attention of the Legislative Committee that a bill is proposed for introduction at the opening of the next legislative session for the creation of the new State Board of Medical Examiners. This bill would destroy the existing Medical Practice Act. The vicious features will be apparent to you when you read this bill.

This bill can best be defeated by contacting your Senators and Representatives before they leave home. It will be easier to have them thinking correctly before they come under the influence of the "cult lobby" in Oklahoma City.

The unfairness of the proposed bill will be apparent to legislators when you bring to their attention the following points:

1. That there has not been an application for licenture from a member of the cults in the past 16 years;
2. There is also no school of physio-medical existing in the United States *at this time*;
3. There is only one Eclectic Medical School, and this one is located in Cincinnati, but they have not admitted any students for the past two years, and will close their college in two years;
4. There is only one Homeopathic College, and this one is located in Philadelphia.

It will certainly be apparent to your Legislators that it would be unfair to give these cults the same representation on the Board as the regular medical profession since all of the applicants will be members of the regular profession. We feel sure that if this matter is brought to their attention and properly explained to them that they will leave home opposed to such vicious legislation.

Further, please explain to your legislators that there is no sound reason for any change in the *existing Medical Practice Act*. Immediate contact with

your Senators and Representatives is imperative since the legislature convenes January 3.

There is enclosed a synopsis of the proposed legislation:

BE IT ENACTED BY THE STATE OF OKLAHOMA THAT THE CONSTITUTION OF THE STATE OF OKLAHOMA SHALL BE AMENDED BY ADDING A NEW ARTICLE NUMBERED 26 RELATING TO THE PRACTICE OF THE VARIOUS FORMS OF THE HEALING ART IN THE STATE OF OKLAHOMA.

ARTICLE 26—Section 1.

BOARD OF EXAMINERS OF APPLICANTS FOR LICENSE TO PRACTICE THE HEALING ART.

No applicant for license to practice the healing art in the State of Oklahoma shall be required to take an examination for such license before a board of examiners whose membership does not wholly consist of examiners who are active practitioners of the school of the particular healing art of which such applicant is a member. A board of medical examiners shall have exclusive jurisdiction to conduct examinations of applicants for license to practice that school of the healing art where such applicant has the degree of Doctor of Medicine but such board shall never have authority to conduct, in whole or in part, examinations of applicants who are members of any other school of the healing art. Such a board of medical examiners shall be appointed from the schools of practice commonly known as the Regular, the Eclectic and the Homeopathic schools; and at no time shall there be a majority of any one school of practice represented on said board.

Sec. 2. License to practice the healing art is a property right; and cannot be annulled or cancelled without due process of law. Any holder of such license

to practice the healing art who may be convicted by a board or commission shall have the right to an appeal and trial de novo in the district court, of his residence according to law; provided such appeal is taken within fifteen days. Nor shall the accused be deprived of his license to practice his profession prior to a final conviction, under the law.

Sec. 3. No physician or surgeon or dentist or nurse shall ever be disciplined or have his or her license revoked for participation in or connection with any hospital or clinic organized by or in connection with farm organization, labor organizations, or church or charitable organizations, where such clinics or hospitals are organized on a co-operative or mutual non-profit plans of its membership and where its contracts for services are for services to be rendered not less than thirty days in the future. It is further provided that the use of organizers and agents for the organization and creation of such clinics and hospitals shall never be construed to constitute "unprofessional conduct" on the part of such practitioners before named.

THE CANCER RECORD OF 1937

The cancer record of 1937 for the United States is a very interesting one. The data are based on the records of 196 American cities, of which the death rate in 1937 was 136 per 100,000 population, as compared with 136.5 in 1936. However, the rate for 1937, while a trifle lower than in 1936, is still high compared with the rate of 1928, which was 114.4.

It is also interesting to find that of the five largest American cities, Philadelphia should have the highest death rate (150.7) and Detroit the lowest (88.9). Also of interest is the fact that cities under 25,000 population, the rate was higher than in any of the other cities. This is contrary to what one would believe, because we know that in cities like Kansas City, St. Louis and Minneapolis, the percentage of autopsies

is relatively high, and of course it must be accepted that autopsies detect cases of cancer that are not diagnosed clinically, especially in the rural districts.

The death rate in Kansas City was 132.4 as compared to 171.2 in St. Louis, 171.9 in Minneapolis, 114.0 in New York and 132.5 in Chicago. The average rate for fifty foreign cities covering the entire inhabited world is 113.4 as compared to our rate of 136.0 for the 196 American cities. The rate for thirteen Canadian cities was 141.0, slightly higher than for the 196 American cities.

The highest cancer rate in any country was 172.1 per 100,000 population; this occurred in Austria, and the highest rate in any foreign city was 207.3, in Vienna.

For 1936, in the age groups, from 50 to 69, there was one cancer death to every seven other deaths. Up to the age of 40, the ratio was 1 to 13, and for the ages of 70 and above, 1 to 10. Taking the entire age group under 45, the ratio was 1 to 28, as compared to 1 to 8 for the group over 45.

In the United States, for 1936, the highest rate of incidence of cancer was in the digestive tract and peritoneum. This was four times as much as cancer of the uterus, and five times as much as cancer of the breast.

NEW OFFICERS FOR 1939

(Continued from Page 5)

Haralson (for four years); Dr. R. M. Shepard (for three years) and Dr. Ned R. Smith and Dr. W. Albert Cook (for one year). The following members were named alternate directors: Dr. Malcolm McKellar, Dr. M. D. Henley, Dr. Ruric N. Smith, Dr. R. Q. Atchley and Dr. Hugh Graham.

Dr. Marvin Henley was elected to the vacancy on the Board of Censors to succeed Dr. P. P. Nesbitt. He will serve with Dr. G. A. Wall and Dr. V. K. Allen.

AN I. E. S. LAMP FOR *Safe* SEEING!



Diffusing bowl (A) sifts and spreads light to get rid of glare. On models with candles, similar bowls (B) shield each bulb. Special inner lining (C) on shade assures more light to make seeing easier.

Your Dealer can show you an inexpensive I. E. S. lamp, properly constructed for safe seeing—with the necessary light diffusing bowl—and correct shade to eliminate shadows.

Light Is Cheap!

PUBLIC SERVICE COMPANY OF OKLAHOMA

Do You Want to Experiment

By DR. JOHN C. PERRY

(Continued from December)

A few remarks about the benefits claimed for compulsory health insurance. Would it reduce the costs of medical care? No! *It has increased the cost wherever it has been tried, due to the expansion of the bureaucrate and administrative branches of the system.* In Germany, the number of employees of their plan has grown to be practically the same as the number of physicians employed to give medical service. The English were forced to spend 25 million for administrative costs alone in a single year. And here the number of laymen employed outnumbered the physicians. These bureaus once established cannot be destroyed because they are politically profitable, and they must expand to survive.

Under such a plan would patients be allowed their choice of doctors? No. *The more competent physicians and surgeons would be rushed to death. And it would have to be handled on a mass production basis to avoid congestion.* If you were afflicted with appendicitis you would no longer go to see your family doctor about it, but would become P. 713 from sub-district K assigned to operation by surgeon S 57. Surgeon S 57 would not regard you as a patient, but as a job; a job to be finished before the whistle blows! Do you want to be a guinea pig? Just one of a hundred million other guinea pigs?

And if you were fighting for your life due to the seriousness of your ailment following such an operation, you would be denied that confidence, faith, trust and hope you place in a doctor of your choice. For you would be patient P. 713 from sub-district K, assigned to doctor M-D 36 for preliminary treatment before operation by surgeon S-57.

Would Health Insurance Encourage Research?

America is now leading all other nations in the extent of her medical re-

search. No health insurance group has even discovered anything like insulin by Bantlin and Best, tubercle bacillus by Robert Koch of Germany before health insurance suffocated individualism, or the prevention of rabies by Pasteur, and many, many others.

Then How Can Medicine Best Be Organized and Coordinated?

The greatest coordinating force in medicine today is the General Practitioner. The way to coordinate medicine and reduce its costs is to restore the general practitioner to a central position in medical practice and to put treatment of sickness back in the home and the general practitioner's office where 90% of it belongs.

Is Compulsory Health Insurance Practical?

Can the costs of socialized medicine be assessed against the rich in higher taxes? Those advocating socialized medicine and similar plans or reforms soft peddle the matter of where the money is coming from. The people are led to believe in such catch phrases as "costs are to be distributed according to the ability to pay," or the crude version of the same idea "Soak the rich." Schemes for soaking the rich invariably end by soaking the poor. So if the American people want to accept socialized medicine let them do so with their eyes open. Let us hope that the factory workers whose average income is now only \$876.00 a year will realize that under socialized medicine they will pay an even larger share of the whole medicine bill than they do now, that they will have to deal with the forces of taxation rather than with the kindly physician who know their problems and who in helping them helps himself.

How Would the Costs of Compulsory Health Insurance Be Assessed Against the People?

Under the terms of the Epstein bill which is the model for most bills presented to state legislatures, the costs will

be met by payroll tax, as follows: employer will pay a sum equal to $3\frac{1}{2}\%$ of the wages of employees receiving \$20.00 a week or less; $2\frac{1}{2}\%$ on those receiving from \$20.00 to \$40.00; and $1\frac{1}{2}\%$ on those receiving more than \$40.00. Employees will pay 1% if their wages are \$20.00 to \$40.00, and 3% if their wages exceed \$40.00 a week. You will note that the combined employee and employer contribution in each wage group is $4\frac{1}{2}\%$. The state then makes a contribution equal to $1\frac{1}{2}\%$ of the payrolls of employers.

Can the General Public Afford to Pay Higher Prices?

Since compulsory health insurance is supported by a payroll tax, it covers only industrial workers. Millions of farmers, professional men, shop keepers, and unemployed would receive no benefits. If prices are raised to cover the tax, these people would pay for the system, yet they would still have to purchase their own medical care, and since most of them are now just able to make both ends meet it does not seem right to burden him with this extra load.

Can Wage Earners Now Afford to Accept Lower Wages?

The average factory worker in America now receives an average wage of \$876.00 a year or \$16.84 a week. Out of this he has to provide food, clothing, and shelter for his family. If he should have to bear the whole $4\frac{1}{2}\%$ payroll tax assessed under the Epstein bill, he would have to adopt a lowered standard of living that would seriously impair his family's health.

Can Anything Be Done to Make the Purchase of Medical Care Easier for the People?

Yes, there is much that can be done of a fundamental and practical nature. As we have already seen, when the American people are bothered by their medical bills, it is because they are bills and not because they are medical. In other words, the same people are troubled in meeting grocery bills, and rent bills, and all other bills. *The real solution of the problem would be to help these people to pay their own bills, not tax others to do it for them.*

How Can People Be Helped to Pay Their Own Medical Bills?

By assuring a minimum wage scale sufficient to pay reasonable bills, and by reducing the direct and indirect taxes the American people are required to pay.

What Are the Advantages of Minimum Wage Legislation Over Compulsory Health Insurance?

Minimum wage laws get at the whole problem, which is the inability of many poor people to pay for the necessities of life. Compulsory health insurance merely attacks a corner of the problem. *Minimum wages actually raise the purchasing power of the masses.* Compulsory health insurance taxes their earnings and thus compels them to cut down on the purchase of other necessities. Minimum wage laws socialize nothing but rather strengthen the individual's opportunity to solve his own problems. Compulsory health insurance socializes the country's third biggest industry. The system was instituted both in Germany and Great Britain as a sop to the discontented low wage-workers and was offered to them as "Something for nothing" to offset their demands for adequate wages.

In the consideration of problems involved in medical care the House of Delegates of the American Medical Association on June 12, 1934, adopted formally what are called the "Ten Points."

THE "TEN POINTS"

1st: All features of medical service in any method of medical practice should be under the control of the medical profession. No other body or individual is legally or educationally equipped to exercise such control.

2nd: No third party must be permitted to come between the patient and his physician in any medical relation. All responsibility for the character of medical service must be borne by the profession.

3rd: Patients must have absolute freedom to choose a duly qualified doctor of medicine who will serve them from among all those qualified to practice and who are willing to give service.

4th: The method of giving the service must retain a permanent, confiden-

tial relation between the patient and a "family physician." This relation must be the fundamental and dominating feature of any system.

5th: All medical phases of all institutions involved in the medical service should be under professional control, it being understood that hospital service should be considered separately. These institutions are but expansions of the equipment of the physician. He is the only one whom the laws of all nations recognize as competent to use them in the delivery of service. The medical profession alone can determine the adequacy and character of such institutions. Their value depends on their operation according to medical standards.

6th: However the cost of medical service may be distributed, the immediate cost should be borne by the patient if able to pay at the time the service is rendered.

7th: Medical service must have no connection with any cash benefits.

8th: Any form of medical service should include within its scope all qualified physicians of the locality covered by its operation who wish to give service under the conditions established.

9th: Systems for relief of low income classes should be limited strictly to those below the "comfort level" standard of incomes.

10th: There should be no restrictions on treatment or prescribing not formulated and enforced by the organized medical profession.

A TRIBUTE TO YOUR PHYSICIAN

Nothing can take his place — not priest nor minister nor all the clinics that science can provide. There is a rapport and a confidence between him and his patient which has been known to accomplish miracles, and restore to the breasts of mothers babies about to die, and to the arms of lovers, beloved turned back from death. For there's something about the very presence of the Family Doctor that casts out fear, melts apprehension, breaks down suspense, performs the simple miracle of Faith. We know how hard the life is

that he's chosen. We know that he's abused, imposed upon, worn; that his days are not his own, and his nights are snatched and torn. And, we wonder, where are his rewards? What compensation is his? Oh, I think he is greatly repaid; greatly to be envied. His rewards are kingly prizes. The prize of WELCOME. That's a great reward. To have one's presence a blessing. To know that the mere SIGHT of you brings heart's ease; stires the wan pulse. Brightens the fading eye. The prize of CONQUEST. All men like that. Winning against odds. To stay a fever; energize a pulse; throw breastworks against the advance of disease. Here, indeed, are paths of Glory that do not lead to the grave but AWAY from it. I cannot think of a greater conquest. The prize of CONFIDENCE. That's a proud possession. Some priests know it; some ministers; and Friends, if they're time tried. But the Family Doctor is the final confessional, a refuge not only for repentant hearts, but sick and craven hearts as well. The prize of HUMAN WISDOM — that deep knowledge that comes from being continually exposed to the pitiful frailties of mankind. You do not deceive the Family Doctor; you do not attempt to. But knowing you, he is still compassionate — for he has learned to expect little of greatness in his fellowman. Above all, I think I envy him his prize of SELFISHNESS. He is FREE, for he has already given up his life, so has nothing left to fetter him. There is much talk of state control of medicine; and legislation dips its partial fingers into the sterile aters of our doctors, seeking to arbitrate over their mission of mercy. I dare say there are certain restricted fields of medicine in whose confinets the legislative hand could work productively. But the ineffable value of the HUMAN TOUCH in medicine, is something that transcends all legislation. What legislation indeed, what politics, what state control or organized social program, can hope to substitute that HUMAN BOND that exists between the FAMILY DOCTOR and his patient?

FIRE	CASUALTY
	
LANDES, SEEVER & THORNTON General Insurance and Surety Bonds <i>Philtower</i> Tulsa, Oklahoma	
PHONE 4-5171	
LIFE	ANNUITIES

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

612 S. Cincinnati Tel. 2-4897

OKLAHOMA CITY

512 N. W. 17th Tel. 4-2338

NOTICE

—●—

There is an opening in Tulsa for a young doctor who is a recent graduate from medical school. No experience is necessary.

—●—

Call or Write

EXECUTIVE SECRETARY

Tulsa County Medical Society
1202 Medical Arts Bldg.
Tulsa, Oklahoma

AMBULANCE SERVICE

**TWO AMBULANCES AVAILABLE
AT ALL TIMES**

TULSA FUNERAL HOME

1919 East Third Street

Phone 4-8124

This and That

—But This Was Last Year

With bowed shoulders Homer Smith entered his house. His dragging feet scuffed their way through the front hall and into the kitchen where his wife was preparing the evening meal.

The smile faded from Mrs. Smith's face as she noted the woebegone appearance of her better half.

"Homer!" she cried.

Slumping into a chair, Homer Smith stared straight ahead with dead eyes.

"Tell me, darling," pleaded his wife.

She came over to Homer and lifted his chin in her hand. Homer Smith moistened his lips with his tongue.

"The worst," he said dismally, "has happened."

"No!" cried Mrs. Smith aghast.

"Yes," said Homer. "This afternoon just before quitting time the boss called me in and gave me the business."

In the Raw

"I want a shave," said the sergeant as he climbed into the barber's chair. "No haircut, no shampoo, no rum, no hazel, hair tonic, hot towels, or face massage. I don't want the manicurist to work on me, nor the bootblack to handle my feet. I don't want to be brushed down, and I'll put on my coat myself. I just want a plain shave, with no trimmings. Understand that?"

"Yes, sir," said the barber quietly. "Lather, sir?"

"Good morning, Mr. Ryetop," said the waiter, "I hope you enjoyed that old Scotch I left in your room while you were out."

"It was pretty fair," drawled Ryetop, rubbing his parched lips, "but that siphon you sent up had the strongest stream of fizz water I ever tackled. The blamed thing came near blowin' me thru the window."

The waiter looked puzzled. "Siphon? I didn't send up any siphon."

"Yes, you did. It was red and bound with brass bands."

"Great Scott! That was the fire extinguisher!"

START AND FINISH

My dear Miss Smith;

Dear Miss Smith;

Dear Mary;

Mary Dear;

Dearest Mary;

Mary Darling;

Mary Beloved;

My Soulmate;

Darling Wife;

Dear Mary;

Hello, Mame;

Pay to the order of Mrs.

Mary S. Doe.

Jones: "How is your son getting on at college?"

Smith: "He must be doing pretty well in languages. I just paid for three courses — \$10 for Latin, \$10 for Greek, and \$100 for Scotch."

Speaking of grammatical errors or, to satisfy the purists, errors in grammer, Lord Merley once said: "Neither you nor I am entirely ourselves."

His solecism was picked up by *Punch*, which inquired: "Then who else am we?"

Page the S. P. C. A.

Farmer (to new hand from the city) — "Now, when you are attending to these mules, I warn you not to approach them from the rear without speaking to them first."

New Hand—"Why is that, is it a question of etiquette on the farm?"

Farmer—"No, it ain't a matter of etiquette a-tall. But one o' them mules is liable most any time to kick you-all in the head, an' I don't want a lot of lame mules on my hands."

Professional Directory

<p style="text-align: center;">VICTOR K. ALLEN, M. D. Proctology 1001 Medical Arts Building Tulsa, Oklahoma</p>	<p style="text-align: center;">E. RANKIN DENNY, M. D. Diagnosis and Clinical Investigation Allergy 1105 Med Arts Bldg. Tel. 4-4444</p>
<p style="text-align: center;">W. S. LARRABEE, M. D. Roentgenology 411 Med. Arts Bldg. Tel. 4-3111</p>	<p style="text-align: center;">I. A. NELSON, M. D. Tissue and Clinical Pathology 1107 Med. Arts Bldg. Tel. 4-1835</p>
<p style="text-align: center;">RUSSELL C. PIGFORD, M.D., F.A.C.P. Internal Medicine Cardiology 1001 Med. Arts Bldg. Tel. 5-3762</p>	<p style="text-align: center;">WADE SISLER, M. D. Orthopedic Surgery 807 South Elgin Tel. 5-3132</p>
<p style="text-align: center;">JOSEPH FULCHER, M. D. Proctology—Urology 210 Med. Arts Bldg. Ph. 3-4429</p>	<p style="text-align: center;">L. C. NORTHRUP, M. D. Surgery, Gynecology and Obstetrics 1307 S. Main Ph. 4-5571</p>
<p style="text-align: center;">A. RAY WILEY, M. D., F. A. C. S. Surgery 812 Med. Arts Bldg. Ph. 3-0202</p>	<p style="text-align: center;">M. J. SEARLE, M.D. Pediatrics 202 Med. Arts Bldg. Ph. 4-2901</p>
<p style="text-align: center;">JOHN G. LEFTWICH, D.D.S. Practice Limited to Orthodontia 317 McBirney Building Ph. 4-7592</p>	<p style="text-align: center;">W. ALBERT COOK, M.D. Eye-Ear-Nose-and-Throat 1106 Med. Arts Bldg. Ph. 3-6008</p>
<p style="text-align: center;">RALPH A. MCGILL, M.D. Surgery-Radium 1010 Med Arts Bldg. Ph. 4-4215</p>	<p style="text-align: center;">JAMES STEVENSON, M. D. Dermatology—Syphilology 615 Med. Arts Bldg. Ph. 5-2562</p>
<p style="text-align: center;">JAMES C. BROGDEN, M.D. Surgery and Diagnosis 414-415 Med Arts Bldg. Ph. 2-2516</p>	<p style="text-align: center;">FRED Y. CRONK, M.D. GIFFORD HENRY, M.D. Diagnosis—Surgery Industrial Surgery 801 Med. Arts Bldg. Ph. 3-5101</p>
<p style="text-align: center;">MARVIN D. HENLEY, A.B., B.S., M.D. Eye-Ear-Nose and Throat 911 Med. Arts Bldg. Phone 2-6358</p>	<p style="text-align: center;">HARRY GREEN, M.D. Practice Limited to Diseases of the Skin 1116 Med. Arts Bldg. Ph. 4-2326</p>

NOT A THERAPEUTIC DEVICE; BUT A
VALUABLE ADJUNCT TO THE PHYSICIAN

MEADOW GOLD SOFT-CURD MILK

PASTEURIZED

HOMOGENIZED

IRRADIATED

BEATRICE CREAMERY CO.



OAKWOOD SANITARIUM

Oakwood Sanitarium is prepared to receive and care for any type of problem in the entire range of Neuro-psychiatric cases. Alcoholics and drug addicts are accepted. A completely equipped hydro-therapeutic department is maintained. Patients properly segregated for their best interests.

Inquiries cheerfully answered—Interested visitors are welcome.

Oakwood Sanitarium is maintained and operated solely under the resident managership of Dr. Ned R. Smith for his private Neuro-psychiatric practice.

Tulsa City office, 703 Medical Arts Bldg.

Hours, 1 to 4 by appointment.

SEC. 562, P. L. & R.

U. S. POSTAGE

PAID

TULSA, OKLA.
PERMIT No. 13

(Return Postage Guaranteed)

ENDO PRODUCTS, Inc.
Ampoules & Tablets

Neosarsphenamine

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

TYPEWRITERS

With Standard and Medical Keyboards
NEW AND RECONDITIONED

Tulsa Typewriter Company
Phone 8279 309 S. Boston

AKON
NATURAL foods

722 S. Boulder Phone 7711 **INC.**
Foods for Every Diet
Tulsa, Oklahoma



R. W. (BOB) HUDSON SAYS:

If some one is sick, you're the doctor. If your supply of stationery or statements is low—I'm the doctor.

COMMERCIAL PRINTING COMPANY

417 East 3rd Street

Phone 2-2450

G. H. GALBREATH COMPANY

Real Estate Loans

We offer an attractive contract on modern residences, apartments and business property.

121 East Third

Phone 8104