

THE BULLETIN

OF THE TULSA COUNTY MEDICAL SOCIETY

February Society Meetings

February 12:

Dr. C. H. Haralson: "Ophthalmology in Relation to General Practice."

Dr. A. Ray Wiley: "What's New in Surgery"

Dr. Joseph Fulcher: "What's New in Urology"

Western Electric Picture, "Life Begins Again."

February 26:

Dr. Bayard Horton: "Peripheral Vascular Disease."

Dr. Horton is from Mayo Clinic, Rochester, Minn.

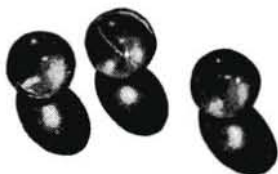
Vol. 6 ♦ Tulsa ♦ **FEBRUARY** ♦ Okla. ♦ No. 2

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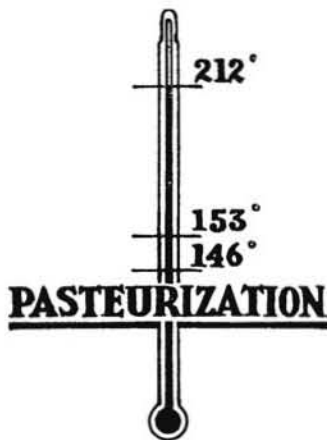
We purposefully selected for these products classic names which are unfamiliar to the laity, or at least not easy to popularize. No effort is made by us to "merchandise" them by means of public displays, or over the counter. They are advertised only to the medical profession and are supplied without dosage directions on labels or package inserts. Samples are furnished only upon request of physicians.

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M. J. Rosenau, M.D.,
"Preventive Medicine and Hygiene,"
1931 Edition

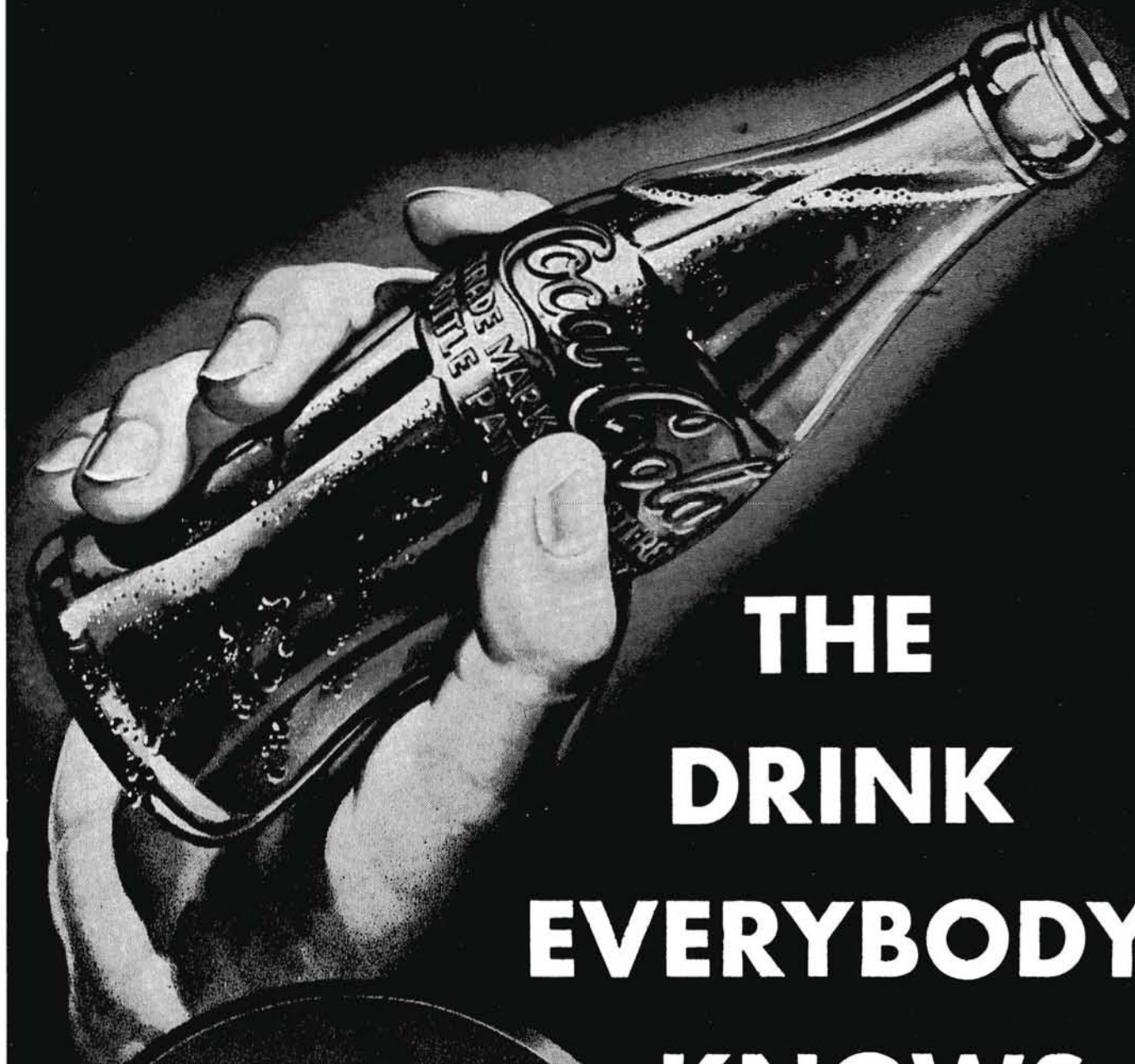
"Resolved, That the International Association of Dairy and Milk Inspectors endorses supervised holding pasteurization as the only adequate safeguard for milk supplies; and furthermore be it

"Resolved, That this Association notifies the public of the inadequacy of substitutes, or alternatives, for pasteurization."

International Association of Dairy
and Milk Inspectors.

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| Mayo Hotel | 6 |
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THE BULLETIN

OF THE

TULSA COUNTY MEDICAL SOCIETY

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VOL. 6

TULSA, OKLAHOMA, FEBRUARY, 1940

NO. 2

Hold "Hall of Health" in May

Medical Society approves plans for outstanding educational show to be held at Coliseum during week of May 6 to 12 during state convention.

Plans for an outstanding public educational program featuring a "Hall of Health" to be held at the Coliseum during the week of May 6-12, during the state medical convention were approved by the Tulsa County Medical Society at the first meeting in January and plans have been laid to make this health exposition—built along the lines of the Hall of Science at the New York and San Francisco World Fairs—one of the outstanding events on the years program.

The Hall of Health will be shown at the same time the Oklahoma State Medical Association holds its convention here, but will not be a part of the convention proper. The Hall of Health is an exposition designed for the public to bring in a visual manner the story of medical science, dentistry, public health and allied agencies play in safeguarding and protecting the health of mankind.

The public is demanding to know more and more about what goes on inside their bodies in this rapidly moving age and is primarily interested in his health which is its greatest asset and for this reason a plan has been worked out to help inform the public. The Hall of Health shows how the activities of medicine, pharmacy, nursing, hospitals and other institutions are correlated as a means of protecting and preserving the

health. This show will give the individual an opportunity of actually learning about himself and will give him an insight into the proper care he should be taking of his body.

The anatomy of the human body will be visualized by the means of the famous Transparent Woman and also the "Dissectible Woman." These life-sized figures will be so shown that the public can actually study the make-up of their bodies and get some concrete idea of what their bodies are all about. These figures are illuminated internally and will be illuminated as a lecturer unfolds the physiology of man. An attempt is being made to secure the Lindbergh-Carrel Heart for the show. A special exhibit of the heart, showing actual amplification of the heart-beat, will be featured. Other special exhibits will include cancer, tuberculosis, syphilis, pneumonia, quacks, dentistry, pharmacy, X-ray, iron lungs, etc., etc.

Dr. Paul Grosshart has been named general chairman of the Hall of Health Committee and will have actual charge of this exposition which will be viewed by more than 75,000 persons during the week it is shown.

The organization personnel of committees for the Hall of Health follow:

I. Scientific Exhibits: J. E. McDonald, chairman; B. L. Branley, E. R.

(Continued on Page 14)

Post Graduate Course in Pediatrics

Doctors Wayne R. Rupe, Dr. Peter Danis and Dr. Stanley Harrison of Washington University will conduct course which starts in Tulsa on Friday, February 16.

Plans were completed today for the postgraduate course in pediatrics to be given in Tulsa. The Committee appointed by Tulsa County Medical Society to organize the ten weeks course, met at 9:00 a.m. last Saturday in the offices of the County Medical Society, Medical Arts Building. Dr. Hugh Graham, committee chairman, and Drs. G. R. Russell and Dr. J. Underwood set 7:30 p.m. Friday, February 16, as the date and hour of the first lecture. The first five lectures and clinics of the course will be given at St. Johns Hospital and the second five sessions of the course will be given at Morningside Hospital. This is a part of the postgraduate program of medical education being sponsored by the Oklahoma State Medical Association, with the financial assistance of the Commonwealth Fund of New York, and the Oklahoma State Health Department.

The course will be given for medical practitioners only, by a faculty of three; namely, Drs. Wayne R. Rupe, Peter Danis and Stanley Harrison, all from the medical faculty of Washington University School of Medicine, St. Louis, Mo. The latest results of research in care and treatment of disease and conditions of infancy and childhood will be discussed during the ten weeks of the course in Tulsa. Dr. Rupe will arrive from St. Louis on February 16, and open the course in Tulsa. Clinics will be arranged by the Committee states Dr. Hugh Graham, chairman, of local arrangements for clinical demonstrations both surgical and medical by the guest faculty each week, following their didactic lectures. The local hospitals have offered their facilities for the course and its clinics. It is contemplated by the committee that between 50 and 100 doctors of Tulsa County will enroll for the

course, by February 16. Those wishing to register can secure blanks from any of the committeemen or Mr. Lloyd Stone, Executive Secretary of the Tulsa County Medical Society.

Lectures I and II by Dr. Wayne A. Rupe; (a) Brief discussion of use and dosage of Sulfanilamide and Sulfapyridine in childhood. (b) General discussion of physical, anatomical, environmental factors which adversely affects health of children and what physicians can do to improve these factors. (c) Advantages and disadvantages of tonsil and adenoid removal. (d) Respiratory virus diseases with especial emphasis on "grippe," the most damaging disease of childhood, will include discussion of treatment of pneumonia, otitis, sinusitis, laryngitis.

Lectures III and IV by Dr. Wayne A. Rupe: Management of normal infants. Feeding, breast and artificial. Special emphasis on most desirable artificial foods. Treatment of colic, constipation pyloric stenosis, etc. Discussion of thymus and its symptomatology in infancy. A number of minor difficulties which bother physicians will be included in these lectures.

Lecture V by Dr. Peter G. Danis: Physical and mental growth and development of the infant and child, as it is evaluated in every-day practice. (a) Discussion of predisposing factors i.e. heredity, endocrines, environment. (b) Yard-sticks available today which facilitate more accurate measurement of growth and development. (c) Available means of improvement and correction, including endocrine therapy. (d) Evaluation of the above in relation to clinical medicine and to the oncoming generation.

(Continued on Page 14)

Valuations for "Intangible" Tax

Survey shows "accounts receivable" on doctor's books are worth approximately 10 to 25 per cent for valuation on advalorem tax on "intangibles."

Because of dozens of calls relative to the valuation to be placed on "Accounts Receivable" for advalorem tax purposes, considerable effort has been made to work out some uniform plan which would be fair to the doctors and acceptable to the assessor's office. The following letter which was sent to the entire membership recently is carried again in case some doctors overlook the letter at the time.

To All Members of the Tulsa County Medical Society:

This office has had dozens of requests for information as to the value which should be placed on "accounts receivable" for ad valorem tax purposes under Subdivision 2 of the Assessment List of Intangible Personal Property, which must be filed with the County Assessor before March 1, 1940.

We immediately started to find out what a fair valuation of such accounts should be. We talked with the Assessor's office a number of times. We also secured figures from a number of sources to determine, if possible, an equitable figure for tax valuation. Our investigation shows that all accounts on your books lose their cash value very rapidly, becoming almost valueless after one year. Department of Commerce figures bear this out.

We suggested to the Assessor that accounts on a doctor's books had about the following value:

| | |
|----------------------------------|-----|
| Accounts under 3 months old..... | 50% |
| Accounts 3 months to 1 year old | 30% |
| Accounts over 1 year old..... | 10% |
| Or Average on All Accounts..... | 25% |

These figures may be high or low, according to the type of accounts on your books. If you feel your accounts are worth more (or are worth less) than this figure, it is your duty to make such a valuation. *The law requires that you list all accounts receivable at their*

fair cash value, estimated at the price they would bring at a voluntary sale. We feel, from our investigation, that very few doctors have accounts which would average higher than this figure.

The law also provides penalties for evasion. When a person fails to list an account, he will be stopped from bringing suit in the future to force the collection thereof. For this reason, we suggest that each doctor make a typewritten list of all accounts upon which he pays this ad valorem tax and that he be certain that the total amount of the accounts on the list is the same figure as the total value listed in his tax return. This will eliminate future trouble in proving you paid tax on any account in question. *This list should not be filed with your tax return.*

This tax on intangibles is not a new levy, but this last year the state legislature put teeth in the act and now it is imperative that a fair return should be made. From what we can find out about "accounts receivable" from commercial accounts such as oil companies and stores, this "actual value" will be considerably higher than the figure we have suggested and which has been ap-

However, this assessment return does not have to be made before March 1st, and between now and that time some other method of valuation may be arrived at and announced. If you wish to make certain of any reduced schedule you may wait until later to send in your report.

UNACCOMMODATING

Collector: "How many times must I climb three flights of stairs to collect this bill?"

Debtor: "What do you expect me to do? Hire a place on the first floor to accommodate my creditors?"

PRESIDENT'S PAGE

One month ago I was in quite a "stew" over this job which the Society has seen fit to inflict upon me. I was quite apprehensive about the year of responsibility. I should like to say at this time that this fear complex has vanished. Such a change in attitude is attributable to only one factor and that is the thorough cooperation of the various committees in the work of the Society.

A few days ago a meeting of Dr. Searle's State Convention Committee was held and plans were outlined for the State Meeting May 6, 7, 8. This committee is working diligently to make this the most successful of all state conventions. The Hall of Health Committee is planning an extremely interesting educational exhibit for the public,—to be held the week of the State Meeting. A special edition of the Bulletin advertising the convention and the Hall of Health will be mailed to every doctor in the state. This will be directed by the Bulletin Committee. The chairman of the Program Committee informs me that within the next two weeks his committee will have programs outlined for the entire year. Dr. Hugh Graham is expecting a record enrollment in the post graduate course in Pediatrics. It is hoped that this course will include instruction for the Negro physicians of Tulsa. Other committee work is progressing satisfactorily, but space does not permit an outline of all the activities of the Society.

At the moment it seems timely to emphasize the week of May 6. This will be the greatest week of medical activity the profession of Tulsa has experienced. It will call for the services of every member of the profession and auxiliary. Let's make it a memorable one.



President

Medical Calendar

MONDAY, February 5th:

Morningside Hospital Staff Meeting.

TUESDAY, February 6th:

Mercy Hospital Staff Meeting.

WEDNESDAY, Feb. 7th:

Radio Broadcast at 4:30 p.m. Station KTUL. Dr. J. L. Miner.

MONDAY, February 12th:

Tulsa County Medical Society Meeting, at 8:00 p.m. at Mayo Hotel.
Dr. C. H. Haralson—"Ophthalmology in Relation to General Practice"
Dr. A. Ray Wiley—"What's New in Surgery."
Dr. Joseph Fulcher—"What's New in Urology."
Western Electric motion picture, "Life Begins Again."

TUESDAY, Feb. 13:

Tulsa General Hospital Staff Meeting and also Open House,
Promptly at 7:30 p.m. Refreshments and Entertainment.

WEDNESDAY, February 14:

Radio Broadcast at 4:30 p.m. Station KTUL. Dr. Joseph Fulcher.

MONDAY, February 19th:

St. Johns Hospital Staff Meeting.

TUESDAY, Feb. 20th:

Office Asisstants meeting at Michaelis Cafeteria at 6:00 p.m. Flower
Hospital Staff Meeting.

WEDNESDAY, February 21st:

Radio Broadcast at 4:30 p.m. Station KTUL. Dr. J. E. McDonald.

MONDAY, February 26th:

Tulsa County Medical Society Meeting at 8:00 p.m. at Mayo Hotel.
Dr. Bayard Horton of Mayo Clinic—"Peripheral Vascular Disease."

WEDNESDAY, February 28th:

Radio Broadcast at 4:30 p.m. Station KTUL. Dr. H. Lee Farris.

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1941)

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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. 6 FEBRUARY, 1940 No. 2

POST GRADUATES

(Continued from Page 8)

Lectures VI by Dr. Peter G. Danis: Acute infections: contagious, communicable. Immunity. Prophylaxis. Evolution of information presently available in re treatment of diphtheria, scarlet fever, septic sore throat, chicken pox, small pox, measles, roseola, encephalitis, poliomyelitis. (a) Tuberculosis in childhood. Incidence and mortality. Tuberculin tests, technique and significance. Clinical course and pathology of first infections. Re-infection types. Treatment. (b) Congenital syphilis—diagnosis and treatment.

Lectures VIII by Dr. Stanley L. Harrison: (a) Diarrheal disorders in infancy and childhood due to intestinal infections. Acute bacillary dysentery (colitis). (b) Non infectious diarrheas—causes, types, and treatment. (c) Amoebic dysentery and intestinal parasitism.

Lectures IX by Dr. Stanley L. Harrison: Allergy in childhood: Principles underlying all allergic reactions. Infantile eczema, hay-fever, asthma, hives, abdominal allergy. Differentiation between allergic skin lesions and other skin disorders.

Lecture X by Dr. Stanley L. Harri-

son: Surgical conditions in childhood: appendicitis; intestinal obstruction, hernia, cryptorchidism, brain tumor, omphalocele, etc.

HALL OF HEALTH

(Continued from Page 7)

Denny, R. M. Shepard.

II. Commercial Exhibits: J. F. Gorrell, chairman; R. Q. Atchley, E. L. Cohenour.

III. Special Exhibits: Paul Cameron, chairman.

IV. Publicity: T. H. Davis, chairman; G. H. Henry, M. D. Henley.

V. Ticket Sales: W. S. Larrabee, chairman; Joe Fulcher, James Stevenson.

VI. Schools: Mabel Hart, chairman; H. J. Evans, W. A. Waller.

VII. General Arrangements: H. B. Stewart, chairman; John Perry, W. A. Showman.

NEWS LETTER FROM MEAD-JOHNSON

Some authorities recommend that cod liver oil be given in the morning and at bedtime when the stomach is empty, while others prefer to give it after meals in order not to retard gastric secretion. If the mother will place the very young baby on her lap and hold the child's mouth open by gently pressing the cheeks together between her thumb and fingers while she administers the oil, all of it will be taken. The infant soon becomes accustomed to taking the oil without having its mouth held open. It is most important that the mother administer the oil in a matter-of-fact manner, without apology or expression of sympathy.

On account of its higher potency in Vitamins A and D, Mead's Cod Liver Oil Fortified with Percomorph Liver Oil may be given in one-third the ordinary cod liver oil dosage, and is particularly desirable in cases of fat intolerance.

JANUARY REPORT
TULSA COUNTY MEDICAL CLINIC

| | |
|--|--------------|
| Total number of patients | 1,750 |
| Classification: | |
| Medicine | 563 |
| Surgery | 217 |
| Gynecology | 176 |
| Pediatrics | 72 |
| Dental | 161 |
| Urology | 89 |
| Eye | 132 |
| Tonsils | 59 |
| Varicose | 5 |
| Proctology | 7 |
| Orthopedics | 51 |
| Neurology | 27 |
| Dermatology | 79 |
| Ear, Nose & Throat | 109 |
| Tumor | 3 |
| Total number of patients treated in County-City-State Venereal Clinic at 521 North Boulder: This is 4 treatments per month for 631 persons..... | 2,524 |
| Total number of patients seen in hospitals (approximately)..... | 225 |
| Total number of patients seen at home (approximately) | 500 |
| TOTAL NUMBER OF PATIENTS FOR JANUARY | 4,999 |
| Drugs purchased for Clinic | \$ 972.90 |
| Drugs on hand at close of month..... | \$ 900.00 |
| Total number of prescriptions filled from Clinic Drug Room.... | 1,395 |
| Drugs also furnished to Poor Farm, County Jail, Tulsa General and St. Johns Hospitals. | |
| Drug Claims other than for Clinic | \$1,577.10 |
| Total Drugs for January | \$2,550.00 |
| Total Drugs for December | 420.57 |
| Total Drugs for November | 1,726.02 |
| Total Drugs for October | 2,106.00 |
| Hospital Claims for January | \$5,491.72 |
| August, 1939 | \$5,494.75 |
| September, 1939 | 4,653.46 |
| October, 1939 | 4,086.85 |
| November, 1939 | 3,787.37 |
| December, 1939 | 3,483.03 |
| Clinic Operating Expense: | |
| Nursing Staff | \$ 325.00 |
| Clinic Overhead-Misc. Expense | 300.00 |
| Pharmacist | 150.00 |
| | \$ 775.00 |
| Total Expense for January | \$8,041.72 |
| Total Expense for December | \$4,678.60 |
| Total Expense for November | \$6,288.35 |

*Your Accounts Receivable
Represent More Than
Just "Intangibles"
Upon Which You Must Pay
An Advalorem Tax Next Month!*

You have been carrying your accounts receivable along on your books for months—probably years. They are accounts you figured just as good as cash and that some day everyone would be ready, willing and able to rush in and pay.

They haven't.

And they won't.

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Cancer Authority to Speak Here

Dr. J. Samuel Binkley of New York City will appear before Medical Group and at an open forum in Mayo Hotel, Friday, February 9th in cancer campaign.

Opportunity for an insight into the control of cancer will be afforded both the laity and the medical profession of this vicinity on February 9, when Dr. J. Samuel Binkley of New York City, national cancer authority, appears here in two lecture meetings.

Doctor Binkley's appearance is under the auspices of the Oklahoma State Medical Association, the Oklahoma division of the Women's Field Army of the American Society for the Control of Cancer, and the state public health department. Local arrangements are being made by county medical society members and club women, working with representatives of the Women's Field Army.

During his one-day stay in Tulsa, Dr. Binkley will address a lay audience in the Junior Ballroom of the Mayo Hotel Friday afternoon under the auspices of the Women's Field Army. At 7:30 o'clock Friday night he will address the members of the Tulsa County Medical Society in the Open Parlors on the Mezzanine Floor of the Mayo Hotel. The Cancer committee of the Medical Society is cooperating with the Cancer Society in arranging this meeting.

Because the Oklahoma cancer program is the first of its kind in the nation, the eyes of agencies in the country will be directed toward the state.

The general public, in an afternoon session, will hear of the causes of cancer and the reason for early diagnosis in suspected cases of cancer. In a separate meeting, physicians will receive instruction of a scientific nature learning of the latest in the arts of diagnosis and treatment of cancer. The course will be

given in 40 cities of the state, beginning in Miami February 5 and continuing for two months.

Doctor Binkley, now assistant chief of the chest department at Memorial hospital, New York City, is a graduate of the University of Oklahoma and the Harvard medical school. For three years he served the New York City cancer committee as speaker. He likewise has appeared on the scientific programs of the International Cancer congress and the American Association of Thoracic Surgery.

Members of the Cancer Committee of the Oklahoma State Medical Association are W. F. Keller, M. D., Oklahoma City, chairman; Paul Champlin, M. D., Enid; Ralph McGill, M. D., Tulsa; and Wendell Long, M. D., Oklahoma City. Mrs. W. M. Van Divort of Nowata and Mrs. E. L. Hurlock of Copan are, respectively, the Commander and Vice-Commander of the Oklahoma Women's Field Army of the American Society for the Control of Cancer. Everett S. Lain, M. D., is the Oklahoma representative of the American Society for the Control of Cancer. Grady Mathews, M. D., is commissioner of the Public Health Department of the State of Oklahoma.

The course is designed to give instruction to both the laity and the doctors of the state. The course for the laity will be instruction in the cause of cancer, and the reason for early diagnosis in suspected cases of cancer. The instruction for the doctors will be of a scientific nature and will deal with the latest in the arts of diagnosis and treatment of cancer.

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Of Special Interest!



Radio speakers for January were: Doctors H. Lee Farris, Ralph A. McGill, A. L. Walters, Marvin Henley, and H. Lee Farris.

Radio speakers for February are: Doctors W. Albert Cook, J. L. Miner, J. E. McDonald and H. Lee Farris.

ASSISTANTS' ORGANIZATION STARTS THIRD YEAR

With the election of officers in March the T.C.M.D.A. Society will begin their third year. It is felt that we now have a more or less firm foundation to build on and the future will consist largely of expansion. Much time and effort has been spent in the past two months in acquainting eligible persons with our organization and consequently new members have been gained. As yet the membership is limited, there being now only sixty-five who belong, but there is much enthusiasm and the attendance, which includes guests, always exceeds the membership roll. We feel that this is the one thing necessary to make the organization quite worthwhile.

Much has been gained already by the association of the girls and many feel that if no further progress were made we would not be willing to give



up the meetings. However, there are many possibilities of such a group and in the next year we expect to put more of our dreams into concrete form. We wish to thank all who have lent a helping hand, and there have been many; and we solicit the cooperation of every member of the Medical and Dental Societies and earnestly invite them to visit us, read our rules and regulations (as well as the REPORTER, our bulletin published each month), and acquaint themselves with what we are doing. At present our eyes are centered on the one day convention we hope to have in conjunction with the State Medical meeting in May and which we will tell you more about later.

January 9, 1940

R. C. Pigford, M.D.
1001 Medical Arts Bldg.,
Tulsa, Oklahoma.

Dear Dr. Pigford:

On looking through The Bulletin for January, I saw the membership list for 1939. But discovered you had left off the last two members given in the report.

I would appreciate your adding these two to the list and publishing it again in the February issue. The two not listed were as follows:

David Shapiro, University of Texas 1938, General Internship, Morningside Hospital.

Eugene G. Wolff, University of Oklahoma 1934, General Internship, Henry Ford Hospital, Detroit. Special work in anesthesia, University Hospital, Oklahoma City. Specializing in anesthesia.

Trusting this will meet with your approval, I remain,

Sincerely yours,

Hugh J. Evans, M.D.



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Credit Bureau on Up-Grade Again

Collection Department shows fine increase for January. Rush of new accounts will bring department back to high level in February; \$20,000 recovered during 1939.

With collections back over the \$1,350.00 mark for January, the indications are that the month of February will equal the highest month in the organizations' history, Jerry Wheeler, manager of the Credit Bureau reported.

Since a number of the doctors have started through their accounts checking up for making their returns on the ad valorem tax blanks they have been sending more and more into the bureau for collection. There are 10,000 accounts on doctors' books which should be listed and sent in for collection. Collection listing sheets have been sent out to each member and they are for your use.

You will realize, when you start paying taxes on these accounts, that they are not as valuable as you had hoped. If they are over a year old at the best they are not worth more than 10 per cent of their face value. In a few months they will not be worth that. The only way you can realize any appreciable amount on these old delinquent accounts is to gather them up—close your eyes—and send them up for collection.

By sending these accounts up for collection you are not going to hurt the feeling of your patients. If the debtor doesn't intend to pay your account, you would not lose a penny by hurting his feelings. If he does pay he will still be friendly and by having a clear record with you he will continue to stay with you as your patient.

Last year the Medical Credit Bureau collected almost \$20,000 in old accounts and 1940 will see this bureau pass the \$25,000 mark. There is no question about this. The only question is—"How much of this \$25,000 are you going to receive?"

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.

OFF THE GREEN

"Do you play golf?" he asked of the simple but blushing maiden.

"Dear me, n,o" she bashfully replied, "I don't believe I should even know how to hold the caddies."



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

I. A. NELSON, M. D.
Tissue and Clinical Pathology
1107 Med. Arts Bldg. Tel. 4-1835

RUSSELL C. PIGFORD, M.D., F.A.C.P.
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Cardiology
1001 Med. Arts Bldg. Tel. 5-3762

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807 South Elgin Tel. 5-3132

JOSEPH FULCHER, M. D.
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JAMES C. BROGDEN, M.D.
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GIFFORD HENRY, M.D.
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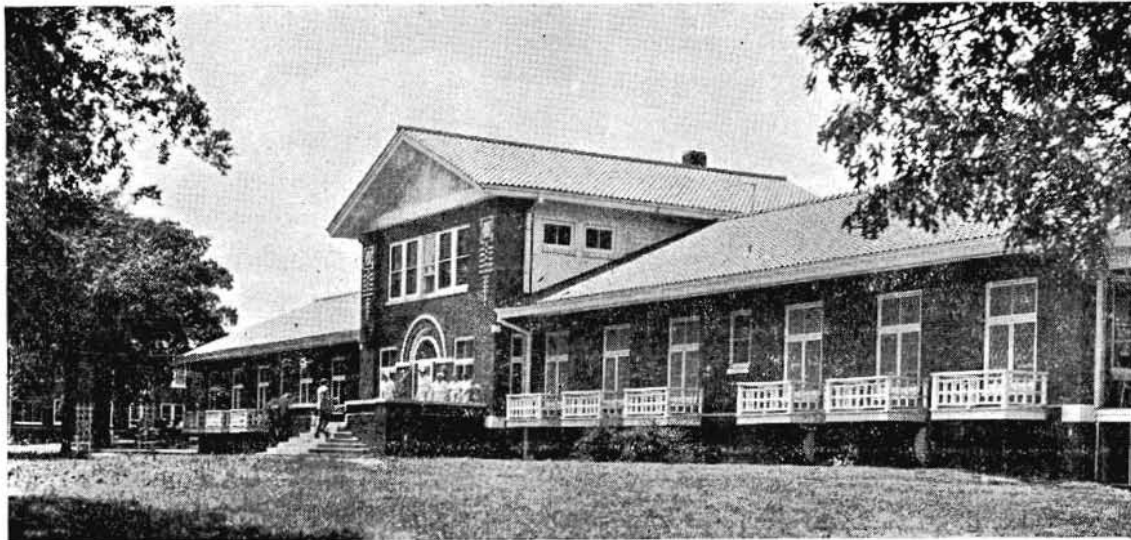
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