

## It Can Happen Here

Lest we forget - we who are of the vitamin D era-severe rickets is not vet eradicated, and moderate and mild rickets are still prevalent. Here is a white child, supposedly well fed, if judged by weight alone, a farm child


Example of severe rickets in a sunny clime. apparently living out of doors a good deal. This boy was reared in a state having a latitude between $37^{\circ}$ and $42^{\circ}$, where the average amount of fall and winter sunshine is equal to that in the major portion of the L'uited States. And yet such stigmata of rickets as genu varum and the quadratic head are plain evidence that rickets does occur under these conditions.

How much more likely, then, that rickets will develop among city-bred children who live under a smokepall for a large part of each year. True, vitamin $D$ is more or less routinely prescribed nowadays for infants. But is the antiricketic routinely administered in the home? Does the child refuse it? Is it given in some unstandardized form, purchased from a false sense of economy because the physician did not specify the kind?

A uniformly potent source of vitamin D such as Oleum Percomorphum, administered regularly in proper dosage, can do more than protect aganst the gross visible deformities of rickets. It may prevent hidden but nonetheless serious malformations of the chest and the pelvis and will aid in promoting good dentition. Rigid bioassays assure a uniform potency. Olcum Percomorphum, moreover, is a natural source of vitamins $A$ and D .

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# THE BULLETIN 

TULSA COUNTY MEDICAL SOCIETY<br>R. C. Pigford, M.D., President J. C. Brogden, M.D., President Elect Ralph McGill, M.D., Vice-President Roy L. Smith, M. D., Secretary-Treasurer Lloyd Stone, Executive Secretary

VOL. 6 TULSA, OKLAHOMA, MARCH, 1940 No. 3

# Guest Speakers for Convention 

Plans for state meeting in May are rapidly taking shape; March 15 is deadline for sections to complete programs; commercial exhibits sold

With the selection of outstanding guest speakers with national recognition; the sale of a record number of commercial exhibits; deadline set for the completion of the sectional programs and all committees hard at work, Dr. M. J. Searle, general chairman of the convention committee, announced that the entire job of staging an outstanding State Meeting was moving ahead rapidly.

Dr. E. O. Johnson, chairman of the convention program committee, announced that acceptances had been received from the following guest speakers:

Dr. Alphonse McMahon of St. Louis, vice-president of the American Medical Association. Dr. McMahon is associated with St. Louis University Medical School.

Dr. Horton Ryan Casparis, Pediatrician, of Nashville, Tennessee, and professor of Pediatrics at Vanderbilt University Hospital.

Dr. Charles M. Rosser, Proctologist, of Dallas, Texas.

Dr. Edward H. Skinner, member of the American Board of Radiology, of Kansas City, Missouri.

The deadline for the completion by the various specialties of their separate section meetings has been set at March 15 , in order that each group would have sufficient time to publicize their
programs and to organize for better attendance. Most of the sections have held preliminary meetings, according to Dr. Johnson, and all programs will be ready on time.

Dr. Searle announced that all of the convention sub-committees were working and that nothing was being left undone to make this year's convention outstanding in the annals of the Medical Association.

More than twice as many nationally known exhibitors have been secured for this year's annual meeting and the disposition of all available space has been completed. The following exhibitors will be present this year, most of them for the first time:

Pet Milk Company ; J. B. Lippincott Co.; S. H. Camp; Vitamine Corporation of Milwaukee; Houston Fire and Casualty Company; Eli Lilly; Caviness Surgical; General Electric X-Ray; C. B. Fleet Company; Holland-Randos Company; Western Electric Audiophone; Oklahoma Hospital Service; Park Davis; Phillip Morris Cigarette; M. and R. Dietetic; Mead-Johnson; Lederle; Petrolager; Couper Supply; Denver Chemical; Zemmer; Cameron Surgical; John Wyeth and Brother; Merkel X-Ray; Aloe; Coca Cola; Doho Chemical; Smith-Klein and French; W. B. Saunders; Pearson School and Grant Forsythe.

# Start Hospital Insurance In March 

W. R. McBee of St. Louis will reach Tulsa after March 1 to complete final plans; Organize the Company; and open actual sale of policies

Group Hospital Insurance will be placed on sale by the Oklahoma Group Hospital Mutual, Inc., organized under the direction of the Oklahoma State Medical Association, early in the month of March.

This announcement by the special committee in charge of perfecting the insurance program, comes as the climax of a long up-hill campaign to place this type of insurance on a sound basis in Oklahoma and bring this help within the reach of low-income groups in Oklahoma.

The incorporation papers are complete and ready for filing in Oklahoma City as soon as Mr. McBee arrives. Tulsa offices have been opened at 401-2-3 Tulsa Loan Building and the furniture has been moved in. By the time this bulletin appears, the insurance company will be a going concern.

The following exerpt from the Oklahoma Medical Journal gives more of the background of the program which is culminating in the formation of the Group Hospital Mutual:

A Group Hospital service plan for Oklahoma on a mutual non-profit basis is rapidlv approaching reality since the recent meeting of the Oklahoma State Hospital Association in Oklahoma City and its appointment of a committee composed of Dr. L. E. Emanuel of Chickasha, Sister Mechtildis Eickholt of Oklahoma City, R. L. Loy, Jr., of Oklahoma City, J. A. Bivins, Jr., of Ardmore, Dr. G. D. Funk of El Reno, and E. U. Benson of Cushing, to work with the committee from the Council of the Medical Association composed of Councilors V. C. Tisdal, A. S. Risser, Philip M. McNeill, James Stevenson, and J. A. Walker.

The necessity for such an organization was brought forcibly to the attention of the Council of the Association
when, in June, it was discovered that there were more than 10 different plans of one type or another having a charter to do business in the State of Oklahoma under the Mutual Casualty Company Act of 1931. Section 10750, sub-section 3 or 7 of this act allowed the forming of a mutual non-profit company upon the presentation to the Insurance Board of the proper legal documents, together with financial assets of five times the amount of a single liability under one contract. As an example, if a contract called for 30 days' hospitalization at $\$ 5$ a day, the total liability under the contract would be $\$ 150$. Five times this amount, $\$ 750$, was then all that was necessary for the formation of a company. Investigation at the Insurance Department disclosed the astounding fact that the majority of the companies with charters were operating with an original capitalization of less than \$1,000.

With these startling facts known, together with the increasing public demand for this type of coverage (and the majority of cases coming from groups that are in the income field most widely needing to have hospitalization), President W. A. Howard appointed a committee composed of V. K. Allen of Tulsa, John Carson of Shawnee, and John E. Heatley of Oklahoma City, to make investigations of other known group plans that had met with success and had been properly administered.

This committee made detailed study of the vast majority of plans in operation in the United States, and also gave extremely careful study to the recommendations of the American Hospital Association, the American Medical Association, and the American College of Surgeons. After careful deliberation of
(Continued on Page 12)

# Guest Speakers on Society Programs 

Dr. Robert J. Crossen of St. Louis will be guest on March 25; Record attendance recorded on February 26 when Dr. Bayard Horton, of Mayo Clinic, was our guest

With a record attendance of 130 doctors, including approximately 20 visitors from Muskogee, Pawhuska, Sapulpa, Enid, Claremore, Chelsea and as far away as Oklahoma City, the program committee held the first of its prominent out-of-town guest speaker programs at the regular society meeting February 26th with Dr. Bayard T. Horton of the Mayo Clinic at Rochester.

Guest speakers for the remainder of the present year will include Dr. Robert J. Crossen of St. Louis; Dr. Bedford Shelmire of Dallas, Texas; Dr. Forest P. Baker of Talihina; Dr. F. C. Helwig of Kansas City, and Dr. Otto Jason Dixon of Kansas City, according to announcement by Dr. Gifford H. Henry, chairman of the Program Committee, who made the following report:
"In an effort to provide some worthwhile programs for the current year, we have outlined a schedule for the regular bi-monthly meetings of the Tulsa County Medical Society.
"The first meeting of each month is to be devoted to local programs featuring short reviews on new developments in all the specialties; two of which will be presented at a time by two members of our local society. These talks are limited to seven minutes each with no discussion contemplated, although comments by the members will be welcomed at any time. These short subjects may be in the nature of personal experiences or observations, or take the form of reviews of recent articles in the literature.
"There will also be time to transact such business as may be necessary. In addition, any one desiring to read a paper will be placed on the program for one of these meetings. Medical or surgical motion pictures will be shown
at the conclusion of each program for those who care to remain. These will be selected for variety and cost us only the postage one way.
"For the second meeting of each month, an out-of-town speaker has been secured. We have tried to have a diversification of subjects and also a geographical distribution of speakers as far as is practiable in order to conform to the interests of all the members.
"The number is limited to half a dozen for the year, and we hope therefore that a good turn-out will be presented on these special night at least. A small part of the expense is furnished by the society, so come and get your money's worth.
"Visiting doctors from nearby cities will be welcome.
"We would like to have a good attendance for these doctors, many of whom come from a long distance and are going to some expense and trouble to make the trips.

Tentative programs for the entire year follow:

February 12: "Ophthalmology in Relation to General Practice," Dr. Haralson. "What's New in Surgery", Dr. Hoover. "What's New in Urology," Dr. Fulcher. Movie, Hearing Aids.

February 26: Dr. Bayard Horton, Mayo Clinic, "Perphipheral Vascular Diseases."

March 11: "What's New in Medicine," Dr. B. L. Branley. "What's New in Pathology," Dr. I. A. Nelson. Movie, Latzko Extraperitoneal Caesarean Section.

March 25: Dr. Robert J. Crossen, St. Louis, Missouri, "Gynecological Endocrine Disturbances."
April 8: "What's New in Orthopedics," Dr. Stuart. "What's New in Proctology," Dr. V. K. Allen. Movie, (Continued on Page 12)

## || <br> PRESIDENT'S PAGE

The referee of the Supreme Court has ruled that Initiative Petition No. 166 is valid. This means that this petition will be placed on the ballot in either the July primary or the November general election.

It will be remembered that this petition is in the form of an amendment to the State Board of Medical Examiners and involves two radical changes. One is the legalizing of "steerers" in connection with certain classes of coperative hospitals. The other, which is more vital to the program of the State Board of Medical Examiners has to do with the change in the personnel of the board.

According to the petition there would be an equal number of eclectics, homeopaths, and allopaths on the board. Such a law would mean that the eclectics and homeopaths which represent about ten per cent of the total practitioners in the state would have complete control of all regulations concerning the practice of medicine in this state. The absurdity of this law is evident when it is noted that according to the records of the State Board of Medical Examiners, practically no homeopaths or eclectics have applied for a license in this state during the past ten years. In fact, there are only one or two schools teaching these branches of therapy in the entire country today.

What are we going to do about this bill?


President

## Medical Calendar

MONDAY, March 4th:
Morningside Hospital Staff Meeting.

TUESDAY, March 5:
Mercy Hospital Staff Meeting.
Clinic meeting in the French Room of the Mayo Hotel at 12:30.
WEDNESDAY, March 6:
Radio Broadcast at 4:30 p.m. Station KTUL. Dr. W. Albert Cook.
MONDAY, March 11th:
Tulsa County Medical Society Meeting, at 8:00 in the Ivory Room of the Mayo Hotel. Program: What's new in Medicine by Dr. B. L. Branley: What's new in Pathology by Dr. I. A. Nelson. A Movie Latzko Extraperitoneal Caesarean Section.

TUESDAY, March 12th:
Tulsa General Hospital Staff Meeting.
WEDNESDAY, March 13th:
Radio Broadcast at 4:30 p.m. Station KTUL. Dr. Marvin D. Henley.
MONDAY, March 18th:
St. Johns Hospital Staff Meeting.
TUESDAY, March 19th:
Office Assistants Meeting, Michaelis Cafeteria at 6:00 p.m. Flower Hospital Staff Meeting.

WEDNESDAY, March 20th:
Radio Broadcast at 4:30 p.m. Station KTUL. Dr. A. W. Pigford.
MONDAY, March 25th:
Tulsa County Medical Society Meeting, at 8:00 p.m. Ivory Room of
Mayo Hotel. Program: Gynecological Endocrine Disturbances by Robert J. Crossen, M.D., of St. Louis, Mo.

WEDNESDAY, March 27th:
Radio Broadcast at 4:30 p.m. Station KTUL. Dr. H. Lee Farris.

## The BULLETIN



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.

| $\overline{\overline{\text { VOL. } 6}} 6$ | MARCH, 1940 | No. 3 |
| :--- | :--- | :--- |

## HOSPITAL INSURANCE PLANS COMPLETED

## (Continued from Page 8)

many weeks, the committee submitted its renort to the Council of the Association. The present Committee of the Council was then appointed to continue study of the subject, as well as to consider the proper and most expedient way of organizing a plan that would eventually be state-wide in coverage, have civic appeal, and be non-profit in every sense of the word.

A brief surves of the original recommendations of the first committee, and which no doubt the final deliberations will follow basically, are that the board of governors of the plan will have its representatives picked from the Hospital Association, the Medical Association, and the laity. 'The officers of the organization then will be picked from this board and will be men or women who are philanthropic and publicspirited, who will serve without pay, and who will, by virtue of their position in the business and civic world, lend honesty and integrity to the plan, as well as their proven ability in business judgment and management.

This procedure clearly takes the

Medical and Hospital Associations out of the insurance business, as neither will invest any of their funds in the capitalization of the company. Neither will there be any members of either Association in its employment.

The entire program and the part played by the Association in giving impetus to the plan has always been and will continue to be the effort of the Medical Association to give to the people the most feasible and economical care from a medical standpoint that is in direct ratio with progressive medicine and business and financial stability.

## NEWS LETTER MEAD-JOHNSON

It is a well-known fact that young infants shy at aromatics. Older patients often tire of flavored medications to the point where the flavoring itself bocomes repellant. This is particularly true if the flatworing is of a volatile nature or "repeats" hours after being ingested. Physicians have frequently used the terms "fresh," "natural," "sweet," and "nutlike" in commenting upon the fine flavor of Mead's Cod Liver Oil. They find that most patients prefer an unflavored oil when it is as pure as Mead's.

Physicians who look with disfavor upon self-medication by laymen are interested to know that Mead's is one Cod Liver ()il that is not advertised to the public and that carries no dosage directions on carton, bottle or circular. Mead Johnson \& Company, Evansville, Indiana, L'S.A., will be glad to send samples and literature to physicians only.

## GUEST SPEAKERS

## FEATURE PROGRAMS

(Continued from Page 9)
Salpingo-Oophorectomy with Appendectomy.

April 22: Dr. Belford Shelmire, Dallas, Texas. "Dermatitis from Poison Ivy and Other Plants. "Etiology and 'Treatment."

April 23: Oklahoma City Meeting and Dinner.

May 13: "What's New in Obstetrics," Dr. J. L. Miner. "What's New in Gynecology," Dr. J. C. Peden. Movie, Tranmatic-Surgery of the Extremities.

Mav 27: Dr. Forest P. Baker, Talihina, Oklahema, "Tuberculosis and Admissions to State Hospital."

September 9: "What's New in Pediatrics," Dr. Luvern Hays. "What's New in Allergy," Dr. E. Rankin Denny. Movie, Loop Colostomy for Inoperable Carcinoma Rectum.

September 23: Dr. F. C. Helwig, St. Lukes Hospital, Kansas City, Mo.

October 14: "What's New in Dermatology," Dr. W. A. Showman. "What's New in Radium," Dr. Ralph McGill. "What's New in X-Ray," Dr. Stuart. Movie, Subtotal Thyroidectomy.

November 11: "What's New in Neuro-Psychiatry," Dr. Ungerman, "What's New in Eye, Ear, Nose and Throat, Dr. D. L. Edwards. Movie, Nephrectomy for Tubercular Kidney.

November 25: Dr. Otto Jason Dixon, Kansas City, Mo. "An Operation for the Correction of Deafness."

## GUARANTEED

"And you say these lifebelts are guaranteed by the company?"
"Absolutely, madam."
"But supposing I wore one and went down for the third time?"
"In that case, madam, the belt would become your own property."

## TOO YOUNG TO KNOW

The other day a young fellow who had just gotten his first job as truck driver on a highway job met a luscious blonde.
"Say," he asked her. "How about a date for tonight?"

She looked at his downless face and said, scornfully, "Say, I can't go out with a baby."
"Pardon me," the young man said, "I didn't know."

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# New County Health Unit Functioning 

Full-time Medical Director with two nurses and two sanitarians added to Dr. Kramer's staff under program worked out with State Health Department<br>By ALLEN C. KRAMER, M.D., County Sup't of Health

During August, 1939, at a conference with the County Commissioners it was suggested by Dr. Grady Mathews, State Commissioner of Health, that he match health funds set up by the commissioners for Tulsa County. It was decided that the personnel would consist of a superintendent, a full time Medical Director, two nurses and two sanitarians. This service did not get under way until December, 1939, at which time Dr. William Wood was transferred from Hugo, Oklahoma, to this Countv as Medical Director. Mrs. Bessie Ables was transferred here from the Seminole District as one of the nurses. The other nurse is, of course, Mrs. Sarah Victory. We have two sanitarians, or one quarantine officer, Mr. Wm. McCullough, and one sanitarian, Mr. Spencer Barnhill. Mr. McCullough is a pioneer Oklahoman in Tulsa, and Mr. Barnhill has recently completed his training as a sanitarian at Memphis, Tenn.

This health service, as it always has been, will only be offered to the indigent persons of Tulsa County, while the educational service will be free to everyone.

The Immunization Program will be carried out as usual to only indigent children of school age. Child Health Conferences and physical examinations of children of school age and also preschool children have been carried on by Dr. Wm. Wood. He is assisted in this by Mrs. Ables.

The Quarantine and Sanitary Department includes the inspection of septic tanks, privies, and water supplies; inspection of cafes, restaurants, taverns or any places where food is handled. The majority of this work is done by Mr. Barnhill. Quarantine work is be-
ing carried on by Mr. McCullough.
A summary of the work that has been completed so far is as follows:

There have been nine Child Health Conferences held for pre-school children and infants. These will increase as time and education will permit.

There have been 460 school children examined by the nurses for such minor ailments as itch, skin eruptions, injuries, and colds. 345 of this number were examined as to height, weight and the Snellen eye test. There have been 703 children immunized against diphtheria and eight small pox vaccinations. 22 throat cultures have been made: 16 for diphtheria, three for streptococci, and three for Vincents.

There have been 20 communicable diseases quarantined: three for diphtheria, six small pox, one measles, seven scarlet fever, one whooping cough, two mumps.

In the Sanitary Departments there have been 180 sanitary investigations which includes septic tanks, new premices, privies, nuisances and inspections of water systems and wells. There have been 142 inspections of food handling establishments. 44 schools were inspected as to their sanitary condition.

The Tulsa County Health Department is operated on the basis of Preventative Medicine only, and serves those communities which are outside the city limits of Tulsa.

I cannot help but believe that this is not fully understood by the majority of our doctors and the citizens of Tulsa. There is absolutely no duplication of our work by any of these other Health Agencies as this work is confined wholly to those communities located outside the City of Tulsa.

# PASTEURIZED IS Doubly SAFE 


$212^{\circ}$ F. Milk Boils
$185^{\circ}$ F. Milk Scalds
$160^{\circ}$ F. Cooking Begins $145^{\circ} \mathrm{F}$.
$142^{\circ} \mathrm{F}$.
PASTEURIZATION
$139^{\circ} \mathrm{F}$. Tuberculosis
Killed
$137^{\circ} \mathrm{F}$. Typhoid and Undulant Fever Killed
$134^{\circ}$ F. Scarlet Fever, Streptococcic sore Throat and 27 Strains of Streptococci Killed
$131^{\circ}$ F. Diphtheria Killed
"As the result of several years extensive experience with commercial pasteurization and of recent researches it has been demonstrated that a temperature of 142 to 145 degrees $F$., with a holding period of 30 minutes, serves the purpose of protecting the public health and preserving the integrity of the milk."
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.

## FEBRUARY REPORT TULSA COUNTY MEDICAL CLINIC

Total number of patients ..... 1,927
Classification:
Medicine ..... 598
Surgery ..... 211
Gynecology ..... 199
Pediatrics ..... 72
Dental ..... 261
Urology ..... 74
Eye ..... 120
Tonsils ..... 59
Varicose ..... 9
Proctology ..... 7
Orthopedics ..... 53
Neurology ..... 27
Dermatology ..... 52
Ear, Nose \& Throat ..... 98
Tumor ..... 14
Diathermy ..... 3
Rectal ..... 24
Tonsils ..... 49
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 FEBRUARY ..... 5,176
Drugs purchased for Clinic ..... 627.08
Drugs on hand at close of month ..... $\$ 900.00$
Total number of prescriptions filled from Clinic Drug Room ..... 2,510
Drugs also furnished to Poor Farm, County Jail, TulsaGeneral and St. Johns Hospitals.\$1,010.91
Total Drugs for February ..... \$1,637.99
Total Drugs for January ..... 1,907.03
Total Drugs for December ..... 420.57
Total Drugs for November ..... 1,726.02
Hospital Claims for February
\$5,491.75
Hospital claims for January
3,787.37
3,787.37
November, 1939 ..... 3,483.03
Clinic Operating Expense:
Nursing Staff ..... $\$ 325.00$
Clinic Overhead-Misc. Expense ..... 300.00
Pharmacist ..... 150.00$\$ 775.00$
LABORATORY REPORT:
Blood Counts ..... 72
Urinalysis ..... 165
Smears ..... 19
Coagulations ..... 39
Blood Sugars ..... 3
Mantoux ..... 1

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# Of Special Interest! 



RADIO SPEAKERS FOR FEBRUARY WERE DOCTORS J. L. Miner, Joseph Fulcher, J. E. McDonald and H. Lee Farris.
RADIO SPEAKERS FOR MARCH ARE DOCTORS W. Albert Cook, Marvin D. Henley, A. W. Pigford and H. Lee Farris.

## AUXILIARY MEETING IN MacDONALD HOME

The last meeting of the Women's Auxiliary of the Tulsa County Medical Society was held in the home of Mrs. D. M. MacDonald, February 6th, with Mrs. Hugh Perry, Chairman; and Mrs. F. E. Woodson, Mrs. D. C. Garrett, Mrs. T. H. West, Mrs. G. H. Clulow and Mrs. James D. Markland as hostesses.

The following program was given: "Platform of the American Medical Association" by Dr. Marcella Ruprecht. "The National Health Program" by Mrs. T. B. Coulter. "State Funds for Health" by Mrs. Hugh Graham. "Tulsa's Health Program" by Mrs. C. H. Haralson followed by a round-table discussion of Socialized Medicine.

## MEDICAL EXCHANGE STARTS SECOND YEAR

With this month, the Medical Exchange, operated under the supervision of the District Two Nurses Association, begins its second year of operation in its office in the Medical Society on the 12th floor of the Medical Arts Building.

In connection with the Official Nurses Register, which is the only approved registry in Oklahoma, the Medical Exchange operates a telephone answering service for doctors.
We have increased our membership over fifty per cent in the past year, having answered 2,087 calls for the physicians during this time. We give telephone service to those who use the club room. So if any of the secretaries do not know how to locate their doctor when he is on the twelfth floor just call 2-6243. Many inquiries come to us about the various types of medicine practiced by different physicians all these calls are referred to the secretary of the Medical Society. We give twen-ty-four hour telephone service.


## WILL YOU PAY INTANGIBLE TAX ON The Same Old Accounts Next Year?

The United States Department of Commerce supplies the following statistics showing the decrease in the value of accounts with respect to the length of time they remain unpaid.

| 30 days old | $2 \%$ | loss |
| :--- | ---: | :--- |
| 60 days old | $17 \%$ | loss |
| 90 days old | $35 \%$ | loss |
| 120 days old | $50 \%$ | loss |
| 6 months old | $70 \%$ | loss |
| 9 months old | $80 \%$ | loss |
| 1 year old | $90 \%$ | loss |

More accounts will be collected and your losses reduced by referring your unpaid accounts to your Bureau for collection each month.

Do it today. Delay means losses.

## MEDICAL CREDIT BUREAU

## A Unit of

Tulsa County Medical Society
1202 Medical Arts Bldg.
Phone 4-8161

## Credit Bureau Can Cut Tax Bill

You will pay intangible tax again on your old accounts receivable next year; Prompt collection will get them off of your books

The Medical Credit Bureau can cut your tax bill on intangibles-"Accounts Receivable"-if you will have your girl take time out this week and make up a list of all the old dead accounts which you have been nursing along and send them up to the Credit Bureau for collection.

The Intangible tax law has been held constitutional and there is no reason to expect the state legislature to eliminate this kind of money-raising measure in the future. The tax will be effective again next year-and the next-and the next. If you just sit still and let the old accounts go, they will show up again next March on your list of accounts receivable and you will pay a tax on them again.
Already many doctors and dentists have taken a warning from the long list of accounts which fill their ledgers and have sent up lists for collection. A great percentage of these accounts can be collected today, if they are handled properly. A month or a year from today, many of them will be hopelessly lost.

Collections in the Medical Credit Bureau continued to show an increase
in the month of February, and plans are being made to run the monthly collection figure above the $\$ 2,000$ mark within the next two months.

You have the listing sheets.
At the bottom of the page is a picture of the Medical Credit Bureau office in operation. From left to right are: Cathaleen Enoch, M. A. Wheeler, Barbara Walkup, Mrs. Beil, in rear, and Francis Rowland.

The reporter limped in.
"Well," growled the city editor, "did you get that interview with Mr. Roughshod?"

The reporter pointed to his pair of black eyes.
"We can't print a pair of black eyes. Where's the story?"

The reporter lifted his hat and displayed a huge bump on his head.
"Look!" he said.
"So what?" the editor howled. "We can't print that! Didn't you get Roughshod to say a few words?"
"I'll say I did," said the reporter, "-but you can't print those either!"


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