

THE BULLETIN

OF THE TULSA COUNTY MEDICAL SOCIETY

TO MEMBERS OF THE MEDICAL
SOCIETY OF TULSA COUNTY:

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Vol. 6 ♦ Tulsa ♦ JUNE ♦ Okla. ♦ No. 6

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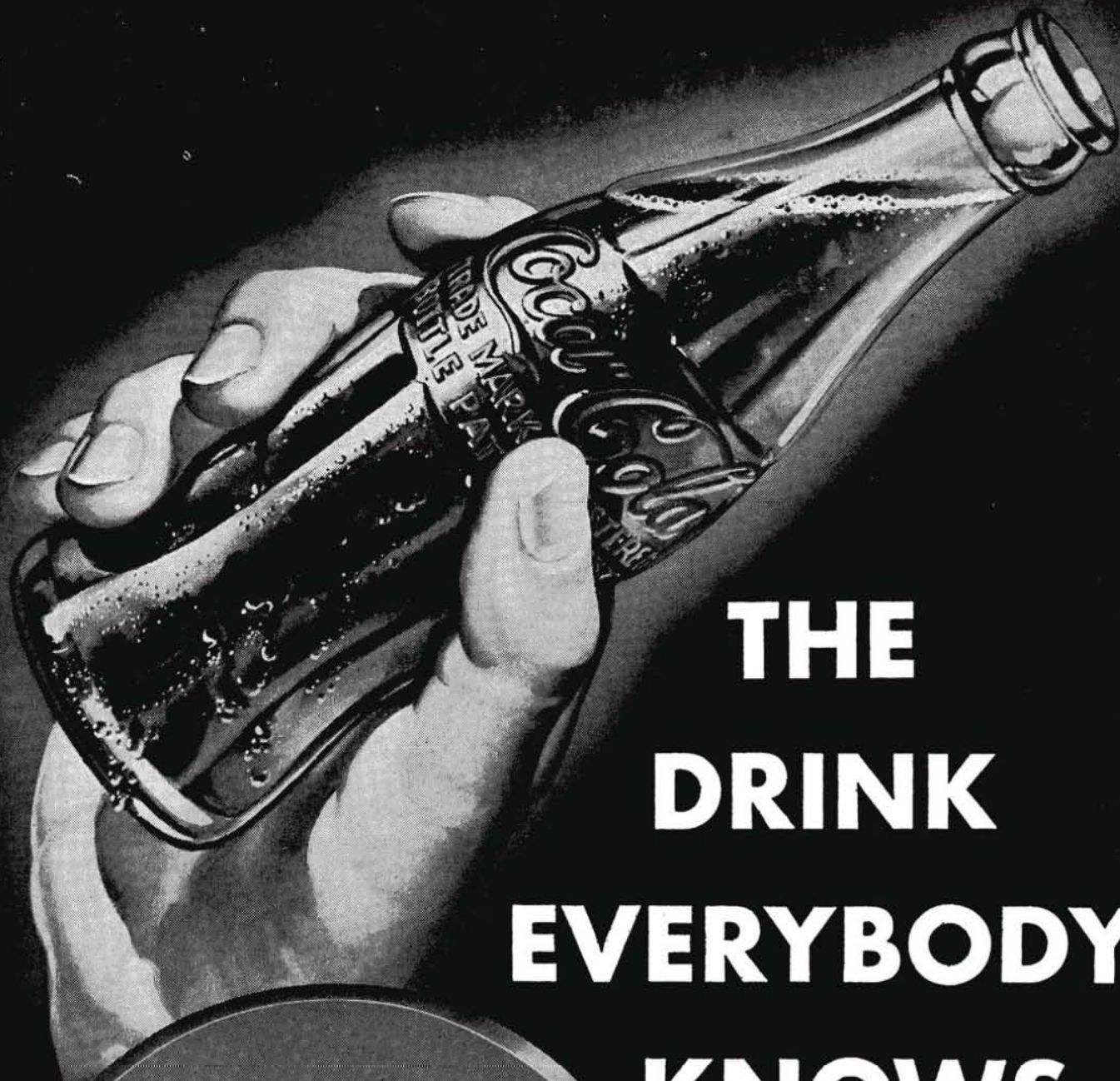
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THE BULLETIN

OF THE

TULSA COUNTY MEDICAL SOCIETY

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, JUNE, 1940

No. 6

Record Attendance at State Meet

Dr. Finis W. Ewing of Muskogee was named President-elect; Dr. W. A. Howard new A.M.A. Delegate; over half of members of State Society register at the 1940 meeting.

With a registration of 737 physicians in attendance, the forty-eighth annual meeting of the Oklahoma State Medical Association held in Tulsa May 6-7-8, was the largest meeting in the history of the Oklahoma Association and probably one of the most interesting according to the testimony of hundreds of visitors who arrived early and stayed until after the final general scientific session Wednesday afternoon.

The total attendance including guests and exhibitors was 830 which included more than half of the entire membership of the Oklahoma State Medical Association, which is some kind of a record for Oklahoma or any other state. A fifty-percent of any entire membership in attendance at any state meeting is a fitting tribute to the State organization, the County Society and the individuals who carried the load.

Dr. Henry H. Turner of Oklahoma City, president-elect during the past year assumed office as President at the installation meeting. Dr. Finis W. Ewing, of Muskogee, was named President-elect at the convention here and he will succeed Dr. Turner at the 1941 state meeting next year. Dr. Shade D. Neely, also of Muskogee, will succeed Dr. Ewing as Council for district Number 8. Dr. W. A. Howard of Chelsea, retiring president, was named state delegate to the American Medical Association. Dr. William A. Tolleson of Eu-

faula, was named Vice-President. The House of Delegates reelected Dr. James D. Osborn of Frederick as its speaker and Dr. P. P. Nesbitt of Tulsa was again reelected Vice-Speaker. Dr. O. E. Templin of Alva, councilor for district number 1, only councilor whose term expired this year, was reelected to that position.

The 1941 convention was awarded to Oklahoma City and word from the Capital City indicates that every effort will be made to eclipse the success of the Tulsa meeting when we meet in 1941.

For the first time in history the convention was self-supporting financially. In the past the state meeting has always cost the local society which was host a rather considerable sum of money and in addition it has cost the state association money. This year the number of exhibitors for the state meeting was greatly increased through the co-operation of many large national concerns who came to the Oklahoma state meeting for the first time. We had 33 exhibitors and the income from this source took care of the expense of the meeting without calling upon the state association or the Tulsa County Society for additional funds.

In fact, Dr. M. J. Searle, general chairman of the convention committee, reported that in all probability his committee would be able to turn some money back to the county society treasury.

Personally Speaking

All we know it what we hear and what we hear will appear in these columns. If you have done anything or gone anywhere or know of anyone who has—let us know . . .

—The Editors

Your editors are not trying to out-winchell Walter Winchell but from time to time "Our Girl Friday" will attempt to dig up all the stuff that is not fit to print and we will print it. Seriously though, we are going to make some attempt to jot down the things we hear and put them in print just to keep the record straight.

So from now on. . .

DR. B. L. BRANLEY has been ill in the hospital for several days but is doing as well as can be expected. He reports he is improving rapidly. . . . DRS. C. A. PAVY AND S. J. BRADFIELD were the principal speakers at the Morningside Nurses Commencement exercises at the Will Rogers' high school auditorium on June 1st. . . . DR. N. S. WHITE is going to Mexico in October on his vacation. . . . DR. WM. R. TURNBOW went to Oklahoma City and attended the society meeting there on May 6th. . . . DR. HENRY S. BROWNE spent the week of May 12th at the Mayo Clinic and the University Hospital at Iowa City, Iowa. He also ran up to Wichita last week.

DRS. J. C. BROGDEN, W. J. TRAINOR AND H. D. MURDOCK attended a Medical Society meeting at Tahlequah on May 28th where they presented the scientific program. . . . DR. F. L. NELSON was ill and in the hospital several days in May. . . . DR. JAMES L. MINER also was sick for a week but is back at work now. . . . DR. ERIC WHITE is making plans for a fishing trip in Canada this month. . . . DR. W. W. BEESLEY spent the week end of the 11th in Oklahoma City visiting with his son. . . . DR. J. D. SHIPP has recently returned from a 10-day trip to St. Louis.

The graduating class of nurses of the

St. John's Hospital had DR. J. E. McDONALD as their principal speaker at their commencement exercises in the Hospital Chapel on Sunday Night, May 26th. . . . DR. SILAS MURRAY is leaving June 2nd for Columbia, Mo., to be present for the graduation of his daughter, Margurite, from the University of Missouri. . . . DR. LOGAN A. SPANN went vacationing to Cuba for two weeks in April but is back at his same old stand now. . . . DR. W. A. SHOWMAN gave a lecture on Cancer before the Parent-Teachers Association at Lee school. . . . DR. JOSEPH FULLCHER spent the month of April in Mexico City and visiting other spots of interest in the southern republic. . . . DR. R. M. SHEPARD is leaving June 2nd for a week's stay in Cleveland, Ohio, where he will attend the National Tuberculosis Convention and also the Thoracic Surgeons' meeting.

DR. W. ALBERT COOK and Mrs. Cook are visiting relatives in New York and will take in the World's Fair. DR. COOK is in New York as one of Oklahoma State Medical Association's delegates to the American Medical Association. . . . DR. IAN McKENZIE is planning a trip to New York also. . . . DR. O. C. ARMSTRONG recently attended a clinical meeting in St. Louis. . . . DR. S. C. SHEPARD went east by plane about a week ago and returned safely. . . . DR. H. W. FORD and Mrs. Ford spent the last weekend with DR. HARRY C. FORD, their son, who has just recently opened an office of his own at 1014 Medical Arts Building, Oklahoma City. His practice is limited to Eye, Ear, Nose and Throat and he has been associated with the Waits and Fergusons for the past three years.

26,000 People See "Hall of Health"

Organized medicine receives flood of favorable publicity in educational health exposition; many organizations join in making health show success.

More than 26,000 people, including approximately 20,000 school children, visited the "Hall of Health" sponsored by the Tulsa County Medical Society at the Coliseum May 7 to 12 and made the first health exposition to be held in the southwest a big success.

Thousands saw, for the first time, a picture of the never-ending fight which is being waged by the medical professions and allied organizations against the spread of disease in Tulsa, the state and the nation. Exhibits from all parts of the United States were gathered in this educational exhibit to present a visual story of the cause and prevention of disease together with the thrilling story of the advance in medical science.

Joining with the Tulsa County Medical Society were the American Medical Association, the Tulsa Dental Society, the Public Health Association, the Womens' Field Army, the American Heart Association, the General X-Ray corporation, Merkel X-Ray company, District Nurses Association, Osage Indian Agency, University of Oklahoma, the Tulsa Police Department, the American Red Cross, the Boys Scouts, the Commission for Adult Blind, the Womens' Auxiliary, the Medical Technologists, the Pharmacists, the Commission for Hard of Hearing, Clay-Adams of New York City, the Public Health Association, the American Society for Prevention of Cancer, the Tulsa Public Schools, Oklahoma Department of Public Health, Morningside and St. Johns Hospitals, S. H. Camp and Company, the Pasteurized Dairy Plants of Tulsa, the Coca-Cola Company, the Barnes Manley Laundry and the Group Hospital Service.

The Hall of Health was conceived as a medium for carrying educational

material to the public and was designed especially for the lay public to portray in a graphic non-technical and interesting manner something about the physiology of man, his health, and the efforts of medical science and public health agencies to increase the individual's possibility for longer lives, and better health.

Among the exhibits which seemed to get the greater attention from the public were "Miss Anatomy", the dissectible woman; the X-Ray and fluroscopic exhibit; the iron lung; the technologists bacteriological exhibit and the heart exhibit as well as the elaborate dental display.

The District Nurses Association performed an outstanding job and added a great deal to the success of the project. Almost 100 nurses took their turn in tending the exhibits in various booths at the Coliseum. Some of these nurses spent several hours every day of the show while some rotated by serving one day.

The Hall of Health was dedicated to the public good in the hope that fruits from the search for truth by science and the knowledge thus gained may be conserved and magnified to the bodily and mental health of man in the future.

The progress that has been made and the progress that is to come in the prevention as well as curative fields of medicine necessitates a continuously growing co-operation between the public and the doctors of medicine. The "Hall of Health" was the first determined effort by the physicians of Tulsa to bridge this gap and to lay a foundation for better understanding for prevention and treatment of disease, and for longer lives and better health.

PRESIDENT'S PAGE

I want to take this opportunity to express to the members of the Tulsa County Medical Society my appreciation for the magnificent cooperation which was shown during the State Medical Convention and Hall of Health. Without your cooperation these undertakings would not have been a success.

About one hundred members served as committeemen for the two outstanding accomplishments. These men worked with tireless energy and industry and I particularly want to thank them for their efforts.

The week of May 6 was the greatest medical week in the history of Tulsa. A tremendous task was at hand and it was executed with a minimum of difficulties. It was a great experience and should be a stimulous to future accomplishments.

Thanks again.



President.

Medical Calendar

SATURDAY, June 1st:

Radio Broadcast at 2:45 p.m. Station KTUL. Dr. J. L. Miner.

MONDAY, June 3rd:

Morningside Hospital Staff Meeting.

TUESDAY, June 4th:

Mercy Hospital Staff Meeting.

SATURDAY, June 8th:

Radio Broadcast at 2:45 p.m. Station KTUL. Dr. Mont V. Stanley.

MONDAY, June 10th:

No Tulsa County Medical Meeting.

TUESDAY, June 11th:

Tulsa General Hospital Staff Meeting.

SATURDAY, June 15th:

Radio Broadcast at 2:45 p.m. Station KTUL. Dr. H. Lee Farris.

MONDAY, June 17th:

St. Johns Hospital Meeting.

TUESDAY, June 18th:

Flower Hospital Staff Meeting.

Office Assistants' Meeting at Michaelis Cafeteria at 6:00 p.m.

SATURDAY, June 22nd:

Radio Broadcast at 2:45 p.m. Station KTUL. Dr. Ned R. Smith.

MONDAY, June 24th:

No Tulsa County Medical Society Meeting.

SATURDAY, June 29th:

Radio Broadcast at 2:45 p.m. Station KTUL. Dr. Marvin D. Henley.

The BULLETINEditorial
Committee

LOGAN SPANN, M. D.,
Chairman.
F. L. UNDERWOOD, M. D.
CARL J. HOTZ, M. D.

Managing Editor LLOYD STONE



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VOL. 6 JUNE, 1940 No. 6

A.M.A. Membership and Fellowship Defined

Every MEMBER in good standing in the constituent medical association of the state in which he is engaged in practice whose name is officially reported to the Secretary of the American Medical Association for enrollment becomes automatically a MEMBER of the American Medical Association and is not called on, as such, to pay any dues or to contribute financially to the Association.

MEMBERS of the American Medical Association who graduated at recognized medical schools are eligible to apply for FELLOWSHIP.

To qualify as a FELLOW, a MEMBER in good standing is required to make formal application for FELLOWSHIP, to pay FELLOWSHIP dues and to subscribe for THE JOURNAL. Applications must be approved by the Judicial Council. FELLOWSHIP dues and subscription to THE JOURNAL are both included in the one annual payment of \$8.00, which is the cost of THE JOURNAL to subscribers who are not FELLOWS.

MEMBERS of constituent state medical associations pay dues to those bodies, but as MEMBERS they pay

nothing to the American Medical Association. FELLOWS pay dues and subscription to THE JOURNAL in the sum of \$8.00 a year, which has nothing to do with county or state dues.

According to an amendment to the By-Laws of the American Medical Association, no MEMBER may hold MEMBERSHIP in two constituent state medical associations concurrently.

OTHER DAYS

Long years have I given to serving mankind,
With no thought of self engrossing my mind.
Long rides have I taken enduring the gale,
To help a new being to sound its first wail.
Long hours have I spent, by the side of the bed,
Where a patient was lying, his heart filled with dread,
That his life was swift passing to that other land,
But, I breathed him fresh comfort, and held to his hand
Till his eyes beamed with hope, his fever had gone,
And I could turn homeward, my face to the dawn.
No rest to my eyelids, so weary for sleep,
For others were there, their vigil to keep,
Where death on the doorstep stood grizzled and gray,
I stayed there beside them and helped them to pray.
But now, I have fallen—am injured and ill,
And who stands beside me to show their good will?
They gibe and they banter and give caustic wit,
To aid my digestion, as alone I sit,
Or else, they pass by and forget altogether,
The friend who has helped in all kinds of weather.

Mrs. L. L. Franklin.

12,625 Calls Made at Free Clinic

3,121 individuals admitted to clinic and have been seen on average of four times each; 1,512 minor operations and surgical patients; 1,357 Eye and E-N-T cases.

In slightly more than six months since the Tulsa County Free Clinic was established by the Tulsa County Medical Society working with the Board of County Commissioners, more than 3,121 persons have received more than 12,625 treatments figures compiled by the Clinic Committee show.

Starting in November, the Clinic saw a rapid increase through the winter months until in April the Hospital Investigators started the job of re-qualifying all patients to make certain they were still eligible for county help through the clinic. The load through the clinic for the month of May was cut below the 2,000 mark while the number of prescriptions registered 1,637.

A detailed report of the total number of patients and the special department in which they were treated were as follows: Internal Medicine, 4,794 patients; surgery, 1,155 patients; dental, 1,462 patients; eye, 804 patients; ear, nose and throat, 533 patients; dermatology, 363 patients; gynecology, 1,086 patients; urology, 287 patients; pediatrics, 497 patients; tonsils, 357 patients; tumors, 87 patients; orthopedics, 361 patients; diathermy, 105 patients; neurology,

147 patients; heart, 232 patients; proctology, 189 patients; varicose, 121 patients; miscellaneous, 65 patients.

This detailed report in itself is sufficient proof of the need of such a clinic as it would be impossible to give the indigent patients of Tulsa the specialized help they need in any other method of handling them. Here they are seen by internal medicine men when they first appear at the clinic for care and if the individual cases require special attention they are referred to the special clinics for treatment.

The Clinic committee is working on the figures for the total cost of indigent medical care for all patients and while the final results are not available as the Bulletin goes to press, members have indicated that the final figures for the fiscal year ending June 31st will show a saving this year of approximately \$15,000 under the amount spent a year ago before the clinic was established. Further figures being prepared for submission to the County Commissioners and the Excise Board indicate that an even greater saving to the taxpayers of Tulsa County can be effected during the fiscal year 1940-1941 beginning July 1st.

FOR MONTH OF MAY

Total number of patients seen in Clinic.....			1,974
Classification:			
Surgery	202	Diathermy	24
Dental	270	Neurology	21
Pediatrics	108	Heart	53
Medicine	638	Orthopedics	54
Gynecology	178	Dermatology	59
Eye	91	Rectal	34
Ear, Nose and Throat.....	94	Tumor	30
Tonsils	39	Varicose	12
Urology	84		
Total Number of Patients for May			5,167
Total number of prescriptions filled from Clinic Drug Store Room.....			1,637

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Big Crowd Sees Hall of Health

▼

Here are some of the 5,000 who jammed the Tulsa County Medical Society's Hall of Health exhibit Wednesday at the Coliseum. This picture gives some idea of the layout of the Coliseum as the Hall of Health got under way. This brilliantly lighted health exposition presented every phase of health activity to the public.

▼



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Of Special Interest!

MORNINGSIDE NURSES COMPLETE TRAINING

Graduation exercises for 23 members of the Morningside School of Nursing were held at 8 o'clock Friday night, May 31, at the Will Rogers high school.

Master of ceremonies at the event was Dr. R. A. McGill, with Dr. Claude Hill, pastor of the First Christian church, delivering the invocation.

Dr. S. J. Bradfield delivered the graduation address and Doctor McGill awarded the diplomas. School pins were presented by Mary A. McMahan, R. N. The Will Rogers high school orchestra provided recessional music.

Members of the graduating class are Willie Marie Aday, Hazel Florence Barron, Rozelle Fallis, Mary Louise Carter, Dorothy Adeline Dicks, Appie Ann Harris, Elsie Lorene Horton, Pearl Miriam Josey and Lois Inez Murray, all of Tulsa; Mary Lessie Block and Maree Dobson, both of Sapulpa; Dollye Mae Brown, Council Hill; Sybil Madeline Clark, Canadian, Texas; Marjorie Ruth Dickson, Wellington, Texas; Shelley Honomichle and Pauline Linder, both of Pawhuska; Avaneal Elliott, Muskogee; Sallye Foshee, Hitchita; Louise McAdam, Tallant; Helen J. McDonald, Shawnee; Ethel Beatrice Reed, Strang, and Johnnie Mae Thompson, Holdenville.



RADIO SPEAKERS FOR JUNE

Radio speakers for June are Doctors, J. L. Miner, Mont V. Stanley, H. Lee Farris, Ned R. Smith and Marvin D. Henley.

VITAMIN ADVERTISING AND THE MEAD JOHNSON POLICY

The present spectacle of vitamin advertising running riot in newspapers and magazines and via radio emphasizes the importance of the physician as a controlling agent in the use of vitamin products.

Mead Johnson & Company feel that vitamin therapy, like infant feeding, should be in the hands of the medical profession, and consequently refrain from exploiting vitamins to the public.

Mr. Lloyd Stone,
Tulsa County Medical Association,
Medical Arts Building,
Tulsa, Oklahoma.

Dear Mr. Stone:

I am one of the three girls who interviewed you one day last week for a history report on medicine.

I am taking this opportunity to thank you for your time and patience regarding this interview, and to assure you we appreciated it tremendously.

Sincerely yours,

Jane Reichard.

CASE FOR PRIVATE PRACTICE

Copies of this article appearing in *Nation's Business* have been ordered for every member of this Society. You may leave them in your office where they will be available to the public.—L. S.

In this issue for May of *Nation's Business* appears a special supplement entitled "The Case for Private Medicine". It is a twenty-four page story of the campaign that has been waged in recent years to force the medical profession into regimentation, and of the manner in which this campaign has been combated by the medical profession. It discusses also the state of health of the nation, and the reasons why medicine in a democracy should not be submitted to

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bureaucratic control. The supplement called "The Case for Private Medicine" is the fifth in a series which this magazine has been making available, the previous supplements covering "Insurance," "Investment Banking," "Power and Light" and "Distribution." Reprints of the pamphlets covering "Distribution" and "The Case for Private Medicine" are available through the Nation's Business at 10 cents a copy or \$6 a hundred, which just about covers the cost of printing. Every physician should become familiar with this item; it may be had by writing to the Nation's Business, United States Chamber of Commerce Building, Washington, D. C. This periodical, which, incidentally, is the official organ of the Chamber of Commerce of the United States, itself circulates 350,000 copies to members of that organization. In presenting this article the Nation's Business provides first an adequate statement under the title "Give the Doctors a Hand," pointing out that it is the duty of commerce to aid medicine in resisting the march of collectivism. The article as a whole is prefaced by the statement made by Prince Otto von Bismarck, the father of social insurance, who said:

"A beginning must be made with the task of reconciling the laboring classes with the State. Whoever has a pension assured to him in his old age is much more contented and easy to manage than the man who has no such prospect. Compare a servant in a private house and one attached to a Government office or to the Court; the latter, because he looks forward to a pension, will put up with a great deal more."

There are also numerous illustrations and a wide variety of quotations from writings that have been published on the subject. Every one will find this the most interesting document that has yet been made available in medicine's campaign for freedom.—Journal of the A.M.A.



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5. Have you followed your present occupation for some time, and how long have you been with your present employer?

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1. What occupation did you follow at your former address?
2. With what physician had you established credit?
3. What was your former address and how long did you reside there?

People asking for credit expect to give information. Obtaining answers to these questions will impress the patient with their responsibility and will help to check Medical Credit and your secretary in securing prompt payment of accounts.

Use your Bureau for those slow and doubtful accounts. Call us about Medical Credit information on your new patients. 10,000 names are listed in our files.

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Building a "Good" Collection Bureau

Medical credit bureau renders important service to the profession; collections show increase each month; committee starts drive to bring in more new accounts.

With the solid foundation of service and successful experience already laid, the Medical Credit Bureau Committee launched a campaign for more new accounts and a determined effort is being made to double the present capacity of the collection and credit organization between now and the close of the year.

Added momentum has been achieved each month, Joe Fulcher, chairman of the committee, announced at the last meeting of the Medical Society in May that only by securing added support from the 150 physicians and dentists now using the bureau could we continue to show the present rate of improvement.

Some people have the idea that just anyone can collect medical accounts—that all one must do is contact the patient and if he can pay he will do so. We know from experience that this is far from the truth. It requires trained experience, special knowledge, proper organization, and, above all, honesty and aggressiveness to collect a large percentage of any list of delinquent accounts.

It has been said that the practice of medicine is a profession and cannot be metamorphosed into a business. Assuming that this statement is true, how do we answer the necessity of applying business methods to conserve the medical profession? We find, unfortunately, that monetary consideration is a prime factor in the preservation of the profession. It resolves itself simply to this: if medical services are demanded they must be provided. If services are pro-

vided a charge should be made, and if a proper charge is made, payment should be expected. We must then conclude that the individual physician's practice is dependent upon the payments made for the services rendered and upon his diligence in the collection of his accounts. If the physician carefully follows the "Collection Procedure" outlined in our last article and is unable to obtain a reply to his many requests, he can solve his problem by sending his delinquent accounts to a "good" collection agency.

In contacting delinquent accounts we often find this situation: the physician has unselfishly given both his time and skill and the average patient, for the moment, is grateful, but having no money expects the physician to wait for his fee. Then, after receiving a few polite statements, he concludes the physician doesn't need the money as badly as he does and subsequent statements remain unopened. Time passes and the "grateful patient" begins to justify his failure to pay, reasoning to himself that the physician wasn't out anything and that he probably would have recovered anyway. Then, ordinarily, that physician has lost a friend, a patient, and the money due him.

But even this problem can be corrected. Our approach to a collection problem is always sympathetic to both the physician and the patient. We know the physician wants his money, but he also wants to retain or restore, as the case may be, the good will of his patient.

IT IS OF EXTREME IMPORTANCE THAT ALL LETTERS RECEIVED FROM THE DEBTOR WITH REFERENCE TO AN ACCOUNT, AND PARTICULARLY THOSE IN WHICH A PROMISE OF PAYMENT IS MADE, BE CAREFULLY PRESERVED AND FILED. JUDGMENT OFTEN MAY BE SECURED ON SUCH ACKNOWLEDGMENTS.

Professional Directory

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