

THE BULLETIN

OF THE TULSA COUNTY MEDICAL SOCIETY

TULSA COUNTY MEDICAL LIBRARY

1202 Medical Arts Building

TULSA, OKLAHOMA

JANUARY MEDICAL MEETINGS

January 12: Business Meeting.

★

January 26: Scientific Program
Out-of-town speaker to be announced.

★

First meetings of new committees to be
scheduled later.

Vol. 8 ▲ Tulsa ▲ JANUARY ▲ Okla. ▲ No. 1

In the past a frequent complaint from mothers was the expense incurred when the large bottle of antiricketic was accidentally upset.



*"Busy fingers"
can't spill*

OLEUM PERCOMORPHUM

Even if the bottle of Oleum Percomorphum is accidentally tipped over, there is no loss of precious oil nor damage to clothing and furnishings. The unique Mead's Vacap-Dropper* is a tight seal which remains attached to the bottle, even while the antiricketic is being measured out. Mead's Vacap-Dropper offers these extra advantages also, at no increase in price:

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Mead's Vacap-Dropper will not break even when bottle is tipped over or dropped. No glass dropper to become rough or serrated.

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Mead's Vacap-Dropper protects against dust and rancidity. (Rancidity reduces vitamin potency.) Surface of oil need never be exposed to light and dust. This dropper cannot roll about and collect bacteria.

**Supplied only on the 50 c.c. size; the 10 c.c. size is still supplied with the ordinary type of dropper.*

Accurate

This unique device, after the patient becomes accustomed to using it, delivers drops of uniform size.

No deterioration

Made of bakelite, Mead's Vacap-Dropper is impervious to oil. No chance of oil rising into rubber bulb, as with ordinary droppers, and deteriorating both oil and rubber. No glass or bulb to become separated while in use.

How to Use MEAD'S Vacap-Dropper

Remove both top and side caps. Wipe dropper tip. Place forefinger firmly over top opening and regulate rate of flow by varying the degree of pressure. Oleum Percomorphum is best measured into the child's tomato juice. This is just as convenient and much safer than dropping the oil directly into the baby's mouth, a practice which may provoke a coughing spasm.

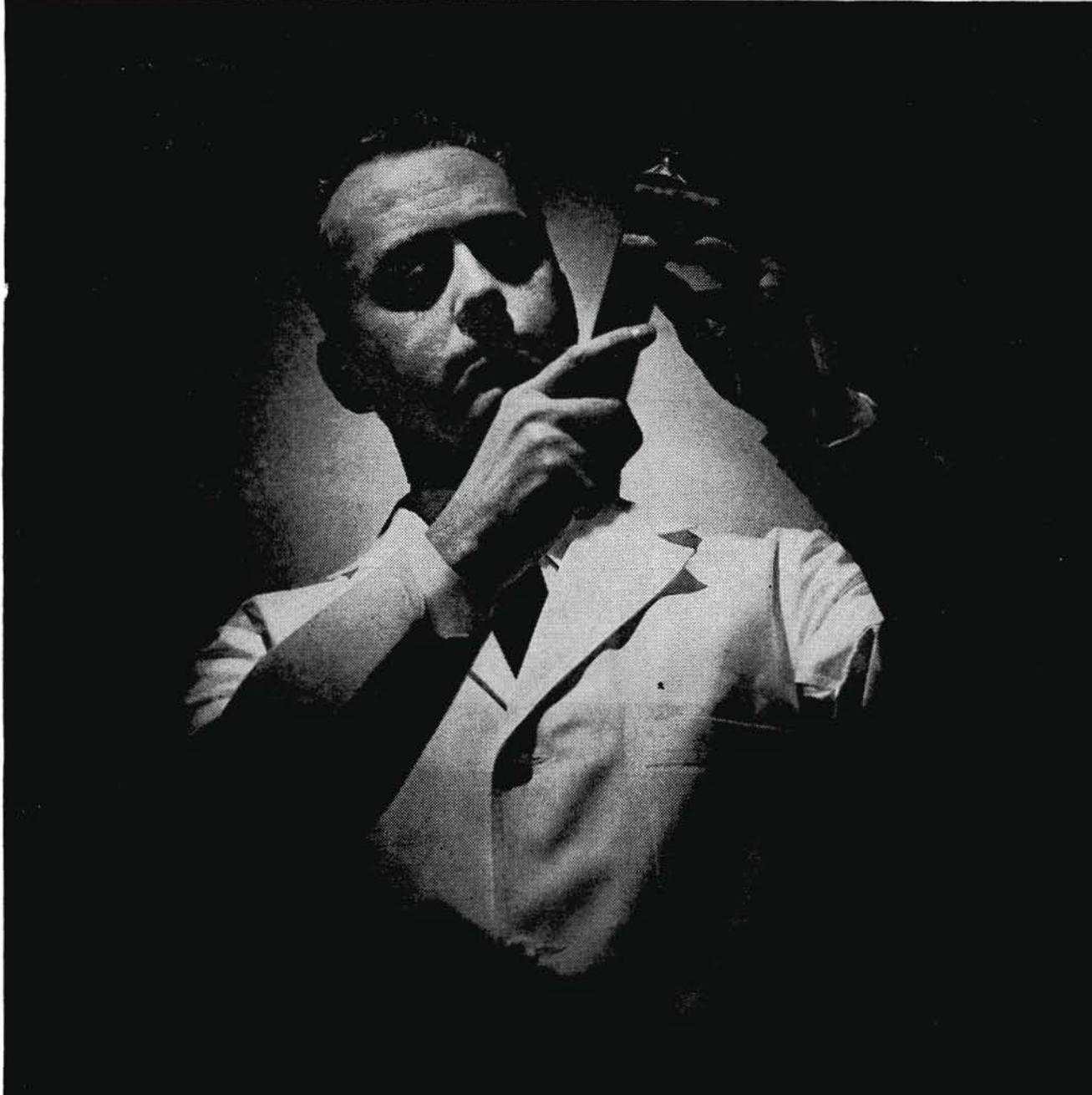


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TISSUE TOLERABILITY A patient will use a vaginal jelly several times a month . . .

it must be non-irritating in continued use . . . should not disturb chemical and bacterial balance of

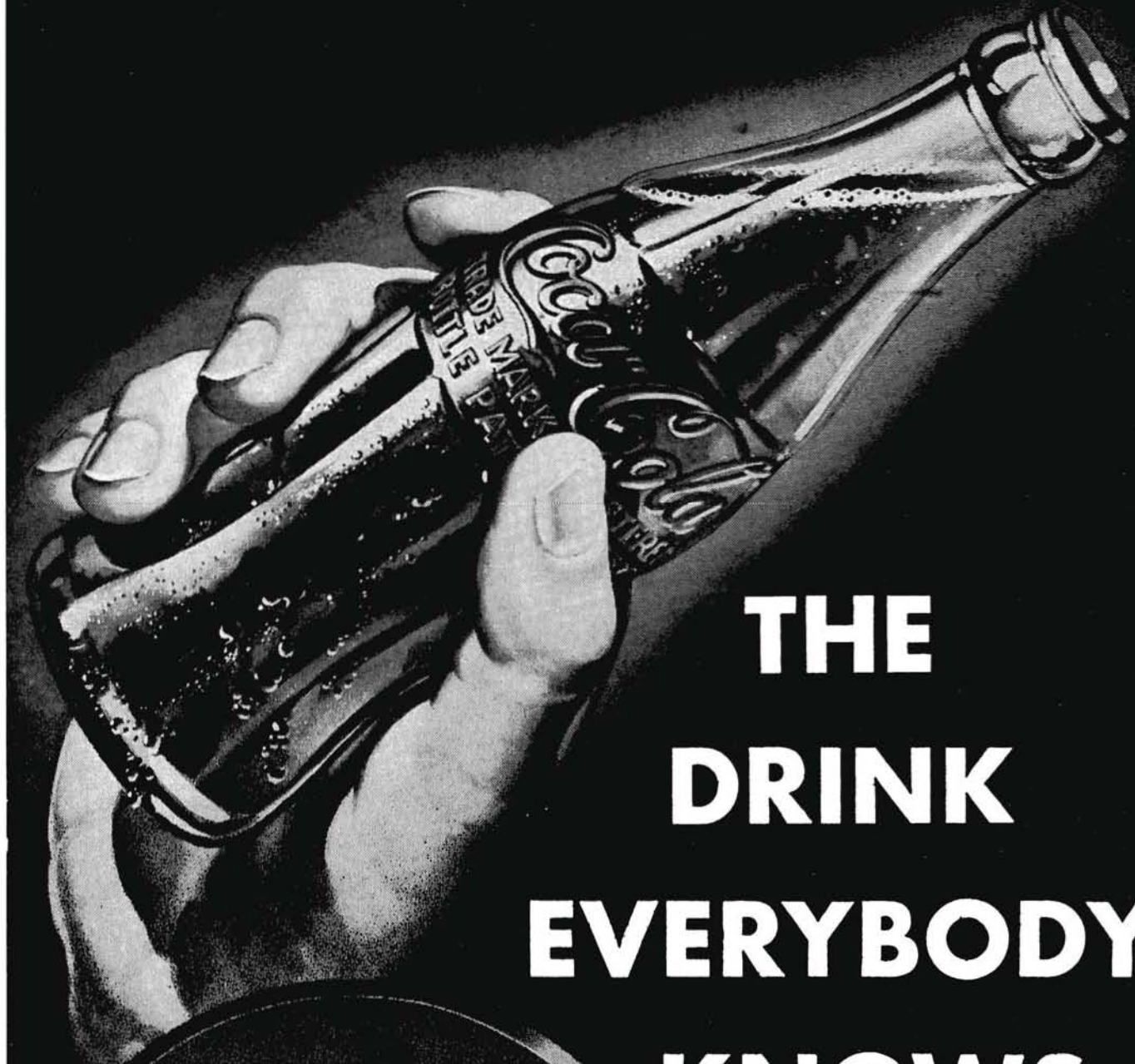
vaginal tract . . . years of laboratory and clinic tests have proved

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VAGINAL JELLY

ORTHO-CREME • ORTHO DIAPHRAGMS

ORTHO PRODUCTS, INC., LINDEN, N. J.



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The Rate of Account Mortality**

If account mortality, like life mortality, was recorded statistically, the total of the physicians accounts that die because of insufficient credit information and delayed collection procedure would be astounding.

Your Bureau can supply credit information about many persons which will forewarn you to be cautious about extending credit for medical care. This will eliminate many uncollectible accounts.

The collection expectancy diminishes as accounts become more delinquent. Refer your past due accounts each month to your Bureau for collection and reduce your account mortality.

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HOSPITAL**

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finer hospitals*

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TULSA, OKLAHOMA

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THE BULLETIN

OF THE

TULSA COUNTY MEDICAL SOCIETY

H. B. Stewart, M.D., *President* J. C. Peden, M.D., *President Elect*
 Roy L. Smith, M.D., *Vice-President* E. O. Johnson, M.D., *Secretary-Treasurer*
 Jack Spears, *Executive Secretary*

VOL. 8

TULSA, OKLAHOMA, JANUARY, 1942

No. 1

J. C. Peden New President-Elect

Dr. H. B. Stewart takes over reigns of President's office succeeding Dr. J. C. Brogden; Dr. Roy L. Smith moved up to Vice President; Dr. E. O. Johnson new Secretary-Treasurer; Jack Spears takes over as Executive Secretary.

Again the picture of the official family of the Tulsa County Medical Society changes and Dr. J. C. Peden becomes president-elect succeeding Dr. H. B. Stewart who follows Dr. J. C. Brogden as president for the ensuing year of 1942. Dr. Peden, a veteran member of the Medical Society, was given his first major office in the organization when he was put next in line for the presidency at the regular December business meeting.



Dr. H. B. Stewart
President

Dr. Roy L. Smith, was moved up from the position of Secretary-Treasurer to the post of vice president. Dr. Smith has held the job as Secretary-Treasurer of the organization for the past four years and during that span of years has performed outstanding service for the Medical Society.

Dr. E. O. Johnson became a member of the official family when he was elected Secretary-Treasurer to succeed Dr. Smith.

Jack Spears, former Secretary-Manager of the Wagoner (Okla.) Chamber of Commerce, has been named as Executive Secretary of the Tulsa County Medical Society effective January 1. He succeeds Lloyd Stone, who is opening his own law office in Tulsa.

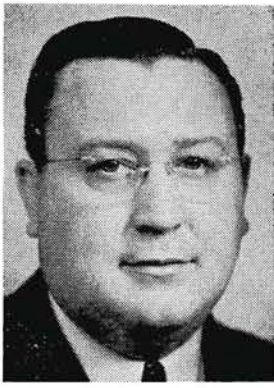
Mr. Spears is a graduate of the University of Arkansas, where he majored in business administration and journalism. He was formerly associated with the College of Business Administration of the University of Arkansas as publicity director. Subsequently, he served as city editor of the Vinita (Okla.) Daily Journal, and more recently as Secretary-Manager of the Wagoner Chamber of Commerce.

The new secretary is a member of Beta Gamma Sigma, honorary scholastic fraternity, and Alpha Kappa Psi, professional in commerce. He is also a member of Blue Key, national honor society for men, and the Oklahoma Association of Commercial Organizations Secretaries.

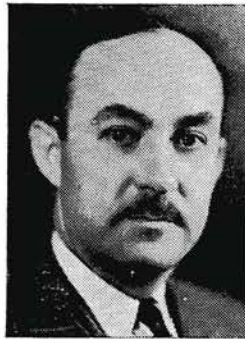


Jack Spears
Executive-Secretary

(Continued on Page 12)



Dr. Roy L. Smith
Vice President



Dr. H. B. Stewart
President



Dr. E. O. Johnson
Secretary-Treasurer

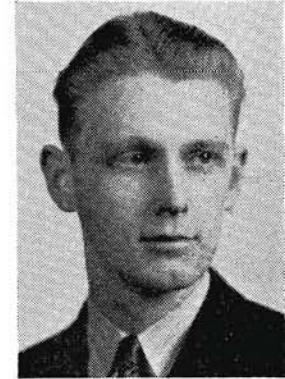
TULSA COUNTY MEDICAL SOCIETY

OFFICERS AND TRUSTEES FOR

1942



Dr. J. C. Peden
President-Elect



Jack Spears
Executive-Secretary



Dr. Ned R. Smith
Trustee



Dr. John Perry
Trustee



Dr. A. W. Pigford
Trustee



Dr. W. S. Larrabee
Trustee



Dr. P. P. Nesbitt
Trustee

Reasons For High Medical Losses

Survey Shows Better System and More Care in Opening Medical Accounts Would Cut Down Greatly in Credit Losses; Account Morality Runs From 20 to 35 Per Cent.

Not infrequently one hears the statement "The doctor is the poorest business man in the world." We know from our contact with the medical profession that this statement, although apparently accepted by many, is not true. We do admit, however, that there are many physicians who give but scant attention to the business side of medical practice. Many articles and books have been written to assist the doctor, especially the young physician about to enter private practice.

It is advisable to establish a strictly business-like basis in the beginning and make only such changes, in the interest of improvement and economy, as are absolutely necessary. It is inadvisable to set up office procedure and then change completely every five or ten years.

It is an established fact that credit losses from bad accounts in mercantile establishments are considered excessive if they exceed one-half of one per cent. An article from a recent issue of *The American Journal of Medical Jurisprudence* states that the average loss to doctors is approximately twenty per cent, and in many cases this loss has exceeded thirty-five per cent. The author of the article mentioned has analyzed this problem and finds four outstanding reasons for the existing condition:

1. Failure on the part of the doctor to obtain proper credit information at the inception of the account.
2. The doctor's traditional distaste for discussing fees or other financial arrangements with the patient.
3. Inadequate accounting methods and records.
4. The lack of proper collection procedure once the account is on the doctor's books.

Upon the patient's first visit to the doctor's office, the physician should secure all the necessary information: the

patient's full name (taking care to spell it correctly); the name of the patient's wife or husband, if any; the correct street name and number; his business or place of employment; his previous address, if he has lived at the present address but a short time, and the names of concerns with whom he has had business dealings.

A great deal of trouble and misunderstanding can be avoided if definite financial arrangements are made with the patient when services are rendered. Often the patient, before leaving the doctor's office, will tender payment, and the physician, instead of accepting it tells the patient he need not worry about the payment for services now as a statement will be sent at the end of the month, or, not infrequently, tells him to pay it later when it is more convenient.

To properly conduct any business today a complete set of books is necessary, so that a true picture of progress will be available at all times. We need refer only to the *accounts receivable* record at this time. Patients' accounts, whether in book form or on cards, are most valuable, and must be accurate. Proper histories of services rendered make collections much easier.

Statements should be sent regularly each month. If it becomes apparent that for some reason the patient is neglecting payment of the account, it should receive immediate attention. Establish a follow-up system and use it systematically. If the account becomes six or more months old without payment having been made or an explanation given as to failure to remit, turn the account over to a reliable collection agency. We counsel you, however, not to sign a contract with a collection agency. Consider only that agency controlled or authorized by your local medical society.

PRESIDENT'S PAGE

With the advent of a new calendar year the Tulsa County Medical Society begins a new fiscal year of activity, the thirty-sixth in its existence. Substantial and sound has been its growth, many and varied its activities and all inclusive has been its continuous program as a scientific organization.

The beginning of a new year is the appropriate time for new pledges on the part of its members in their resolutions to support the society in all its endeavors throughout the entire year. It seems to be the proper time for its officers, committee personnel and every member individually to resolve an unselfish effort that the society as a whole may enjoy a bigger and better year than ever before. Tolerance for others and cooperation in the main should be the avowed pledge of every member.

With our nation at war it is a certainty 1942 will produce an ever increasing demand on individual physicians as well as organized medical society units to give of their time and professional ability in the all out effort of combat. The profession has never been found wanting in the past and it is safe to predict that they will do their share this time both voluntarily and willingly. Therefore let the Tulsa County Medical Society at the beginning of this new year resolve and execute its unity of purpose and its harmonious potential possibilities.

Sincerely,



President.

Medical Calendar

FRIDAY, Jan. 2nd:

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

MONDAY, Jan. 5th:

Clinic Meeting, 1202 Medical Arts Bldg. 12:30 p.m.
Presentation of two cases of operated peptic ulcers with uncommon medical complications. Held by Dr. Carney, Dr. LeMaster, Dr. Lowbeer.

FRIDAY, Jan. 9th:

Trustee Meeting, 1202 Medical Arts Bldg. 1:00 p.m.
Radio Broadcast at 2:45 p.m. Station KTUL. Dr. Marvin D. Henley.

MONDAY, Jan. 12th:

Tulsa County Medical Society Meeting, Mayo Hotel at 8:00 p.m.
Program: To be announced later.

FRIDAY, Jan. 16th:

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

MONDAY, Jan. 19th:

St. Johns Hospital Staff Meeting.

TUESDAY, Jan. 20th:

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

FRIDAY, Jan. 23rd:

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

MONDAY, Jan. 26th:

Tulsa County Medical Society Meeting, Mayo Hotel at 8:00 p.m.
Program: To be announced later.

FRIDAY, Jan. 30th:

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

The BULLETIN

Editorial
Committee.....

F. L. UNDERWOOD, M. D.,
Chairman
CARL J. HOTZ, M. D.
G. H. HENRY, M. D.

Managing Editor.....JACK SPEARS



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. 8 JANUARY, 1942 No. 1

MEMBERS IN THE SERVICE

Lt. Jack O. Akins
Co. C, 111 Medical Regiment
Camp Bowie
Brownwood, Texas

Maj. T. H. Davis
120th Medical Regiment
Camp Barkeley, Texas

Lt. W. C. Ewell
55th Medical Battalion, Co. A
Ft. Sam Houston, Texas

Lt. Comm. R. B. Ford, M. C.
Navy Dept. U. S. Naval Station
Corpus Christi, Texas

Dr. J. H. Hammond
Anadarko, Oklahoma

Dr. Cole D. Pittman
Chanute Field
Rantoul, Illinois

Dr. Simon Pollock
Camp Hulén, Texas

Dr. C. G. Stuard
Station Hospital
Ft. Sill, Oklahoma

(Continued from Page 7)

The position on the Board of Trustees made vacant through the expiration of the term of Dr. M. J. Searle was filled by Dr. John Perry. Dr. Perry is one of the younger leaders and he has been active for a number of years on various active committees. Serving on the Board of Trustees with Dr. Perry will be Dr. A. W. Pigford, Dr. W. S. Larrabee, Dr. P. P. Nesbitt, Dr. Ned R. Smith, Dr. H. B. Stewart, Dr. J. C. Peden and Dr. E. O. Johnson

Dr. Marvin Henley, retiring member of the Board of Censors, was elected to succeed himself and will serve with Dr. M. J. Searle and Dr. V. K. Allen.

There were three vacancies on the Board of Delegates to be filled and Drs. Ralph McGill, W. A. Showman and Marvin Henley were elected to these positions for five year terms. Serving with these Delegates will be Dr. R. C. Pigford, Dr. Gorge Osborn, Dr. M. J. Searle, Dr. W. Albert Cook and Dr. W. S. Larrabee.

Alternate Delegates for the year will be Drs. E. Rankin Denny, Eugene Wolff, W. A. Walker, M. D. Spottswood, T. J. Hardman, Carl Simpson and W. R. Turnbow.

PERSONALS---

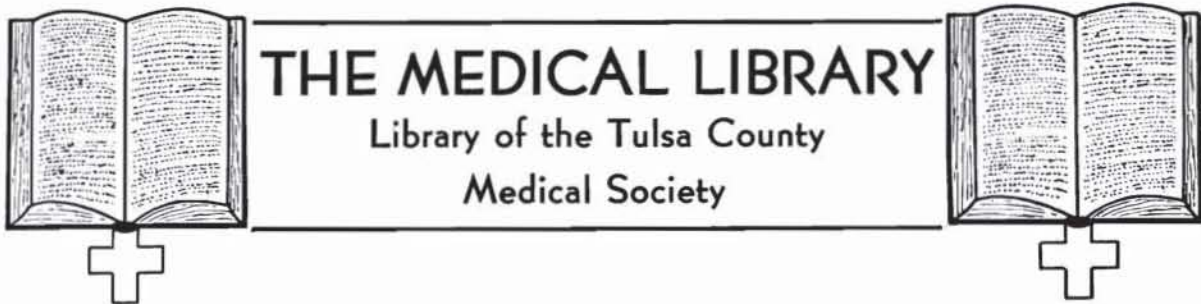
DR. AND MRS. V. K. ALLEN'S daughter, Dorothy Ann, returned home for the holidays from the University of Missouri.

DR. S. C. VENABLE'S wife has returned from Tucson, Arizona. She has been ill for some time but is very much improved.

Jack Pigford, son of DR. AND MRS. A. W. PIGFORD has returned from school for the holidays.

DOCTORS JAMES STEVENSON and HARRY GREEN attended a Dermatological meeting in New York a few weeks ago.

DR. JAMES C. PEDEN was elected the new president of the Tulsa County Medical Society for 1942.



For Information Call
Veneta R. Barlow, Librarian, 6-2777

Open Monday through Friday
9 A.M. to 5 P.M.
Saturday, 9 A.M. to 1 P.M.

RECENT ACCESSIONS

New Books—

William Allen Pusey, M.D., Highlights in the History of Chicago Medicine, 1940: A Doctor of the 1870's and 80's, 1932.

Gifts of the Month—

Dr. W. A. Showman, American Journal of Syphilis, 1928 to 1934 complete and three volumes bound.

Dr. A. W. Roth, Transactions of the American Academy of Ophthalmology Otolaryngology, July-August and Sept.-Oct., 1941.

Dr. J. Fred Bolton, Current issues of the American Journal of Diseases of Children.

Dr. S. Goodman, American Journal of the Medical Sciences, 1923 to 1931 complete and missing copies from 1931 to 1939 to complete our volumes for binding.

Dr. P. P. Nesbitt, The Military Surgeon, complete from 1928 to 1941 through the Library at St. Johns Hospital.

Dr. Joseph T. Beardwood, Jr., of the Medical Society of the State of Pennsylvania, Primer on Diabetes, 1941.

ANNOUNCEMENT

The following members of the Tulsa County Medical Society are donating one or more current journals to the Library each month for the year 1942. We appreciate this very much not only from the standpoint of having the use of the journals but also of the interest shown in our Library.

Dr. Hugh Graham

Dr. James D. Markland

Dr. W. J. Trainor

Dr. P. P. Nesbitt

Dr. S. Goodman

Dr. W. Albert Cook

Dr. R. C. Pigford

Dr. Harry D. Murdock

Dr. Ian MacKenzie

Dr. M. O. Nelson

Dr. E. R. Denny

Dr. David V. Hudson

Dr. A. H. Davis

"The reward of a thing well done is to have done it."—Thomas Carlyle.



OFFICIAL BUYERS GUIDE FOR MEMBERS AND AUXILIARY TULSA COUNTY MEDICAL SOCIETY

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Of Special Interest!



RADIO SPEAKERS FOR DECEMBER WERE Doctors H. Lee Farris and Marvin D. Henley.

RADIO SPEAKERS FOR JANUARY ARE Doctors H. Lee Farris and Marvin D. Henley.

TRAFFIC CHECK FOR MEDICAL ARTS BUILDING

A traffic count made by the management of the Medical & Dental Arts Building of Elevator passengers for six days, November 17 to November 22, inclusive, disclosed the following tabulations:

Monday, November 17	4,098
Tuesday, November 18	3,469
Wednesday, November 19	3,437
Thursday, November 20	2,563
Friday, November 21	3,632
Saturday, November 22	2,760

19,959

December 12, 1941

Due to existing conditions the front and rear entrance to the Medical and Dental Arts Building will be locked every night at 10:00 P.M. beginning tonight.

We have installed a signal bell at the west side of the front doors in order that those having business in the building after 10:00 P.M. can call the night watchman to admit them.

J. E. Buckley,
Building Manager.

THE AMERICAN RED CROSS 602 South Cheyenne TULSA, OKLAHOMA

December 22nd, 1941

Dr. J. C. Brogden, President
Medical Society (Tulsa County)
Medical Arts Bldg.,
Tulsa, Oklahoma.

Dear Doctor Brogden:

As of course you know, the President has called upon all Americans to respond to the appeal of the Red Cross for \$50,000,000 for War Relief work. Tulsa's quota is \$90,000. This is a tremendous task, amounting to one-third the sum raised annually for the Community Fund.

Won't you take this appeal immediately to members of your organization, asking their money and their help? While the public campaign is scheduled for the week of January 5th, we are receiving money and people are working now. There is no need to wait for supplies. If people want receipts, use the first paper available.

As with our boys, so with us — now is the time to strike and strike hard. I am sure we can count on you and your organization. Let us not give too little nor be too late. We do not presume to tell you how to proceed for we feel you would know better. We but say the need is great and immediate.

Yours very truly,
N. R. Graham, Chairman,
RED CROSS WAR
RELIEF CAMPAIGN.

"IS THIS PRODUCT COUNCIL-ACCEPTED?"

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your product.”

If the detail man answers, “Yes,” the doctor knows that the composition of the product has been carefully verified, and that members of the Council have scrutinized the label, weighed the evidence, checked the claims, and agreed that the product merits the confidence of the physicians. The doctor can ask his own questions, and make his own decision about using the product, but not only has he saved himself a vast amount of time but he has derived the benefit of a fearless, expert, fact-finding body whose sole function is to protect him and his patient.

Mead Johnson & Company cooperates with both Councils, not because we have to but because we want to. Our detail men can always answer you, “Yes, this Mead Product *is* Council-Accepted.”

REPORT FROM NOV. 24 TO DEC. 24 INC.	
Medicine	1050
Varicose	36
Urology	42
Gynecology	79
Surgery	80
Cardiac	27
Neurology	28
Dermatology	26
Tumor	43
Pediatrics	33
Eye	76
Ear, Nose and Throat	25
Diathermy	27
Dental	151
Orthopedics	20
Tonsillectomies	35
Rectal	21
Nasal Operation	1
	<hr/>
	1800
Patients Sent to Hospitals	
From Clinic	15
Total Number of Prescriptions	1838
X-Ray Pictures	52
Fluoroscopic Examinations	82
X-Ray Treatments	60
Total Number of Patients	1680

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- ✓ Inquests
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- ✓ Loss of Services
- ✓ Slander
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- ✓ Hallucinations

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doctors for doctors
of Oklahoma*



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Weight at ball and heel forces plastic UP under arches, forms personalized fit



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Medical Association

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JOHN L. STANLEY, MGR.

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PHONE 4-8788

Accepted by A. M. A.

TEN COMMANDMENTS OF MEDICAL ETHICS

I. Reverence and Responsibility.—Remember the Creator in the days of professional youth. Bow reverently before the wonderful human body, sick or well, as thou wouldst before a sacred shrine, conscious of thy high duty; resolved to serve to the best of thy power, whether the patient be black or white, prince or pauper, saint or degenerate.

II. Historic Appreciation.—Honor thy father and thy mother. Likewise give praise to the fathers in medicine whose rich heritage of scientific and clinical truth has been handed down to thee through centuries of patient toil. Hold fast to that which is good, but let not prejudice coming out of the past blind thy vision to the newer truths of medical advancement.

III. Keeping the Faith.—Thou shalt not worship the graven images of false practice—of avarice and selfishness which eat at the very heart of medical idealism; of clever artifice; of brazen quackery which knowingly deceives; of erratic isms and cults which tell but half truths, leading the ignorant and unwary astray.

IV. Inviolable Confidences.—Thou shalt not disclose the secrets confided to thy keeping by trusting patients unless they be of criminal or treasonable import.

V. The Sanctity of Life—Thou shalt not hazard life unwarrantably; neither shalt thou shrink before the obvious perils of duty when life is at stake. The unborn shalt thou not destroy except,

after due consultation, it is deemed advisable for the larger saving of life. Suffer not death to come through neglect in care of the sick, nor from failure in reading, study and counsel to gain the greatest benefit for the patient.

VI. Professional Co-operation.—Thou shalt not bear false witness against a unseemly boasting of thy achievements worthy professional brother, but seek ever to protect his good name from caluminous attack by misinterpreting laymen. Of thy knowledge give him un-

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stintingly, counseling and co-operating for medical progress.

VII. *Gentlemenly Conduct.*—Thou shalt not prate of cases nor countenance in the lay press. Always a gentleman, let thy conduct be reserved but without cowardice; courteous but free from flattery; dignified but of warm heart; tender in ministrations but firm in command; clean of body, speech and mind.

VIII. *Honesty in Business.*—Thou shalt not steal; neither shalt thou make extortionate charges nor deceive by the secret division of fees.

IX. *Obligation to One's Own.*—Take heed of the morrow for the sake of thine own flesh and blood. Therefore shalt thou keep orderly accounts, collecting from the full-handed just compensate for services rendered. To the poor and the families of deserving colleagues, thou shouldst account it a privilege to render faithful attention.

X. *Personal and Public Service.*—Remember thou art thy brother's keeper—physically in the measures and remedies advised for the prevention, alleviation or healing of disease; spiritually in the cheer thou bringest to heavy hearts and the courage thou givest to halting steps. So walking upright before man, mayest thou show thyself approved unto God. Thus journeying toward life's end, if not singing with the Palmist "My cup runneth over," thou wilt at least be sustained by the reflections of "A workman that needeth not be ashamed."

—Wynn in the Journal
Indiana State Medical Association.

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When the death of Dr. Dick Lowry was announced a few days ago, the news was so unexpected that most of us found it difficult to accept it immediately and required a little time to become reconciled to the fact that such a busy and useful life had ended. Here had been one among us who possessed practically all of the qualities which we felt should enter into the makeup of the true physician. Stevenson could have been describing this very man when he said, "Generosity he has, such as is possible to those who practice an art, never to those who drive a trade; tact tried in a thousand embarrassments; and what are more important, Heracleian cheerfulness and courage. So that he brings air and cheer into the sick room; and often enough, though not as often as he wishes, brings healing."

Dr. Dick Lowry and his twin brother, Tom, grew up in this locality and, as the years passed by, they appeared to become a part of it. One might say they typify this section of the country. Men of good physique, open frankness, forthright honesty, irradiating an air of cheer-

fulness, possessing a fine sense of humor and extending an attitude of friendliness and helpfulness to all persons. These are qualities which we have come to feel are possessed to a high degree by those who have grown up in this southwestern country. A more beautiful human relationship than that which existed between these brothers is rarely seen and people did not so often speak of Dick Lowry or Tom Lowry as they did of the Lowry boys. They have been regarded with a deep sense of pride by the whole community and particularly by the members of the medical profession.

One of the older writers said, "Men, however fortune may smile upon them, can never be said to be happy till they have been seen to pass over the last day of their lives, such is the uncertainty and mutability of human things, which, upon very light and trivial occasions, are subject to be totally changed into a quite contrary condition." By such a method of judging, Dick Lowry's life was certainly a happy one.

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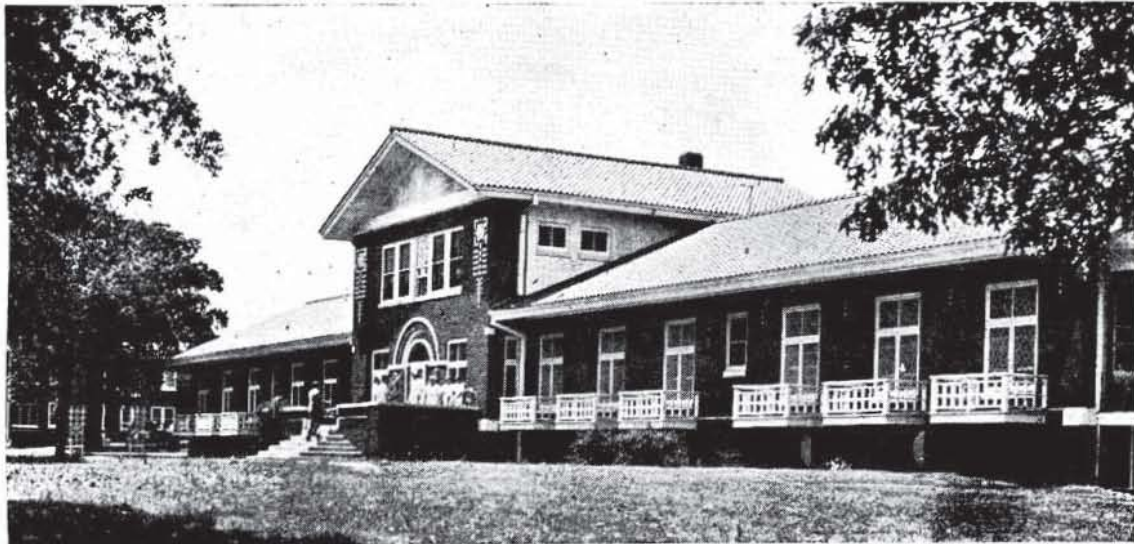
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