

THE BULLETIN

OF THE

TULSA COUNTY MEDICAL SOCIETY

TULSA COUNTY MEDICAL LIBRARY
1202 Medical Arts Building
TULSA, OKLAHOMA



State Convention May 11-12

IN THIS ISSUE



A History Of The Blue Cross Plan



Medical Credit Bureau Breaks
Monthly Collection Record



Society Plans For State Convention



Lay Medical Articles

Vol. 9 ▲ Tulsa ▲ MAY ▲ Okla. ▲ No. 5

During Food Shortages...

It is well to bear in mind that dried brewers yeast, weight for weight, is the richest food source of the Vitamin B Complex. For example, as little as 1 level teaspoonful (2.5 Gm.) Mead's Brewers Yeast Powder supplies:

45% of the average adult daily thiamine allowance
8% " " " " " riboflavin allowance
10% " " " " " niacin allowance


— in addition to the other factors that occur naturally in yeast such as pyridoxine, pantothenic acid, etc. Following are suggestions for palatably mixing 1 level teaspoonful Mead's Brewers Yeast Powder:

(1) Shake in cocktail shaker with 4 ounces of milk (with or without 1 level teaspoonful sugar and cocoa).

(2) Stir with fork into $\frac{3}{4}$ ounce of ketchup or chili sauce. Optional, add a few drops of lemon juice.

(3) Stir with fork into 3 ounces of soup (preferably thick soups such as bean, pea, oxtail, beef, etc.).

(4) Spread on bread with 2 to 3 times the amount of peanut butter.

(5) Add 1 level tablespoonful (and a little extra salt) to 2 cups of meat stock gravy. 



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Question

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Bureau
? ?**

Answer

**Because
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- Largest Medical Credit Files
- Record of Good Results
- Best Reputation
- Prestige of Ethical Conduct
- Cost-Basis Collection Fees

And because the employees are in sympathy with the principles of organized medicine.

Consider too that the Committee of the Credit Bureau represents each member of Tulsa County Medical Society to assure the Bureau's integrity and financial responsibility.

Consider too that courteous methods not only obtain payment but also return prompt paying patients without malice toward his doctor.

With pardonable pride we claim that the Medical Credit Bureau Inc. has substantiated these answers and is best qualified to serve you.

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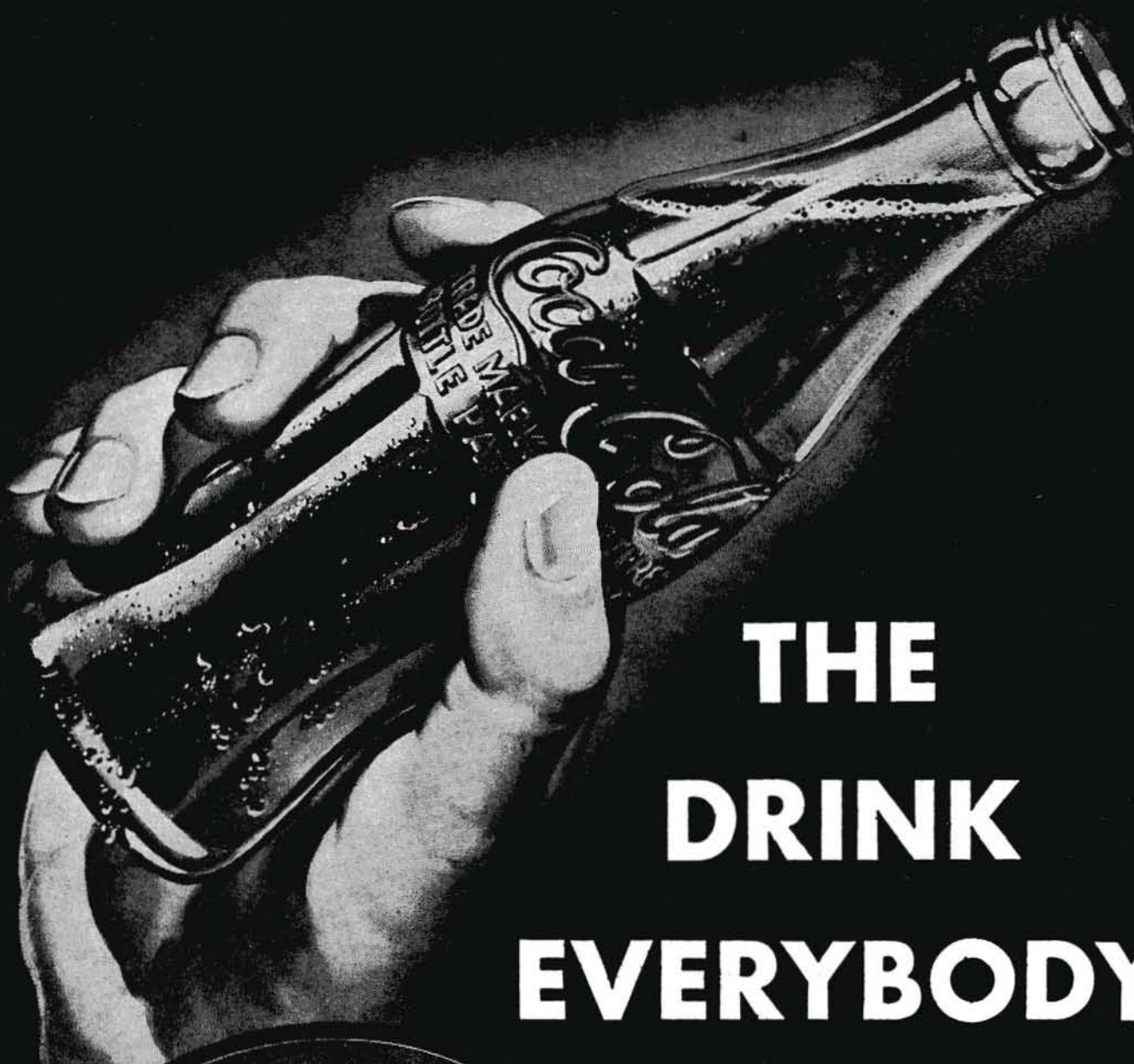
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TULSA, OKLAHOMA

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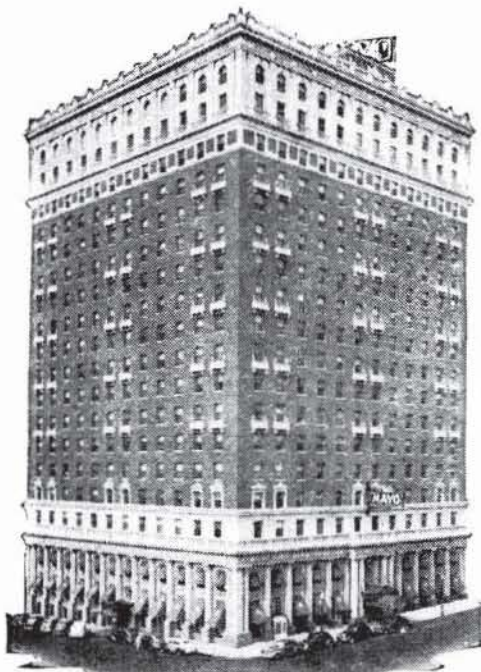
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THE BULLETIN

OF THE

TULSA COUNTY MEDICAL SOCIETY

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VOL. 9

TULSA, OKLAHOMA, MAY, 1943

NO. 5

CREDIT BUREAU GROWING FAST

Official Collection Agency Of The Tulsa County Medical Society Augments Staff As Number Of Clients And New Accounts Rises Sharply. Dr. A. W. Pigford Named Credit Bureau Committee Chairman.

A growing volume of new accounts coupled with an increasingly long list of clients last month necessitated the employment of two additional clerks in the Medical Credit Bureau, official collection agency of the Tulsa County Medical Society, bringing the total number of employees to six. Collection figures continued high as individual checks to doctors showed an average 100 per cent increase over last year, visible proof of the Bureau's efficiency in turning delinquent accounts into cash.

Of significance also is the appointment of Dr. A. W. Pigford to head the Medical Credit Bureau Committee. His interest in the Bureau and in general collection methods is expected to produce further efficiencies of operation. Dr. Pigford succeeds Dr. Paul Grosshart, to whom much of the credit for the success of the Medical Credit Bureau is due. Chairman of the Credit Bureau Committee for five successive years, Dr. Grosshart's active interest brought the Bureau through early profitless days. It is with regret that the Tulsa County Medical Society received his request to be released from duty.

A check of collection fee rates indicates growing usage of the Bureau's valuable 20 per cent rate for collecting accounts under six months of age. Doctors, by keeping close watch on accounts,

may avoid a large volume of delinquent accounts by sending them to the Bureau within six months. This policy is now being followed by a large number of physicians and surgeons. It not only increases the chances for collection but enables the account to be handled at a cost that is almost negligible. However, the Bureau does not apply the 20 per cent rate to out-of-town cases or to those requiring legal attention.

It may be called to the attention of doctors that collection rates on any account are increased only on one of two conditions: (1) the patient moves out of town, requiring in most cases forwarding of the account to a resident collector, and (2) the necessity of employing an attorney for judgment suits.

Many doctors are not aware of the credit and collection facilities afforded by the Bureau, nor of the advantages which the Bureau offers over other collection agencies. A few of these may be reviewed briefly:

1. The Bureau is owned and operated wholly by the Tulsa County Medical Society. This fact is indicated on the stationary and forms of the Bureau.

2. The Bureau is operated as a service to doctors and not to reap a personal profit. Consequently, the bulk of accounts are serviced at 20 and 33½ per cent with only a very few drawing the

50 per cent rate. The rates of other agencies normally begin at 50 per cent. There is no profit margin to pay.

3. As a Society-owned agency, the Bureau is responsible for the actions of its employees. There are no losses incurred through the employment of irresponsible collectors, many of whom do not possess an office and most of whom do not use methods designed to keep the good-will of the patient-debtor.

4. Unlike most collection agencies, the control over the accounts remains solely in the hands of the doctor. It may be withdrawn by him at any time except where payment has been instigated or arrangements for payment made.

5. The collection office has the prestige of the Medical Arts Building address, which lends conviction to the Bureau's intention of collecting the account.

6. The Bureau has agents in every city and town in the United States.

7. The Bureau maintains a special-

ized collection attorney who files suits for judgments after all other methods have failed. Such suits are filed in the doctor's name and only at his specific instruction. The Bureau asks that only the court costs be guaranteed.

8. Credit information is available without cost except where extended research is necessary. Doctors are invited to check with the Bureau for any possible delinquency of a patient in paying other medical bills.

9. Results speak for themselves. The Bureau's all-time record breaking collection record of \$21,000 in 1942, the high of 120 clients, the growing list of new accounts and new clients — all are indications of success.

10. The Bureau demands that doctors be satisfied before any charge is made.

The Medical Credit Bureau feels fortunate in having an experienced staff of collectors. Miss Dorothy Wilson has been an invaluable member of the Bureau for several years, as has Mr. E. P. Troutman, the Bureau's veteran street collector. Mrs. Mary May has a wide background of business experience. Miss Hazel Mae Smith and Mrs. Frankie Sanders, the Bureau's two new employees, have attractive records of business experience. The Bureau has recognized the growing abilities of these employees by several salary adjustments.

Further details may be had by contacting the Executive Secretary at 1202 Medical Arts Building, phone 4-8161.

MARCH COLLECTIONS SET NEW RECORD

Despite the heaviest income taxes in history, March collections in the Medical Credit Bureau soared to a new all-time monthly high. The new record of \$2,000 was but another indication of the Bureau's growing efficiency as Tulsa's leading collection agency.

As the Bulletin went to press, indications were that another record high would be set in April. Collections were running \$200 ahead of last month at the same date.

Five more leading Tulsa doctors joined the growing list of clients during March. Some of the highest single collections for the month were in the amounts of \$191.00, \$150.00, \$75.00, \$51.50, and others.

More and more, the Medical Credit Bureau is accomplishing its established purpose of providing collection services at cost to members of the Tulsa County Medical Society.

SOME DOCTORS LAGGING IN RETURN OF QUESTIONNAIRES

The State office of Procurement and Assignment Service has advised the Tulsa County Medical Society that around 70 doctors have not returned the official War Manpower Commission questionnaire sent to them last month. Dr. W. Albert Cook, district chairman for Procurement and Assignment, said the questionnaires must be returned at once to the state headquarters at 210 Plaza Court, Oklahoma City. A 100 per cent return is imperative.

THE OKLAHOMA BLUE CROSS PLAN

Group Hospital Service Of Oklahoma Originated With The State Medical Association. Many Tulsa Doctors Prominent In Organizing And Financing Project. Plan Has Made Enviably Record In Three Year Existence.

By N. D. HELLAND

Executive Director, Group Hospital Service of Oklahoma

No one can tell when he will be sick or what his sickness will cost him. Hospitalization is unpredictable. It requires absence from gainful employment and it is usually accompanied by other expenses for professional medical services. Consequently, the hospital bill is peculiarly an economic hazard and hospital bills have been hard to pay.

Group budgeting of hospital care, by which individuals "pre-pay" the necessary cost of hospitalization, is a way to remove this economic hazard from the sick individual and his family.

The Council of Community Relations and Administrative Practice of the American Hospital Association issued a small folder in the Spring of 1933 entitled "Essentials Of An Acceptable Plan For Group Hospitalization". These seven essentials, or standards, were submitted to the Association and the general public as necessary characteristics if group hospitalization plans were to maintain high standards and render the great public service:

1. Emphasis of public welfare.
2. Limitation of hospital charges.
3. Enlistment of professional and public interests.
4. Free choice of physician and hospital.
5. Non-profit organization.
6. Economic soundness.
7. Cooperative and dignified promotion.

In the report of the convention of the American Hospital Association in 1934 the status of group hospitalization was that individuals had organized in 40 states involving 100 hospitals and 100,000 subscribers were being serviced. That was in 1934, just a little over eight years ago. One year later, in 1935,

there were 250,000 people registered in such plans. In 1936, a special report made to the American Hospital Association showed that there were 450,000 persons enrolled, double the number of the year before. The enrollment continues to gain by leaps and bounds until by January 1, 1939, there were 2,700,000 persons enrolled in 48 non-profit, free choice hospital service plans.

In 1939, realizing that Oklahoma should be represented and taking part in this movement, the House of Delegates of the Oklahoma State Medical Association met for the purpose of discussing the method whereby a non-profit hospital plan approved by the American Hospital Association could be brought to the state of Oklahoma. A committee composed of the following was appointed to make a survey and report to the House of Delegates:

Dr. Henry Turner, president of the Oklahoma State Medical Association, Oklahoma City; Dr. James Stevenson, now president-elect of the Oklahoma State Medical Association, Tulsa; Dr. Philip McNeill, Oklahoma City; Dr. V. C. Tisdal, Elk City; Dr. J. Walker, Shawnee; and Dr. A. S. Risser, Blackwell.

The Oklahoma State Hospital Association appointed a committee for a like purpose, the members of which were: Dr. L. E. Emmanuel, Cottage Hospital, Chickasha; Mr. E. U. Benson, Superintendent of the Masonic Hospital, Cushing; and Mr. Bert Loy, Superintendent of Oklahoma City General Hospital, Oklahoma City.

Meeting jointly, the two committees unanimously agreed that one of the non-profit plans known as the Blue Cross Plan should, if at all possible, be

organized for Oklahoma. Turning to the nearest Blue Cross Plan for assistance, the committees requested the St. Louis organization to send a representative thoroughly familiar with the principles and functions of the Plan to meet with them. This request was answered by Mr. Walter R. McBee, the associate director of the St. Louis plan. His presentation of the manner in which the St. Louis plan functioned so impressed the members of the committee that they agreed that some way must be found to raise the initial working capital of \$10,000.00, the sum necessary to start such a plan on Oklahoma.

This task was assigned to Dr. Turner and Dr. Stevenson, each of whom agreed to raise \$5,000.00. The raising of these funds was not easy and much credit should be given to these two doctors, who because of their own belief in the need of such a plan in Oklahoma, spent a great deal of personal time and effort in contacting members of the medical profession and civic-minded laymen.

In March, 1940, necessary working capital has been secured and after numerous meetings and conferences with the State Insurance Board, Mr. F. C. Love, attorney, and Mr. Walter R. McBee, the plan was ready to begin operation. Because of his first-hand knowledge and genuine enthusiasm, Mr. McBee was engaged as the first Executive Director of the Oklahoma plan. He also brought with him from St. Louis Mr. Harley West as Associate Director.

Probably the only item of contention among those responsible for the Oklahoma plan was the location of the main office. Should it be Tulsa or Oklahoma City? The manner in which the Tulsa men succeeded in overcoming the objections of these capitol competitors is another matter, but it was finally decided to locate the main office in Tulsa.

The original 21 trustees of the plan were as follows:

W. E. Hightower, president of the First National Bank, Oklahoma City; Dr. A. S. Risser, Blackwell; W. J. Mc-

Nulty, Jr., Morningside Hospital, Tulsa; Mont F. Highley, Jr., attorney, Oklahoma City; C. H. Sweet, National Bank of Tulsa, Tulsa; T. E. Braniff, Braniff Air Lines, Oklahoma City; Virgil Browne, Coca-Cola Bottling Company, Oklahoma City; E. H. Wiet, Skelly Oil Company, Tulsa; T. Austin Gavin, attorney, Tulsa; Dr. E. T. Olsen, Oklahoma State Hospital Association, Oklahoma City; R. C. Walker, Southwestern Engraving Company, Tulsa;

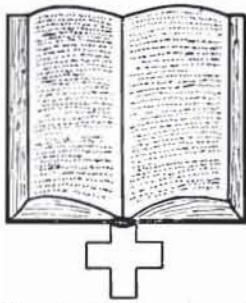
Dr. P. M. McNeill, Oklahoma City; Dr. H. B. Stewart, Tulsa; Ben H. Nicholson, Wesley Hospital, Oklahoma City; Dr. H. D. Murdock; Dr. Henry H. Turner, Oklahoma State Medical Association, Oklahoma City; Dr. V. K. Allen, Tulsa; Don Tyler, Portland Cement Company, Dewey; J. A. Bivens, Hardy Sanitarium, Ardmore; Dr. H. C. Weber, Memorial Hospital, Bartlesville; and Dr. R. L. Loy, General Hospital, Oklahoma City.

A tremendous job now confronted Mr. McBee and Mr. West. The respective offices in Tulsa and Oklahoma City had to be equipped and staffed. Hospitals in the entire state had to be contacted, maneuvered, and sometimes cajoled. Literature had to be designed and printed. It was necessary to arrange for publicity. All of this was on shoe string capital with very little income and always with one eye cocked towards overhead expenses.

These men worked night and day to make the Blue Cross Plan a success in Oklahoma. By April, 1940, 137 membership agreements had been issued with 411 the second month. The plan began to pay hospital cases and by the end of 1940, 9063 persons were enrolled in the Plan. The American Hospital Association had officially given its approval, the Oklahoma Blue Cross Plan being the 62nd such approval given in the entire nation.

Additional persons were enrolled in the first four months of 1941 and by May 1, 1941, there were 12,662 names

(Continued on Page 21)



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RECENT ACCESSIONS

New Books—:

- Bacon, Harry E., M.D., Anus, Rectum, Sigmoid Colon, New Second Edition, 1942, the gift of Dr. V. K. Allen.
- Sullivan, Charles J., Capt., Army Posts and Camps, New Fourth Edition, 1942, the gift of the Auxiliary to the Tulsa County Medical Society.
- Christopher, Frederick, M.D., Minor Surgery, New Fourth Edition, 1942, the gift of the Auxiliary to the Tulsa County Medical Society.

Reprints Received—:

- Gases Encountered In Warfare, by A. W. Friend, M.D., and R. M. Tovell, M.D., Hartford Conn., Anesthesiology, 1942.
- History and Present Status of Oxygen Therapy and Resuscitation, by R. M. Tovell, M.D., and J. E. Remlinger Jr., M.D., J.A.M.A. 1941.
- The Department of Anesthesia in the Modern Hospital, by R. M. Tovell, M.D., and Frank A. Oldenburg, M.D., Anesthesia and Analgesia 1942.
- Anesthetic Explosion Hazards — Remedial Measures, by R. M. Tovell, M.D., Hospitals, 1940.
- Modern Concepts of Cyclopropane Anesthesia, by R. M. Tovell, M.D., and Richard E. Edmondson, M.D., Southern Medical Journal, 1942.
- A Comparative Study of Local Burn Treatments, by Captain Joseph E. Hamilton, M.C., Louisville Kentucky, American Journal of Surgery, 1942.
- The Problem of Social Control of the Congenital Defective, Foster Kennedy, M.D., New York, American Journal of Psychiatry, 1942.
- Exoneration of the Feeble-minded, Leo Kanner, M.D., Baltimore Maryland, American Journal of Psychiatry, 1942.
- Stone in the Ureter, Clinical Data based on 500 cases, Herman L. Kretschmer, M.D., Chicago, Surgery, Gynecology and Obstetrics, 1942.
- Life After Nephrectomy, Herman L. Kretschmer, M.D., J.A.M.A. 1943.
- A Dietary Study of Subjects from Upper Income Groups, Herman T. Kelly, M.D., and Myrtle Sheppard, B.S., Philadelphia, New England Journal of Medicine, 1943.

Gifts of the Month—:

- Dr. Frank J. Nelson, Medical Clinics of North America, volumes twenty three, twenty four and twenty five, complete.
- Dr. Ned R. Smith, The Archives of Neurology and Psychiatry, volumes twenty to twenty five, complete.



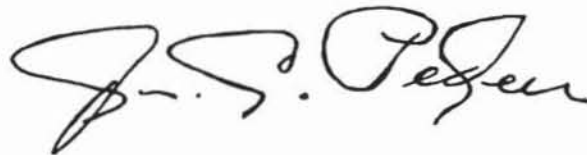
USE YOUR LIBRARY

PRESIDENT'S PAGE

A glance at the Library Page in recent copies of The Bulletin will give Tulsa County doctors some idea of the rapid and progressive strides which our Medical Library is making. With interest in the Library at an all-time high, gifts of periodicals and new textbooks have been pouring in at an extremely encouraging rate. The doctors, organizations, estates, and other individuals who have so generously contributed funds to the Library have permitted the addition of much valuable and up-to-the-minute medical information. Our Library has benefitted materially through gifts of furnishings which add much to the appearance and comfort of the Library quarters. The Library owes much of its success to foresighted members of the Tulsa County Medical Society who originally founded the project and to those doctors who have served so faithfully and with such genuine interest on the Library Committee at present and in the past.

Not content with the present success of our Library, the Tulsa County Medical Society is urging every doctor to become acquainted with its facilities and resources. Periodicals are available in every field of medicine along with a large collection of textbooks and reference manuals. A trained librarian is on hand to serve you at all times. Special bibliographies are competently prepared on request on any medical subject. The loan privileges which our Library enjoys with nearly every leading medical library in the United States extends its resources to indefinite limits. If you have not become a regular Library patron, make it a point to inspect the Library at once. You will be delightfully pleased at what you find.

Sincerely,



President.

Medical Calendar

SATURDAY, May 1st:

Medical Broadcast, "Doctors At War", Radio Station KVOO, 4:00 p. m.

All members who have not returned their official Procurement & Assignment Questionnaire are reminded to do so immediately.

MONDAY, May 3rd:

Hillcrest Hospital Staff Meeting.

FRIDAY, May 7th:

Board of Trustees Meeting, Tulsa County Medical Society, 1:00 p. m. Meetings are now held at Room 703, Medical Arts Building.

SATURDAY, May 8th:

Medical Broadcast, "Doctors At War", Radio Station KVOO, 4:00 p. m.

MONDAY, May 10th:

House of Delegates, Oklahoma State Medical Association, Oklahoma City. Official meeting preceding the State Convention. At the Skirvin Hotel, 8:00 p. m.

Regular Tulsa County Medical Society meeting for this date postponed until Monday, May 24.

TUESDAY, May 11th:

Annual convention, Oklahoma State Medical Association, Skirvin Hotel, Oklahoma City. See your Journal for program details.

WEDNESDAY, May 12th:

Second and closing day of the annual convention, Oklahoma State Medical Association. Annual inaugural banquet.

SATURDAY, May 15th:

Medical Broadcast, "Doctors At War", Radio Station KVOO, 4:00 p. m.

MONDAY, May 17th:

St. Johns Hospital Staff Meeting.

TUESDAY, May 18th:

Medical and Dental Office Assistants Meeting, Michaelis Cafeteria, 6:00 p. m. Program to be announced later.

THURSDAY, May 20th:

Copy deadline for the June issue of The Bulletin.

FRIDAY, May 21st:

Board of Trustees Meeting, Tulsa County Medical Society, 703 Medical Arts Building, 1:00 p. m.

SATURDAY, May 22nd:

Medical Broadcast, "Doctors At War", Radio Station KVOO, 4:00 p. m.

MONDAY, May 24th:

Regular meeting, Tulsa County Medical Society, Mayo Hotel, 8:00 p. m. Scientific program to be announced later. This will be the last meeting of the Society until September.

SATURDAY, May 29th:

Medical Broadcast, "Doctors At War", Radio Station KVOO, 4:00

The BULLETINEditorial
Committee.....B. W. WARD, M. D.,
Chairman
PHILIP SHRECK, M. D.
H. N. SCHWARTZ, 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. 9 MAY, 1943 NO. 5

FRAUD AND CIRCUMSTANCE

The great influx of defense workers into the Tulsa area has brought an unusual variety of swindlers, charlatans, and frauds. This is a natural consequence of a boom town condition where money is free. Not the least prominent aspect of this situation by any means has been an unusual growth of medical fraud and quackery. With legitimate doctors at a premium because of army and civilian care demands, the field is ripe for the unscrupulous individuals who peddle medical care. A glance at your daily newspaper with its increasing number of "medical" advertisements is proof enough.

Misrepresentation and swindling is present in nearly every field. While it is one thing to be simply defrauded of your money, it is another and a more serious story to be defrauded of your health as well. A person may recoup his monetary losses but permanent injury may result through incompetent medical care, or lack of medical care, by uninformed and ill-educated persons who know only enough to make a good pretense at being a doctor.

The Tulsa County Medical Society, working with other civic-minded organizations, makes every effort to stamp

out such illegal practices. Unfortunately, such individuals are permitted to continue their illicit practice through technicalities of the law, through public indifference, through lack of funds to prosecute such cases, and through the difficulties in obtaining concise evidence of malpractice and misrepresentation.

Unfortunately, also, there are always the unethical medical doctors on the fringe of the profession who lend legal protection to quackery by their association or endorsement of improper methods of treatment.

It is difficult, if not impossible, to suggest a remedy that will prove effective on short notice. It is a long task to remove the legislative technicalities which hamstring legal action. The funds and facilities for fighting the situation are decidedly limited. The most effective weapon is education of the public but here again the time factor is most unfavorable. Educating the public to the dangers of medical frauds is a long task that must emanate from all sources of education and learning. Furthermore, this method can never become 100 per cent effective.

The problem is here, doctor. It is your problem as a protector of the public health. What are you going to do about it?

CLINIC REPORT**March 20-April 20**

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Total	1063



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Society Ramblings

Headlining the program of the Oklahoma State Medical Association's annual convention in Oklahoma City next May 11-12 is Dr. Frank Lahey, prominent Boston clinician and American Medical Association official. He speaks at the inauguration of Tulsa's Dr. James Stevenson as state president . . . Because of the proximity of the state convention, the Tulsa County Medical Society's May meeting has been moved back to May 24. It is the last Society meeting until September . . . To the ladies: Uncle Sam is now accepting woman physicians for commissions in the armed services as medical officers. Congress put the official OK on it last month. Interested? . . . The Medical Library has added 25 new books in the past three months with immediate prospects of 15 more new texts . . . Congratulations to Mrs. Carl Hotz on her election as president-elect of the Ladies Auxiliary to the Tulsa County Medical Society. Mrs. John Perry has assumed office as president . . . The Ladies Auxiliary, incidentally, is planning to give a wheel chair to the Tulsa Clinic. Just another of their many kindnesses . . . The Army and Navy is perfecting plans to graduate 4,000 young men every nine months as medical officers. The lucky candidates get a minimum of five years training at government expense . . . Newcomers to the Medical Arts Building: Dr. J. J. Billington, Dr. M. V. Stanley, and Dr. Ellis Jones . . . It's new quarters for Dr. W. A. Huber and Dr. D. V. Crane at 206 Medical Arts Building . . .

The elevation of Dr. E. Rankin Denny from Major to Lieutenant-Colonel gives the Tulsa County Medical Society two members of this rank. The other is Dr. Charles Pigford . . . The American Hospital Association is urging addition of surgical benefits to the

Blue Cross plans of the nation . . . Tulsa's Blue Cross plan unit, Group Hospital Service, is setting new monthly records for applications received. March's record high was just under 1,500 . . . And speaking of records, the Medical Credit Bureau rang up a record high in monthly collections during March despite tax collections, was beating the March record in April as *The Bulletin* went to press . . . Just to quash the rumor, osteopaths are not deferred from Selective Service by law or by blanket order. Their deferment rests entirely with local boards . . . Thanks from the Tulsa County Medical Society to the Linde Air Products Company for exhibiting their interesting film on anoxia at a recent meeting . . .

Eight years ago this month, May, 1935: The annual state convention at Oklahoma City was May 13-15, Dr. Ned R. Smith entertained the Society with a barbecue at Oakwood Sanitarium, *The Bulletin* urged elimination of malignant rumors against the profession . . . Gasoline renewal forms will be mailed to members of the Tulsa County Society this month. Please return them promptly to the Executive Offices . . .

Appointed to the new Diet Rations Committee of the Tulsa County Medical Society were Dr. H. B. Stewart, Dr. W. J. Trainor, and Dr. H. A. Ruprecht . . . Thanks to Hillcrest Hospital and Mrs. G. I. Garabedian for the fine oil painting of the late Dr. Garabedian to be hung in the Medical Library . . . Procurement and Assignment reports the relocation of 462 doctors in scarcity areas with more removals to come . . . Reports from the capitol indicate that Dr. Mabel Hart's address before the Legislature on behalf of the immunization bill was one of the best speeches ever heard in that body .

Lay Medical Articles

Medical articles of interest in lay publications last month included:

"Artist Of Seeing". By Irving Wallace. *Coronet*, April, p. 22. More about the eye exercise method of improving vision.

"War On Syphilis". By J. D. Ratcliff. *Colliers*, April 10, p. 14. New words on an old subject.

"Un-haystacking A Needle". *Time*, April 12, p. 47. The use of electricity in locating foreign bodies in the human frame.

"Beveridge-Practical Utopian". By Michael Evans. *Coronet*, April, p. 31. Notes on the man who would socialize medicine.

"The Electron". By J. D. Ratcliff, *Colliers*, April 24, p. 14. The use of the electron in medicine after the war.

"Hospital Ship". By Josef Israels. *Saturday Evening Post*, April 3, p. 26. How Uncle Sam cares for the wounded at sea.

"Eggs And/Or Cancer". *Time*, April 5, p. 50. The use of egg-white in the treatment of cancer.

"High Pressure Medicine". By J. D. Ratcliff. *Colliers*, April 3, p. 26. The layman looks at heart disease.

"Industry Pioneers In Medical Care". By Henry M. Robinson. *Readers Digest*, April, p. 43. Historical notes on industrial medicine.

"New Hope For Fire Victims". By William F. McDermott. *Coronet*, April, p. 27. Latest methods of treating burns.

"Heretics". *Time*, March 29, p. 56. St. Louis' Dr. H. W. Soper debunks the value of milk.

"How's Your Heart". By Maxine Davis. *Good Housekeeping*, April, p. 26. More on an increasingly interesting subject in the public mind.

"Learning To See". By Aldous Huxley. *Colliers*, April 17, p. 24. More eye-exercise discussions.

"They Fight Without Weapons". By H. R. Baukage. *Cosmopolitan*, April, p. 91. The human guinea pigs of medical experiments.

"From The Cradle To The Grave". By George Creel. *Colliers*, April 10, p. 12. The Beveridge Plan again.

SOCIETY CERTIFIES SEVEN CONVENTION DELEGATES

With the annual convention of the Oklahoma State Medical Association set for May 11-12 at Oklahoma City, official delegates of the Tulsa County Medical Society are holding a series of meetings to determine policy and program before the House of Delegates convenes.

The Tulsa County Medical Society has certified only seven of eight original delegates. The refusal of the State Association to count in-service members who have not paid the \$4.00 service fee required by the State resulted in about 40 members of the Tulsa County Medical Society not being certified. These members, now serving with medical units of the Army and Navy, are retained as active members by the local Society although they pay no dues.

Delegates are Dr. W. S. Larrabee, Dr. M. J. Searle, Dr. W. Albert Cook, Dr. Marvin D. Henley, Dr. W. A. Showman, Dr. Ralph A. McGill, and Dr. John Perry. Alternates are Dr. James D. Markland, Dr. M. V. Stanley, Dr. M. O. Hart, Dr. A. W. Pigford, Dr. E. O. Johnson, Dr. R. W. Dunlap, and Dr. David V. Hudson.

The official program for the state convention will be announced in the April issue of *The Journal*. Reports from Oklahoma City indicate that reservations at the Skirvin, scene of the two-day meet, are going fast. Doctors who plan to attend are urged to make reservations now.

New members of the Tulsa County Medical Society who are also new to this county are reminded that their medical license must be filed with the county clerk.

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UNAUTHORIZED CAESARIANS NOW PERMISSABLE BY LAW

Unique in legal history is the passage of a bill by the Oklahoma Legislature last month providing for emergency post-mortem operations on pregnant women when immediate authorization for such operations cannot be obtained.

The bill provides that a medical doctor may perform a Caesarian section on any woman who is believed to have a viable child when the necessary delay to obtain proper authorization for the operation may result in the child's death. The act is effective only in cases of emergency. In such instances where the person authorized to grant permission is present, the section may not be performed except with his express consent. Otherwise, a suit for malpractice may be sustained.

This legislation fills a long felt need of physicians who have been hamstrung by legal technicalities in emergency cases. It will result in the saving of some life. It will permit doctors to perform their moral duty without fear of legal reprisals. The bill is the first such act of this content passed by a legislative body in the United States and has aroused much interest in legal and medical circles.

Credit for the passage of the bill must be given to Mr. David Milsten, Tulsa attorney and legislator, and the staff of St. Johns Hospital of Tulsa.

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PERSONALS

DR. E. RANKIN DENNY, now serving with the Medical Corps at Camp McCoy, Wisconsin, has been promoted from the rank of major to that of lieutenant-colonel.

DR. ELLIS JONES, 311 Medical Arts Building, has transferred his membership from the Creek County Medical Society to the Tulsa County Medical Society. Dr. Jones has practiced for many years at Sapulpa.

Attending the Tri-County medical meeting of March 30 at Ponca City were DR. JAMES STEVENSON, DR. HENRY S. BROWNE, and DR. MAURICE J. SEARLE.

On the sick-list during April:

DR. ROBERT E. LEE RHODES, who underwent an appendectomy at St. Johns Hospital on April 9.

DR. CHARLES H. HARALSON, who sustained a broken arm.



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DR. MAURICE J. SEARLE, who spent several days at St. Johns Hospital recuperating from a severe case of Pneumonia.

DR. V. K. ALLEN, absent from his office several days with Influenza.

Presentation of a plaque in honor of his service as president during 1942 was made to DR. H. B. STEWART at the meeting of April 12. DR. NED R. SMITH officiated.

LT. RALPH L. BEST is again stationed at Big Springs, Texas, after several brief assignments in the East.

DR. J. FRED BOLTON accomplished a hole-in-one at Oakhurst during April.

DR. R. A. MCGILL attended a sectional meeting of the American College of Surgeons at Kansas City.

Named on the Fact-Finding Committee on Public Health by the Tulsa Council of Social Agencies were DR. DAVID V. HUDSON, DR. J. J. BILLINGTON, DR. MABEL HART, and DR. D. W. LEMASTER.

DR. W. ALBERT COOK has returned from St. Louis where he attended a meeting of the Missouri State Medical Association.

CAPTAIN C. G. STUARD, Tulsa physician now at Jefferson Barracks, Mo., was an April visitor.

LT. W. B. BOONE is now attending a special course of instruction at the University of Pennsylvania, Philadelphia.

MAJOR T. H. DAVIS is now stationed at the 44th Evacuation Hospital, Camp Atterbury, Indiana.

CAPTAIN HARRY GREEN, now at Camp Sibert, Alabama, was an April visitor to Tulsa.

Tulsa County Medical Society members now in service are again reminded that annual dues of \$4.00 are required by the Oklahoma State Medical Association for in-service members. Membership dues for the Tulsa County Medical Society are suspended for the duration.

OKLAHOMA BLUE CROSS

(Continued from Page 10)

on the membership lists. By this time the Plan had begun to get on its feet. It was decided to increase the benefits effective as of that date. All members were given, in addition to the 30 days to which they were previously entitled, 150 days at a discount of one-third. Later on that month, National Hospital Day gave the plan one of its big opportunities to bring it to the attention of the general public.

War began to have its effect on the progress of the Plan. Mr. West has been in service for a number of months as well as several of the sales force. In August of 1941, Mr. McBee resigned to assume a similar position as Executive Director of a plan serving the state of Texas. The future of the Oklahoma Plan did not appear too bright. Mr. Virgil Bishop assumed the duties of supervising activities as Acting Director until December, 1941, when Mr. N. D. Helland of Milwaukee, Wisconsin, was engaged as Executive Director. Despite this uncertainty and confusion, the plan continued to grow and by the end of 1941, 19,350 persons were members of the Oklahoma Blue Cross Plan. Of these, 2,034 persons had entered the hospitals and presented a Blue Cross card. The number of member hospitals had increased from six to 57.

The plan grew steadily during 1942. Many problems still face it. The unparalleled turnover in employees in enrolled groups and the instability of employment have greatly increased the ratio of cancellations to enrollments. At the end of last year there were 30,501 members. The plan had paid 4,932 hospital bills. One half of the initial working capital was repaid and an enviable financial position had been attained. All this has been accomplished in less than three years.

The Oklahoma Plan has performed its part in the national development of Blue Cross Plans, which from less than

2,000 members in 1933 has grown to an enrollment of more than 11,000,000 by the end of 1942. Those who had the vision and the foresight to start such a plan in Oklahoma should feel that their efforts have been justified.

Hospital service plans are unique, historically and geographically. American prepayment plans have no counterpart in other times or other countries. They are not private business, yet they involve individual initiative and leadership. They are not governmental activities, yet they perform an essential public service.

Government controlled hospitalization or health insurance is a sound alternative to the non-profit hospital service plan. The interest of the government in the welfare of the citizens should not be condemned, particularly since the taxpayers must ultimately pay the bill for the care of the unemployed, indigent, and medically needy. But low-cost hospital service plans may reach many persons employed at low incomes who would otherwise require the aid of philanthropy and taxation. In Oklahoma, as elsewhere, the Blue Cross Plans are attempting within appropriate limits, to substitute cooperative self-help for hospitalization dependent upon taxation and philanthropy.

Due to war demands for metal, insignias of the Tulsa County Medical Society are no longer obtainable. The Executive Office has sold out of its present supply.

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