



# THE BULLETIN

*of the Tulsa County Medical Society*

*Committee Issue*

***IN THIS ISSUE***



1947 Committees Named



A Significant Defeat—  
An Editorial Of Importance



Committee Activity Begins



Medical Collections  
Decline In Tulsa Area

February, 1947

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Vol. 13

No. 2

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# SHOULD VITAMIN D BE GIVEN ONLY TO INFANTS?

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But now a careful histologic study has been made which reveals a startlingly high incidence of rickets in children 2 to 14 years old. Follis, Jackson, Eliot, and Park\* report that postmortem examination of 230 children of this age group showed the total prevalence of rickets to be 46.5%.

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The authors conclude, "We doubt if slight degrees of rickets, such as we found in many of our children, interfere with health and development, but our studies as a whole afford reason to prolong administration of vitamin D to the age limit of our study, the fourteenth year, and especially indicate the necessity to suspect and to take the necessary measures to guard against rickets in sick children."

\*R. H. Follis, D. Jackson, M. M. Eliot, and E. A. Park: Prevalence of rickets in children between two and fourteen years of age, *Am. J. Dis. Child.* 66:1-11, July 1943

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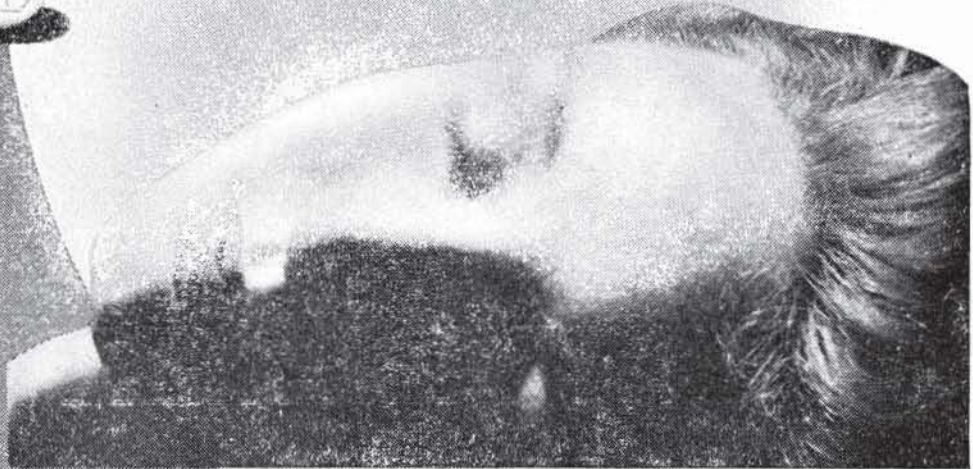
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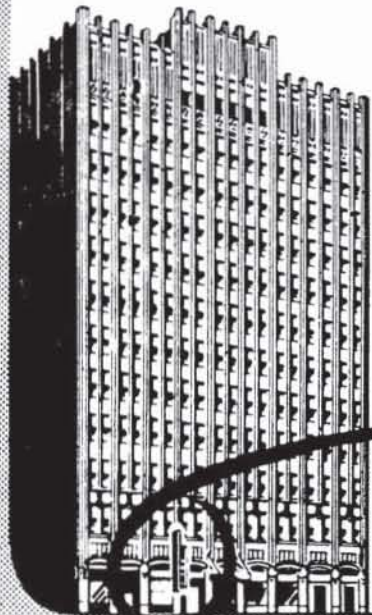
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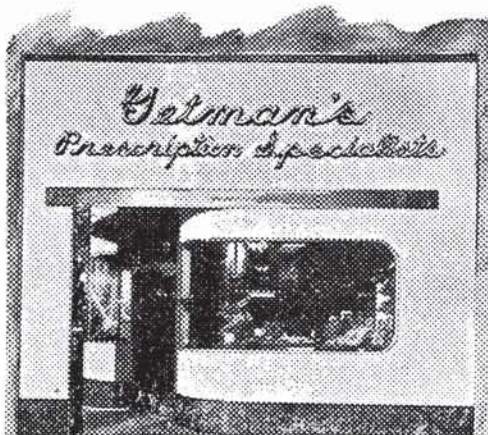
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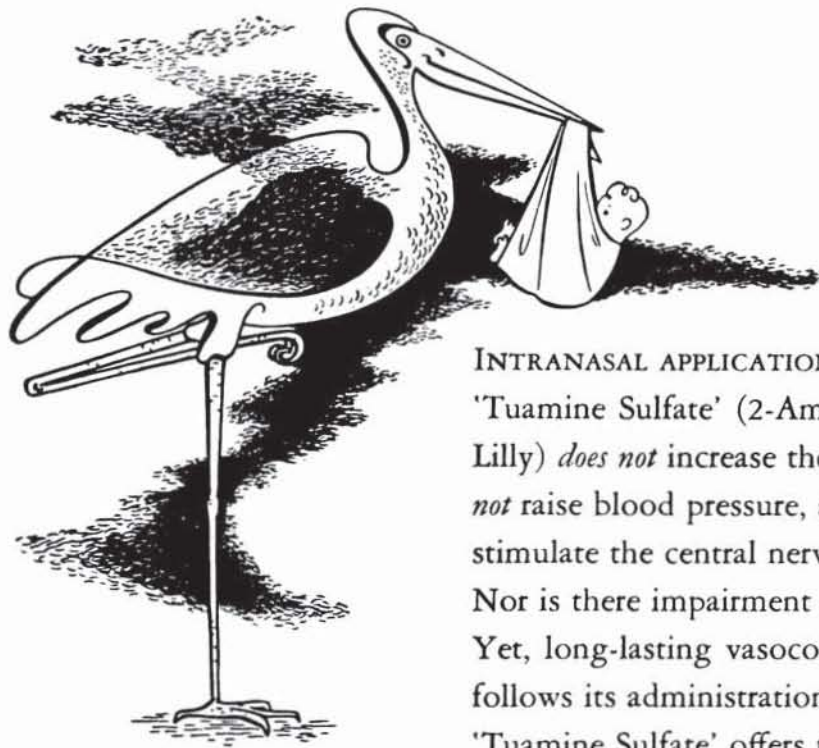
## CONTENTS

|                                      |    |
|--------------------------------------|----|
| Committee Activity Begins .....      | 7  |
| Annual Convention Committees .....   | 9  |
| 1947 Committees Listed .....         | 10 |
| Medical Collections Decline .....    | 11 |
| President's Page .....               | 12 |
| February Medical Calendar .....      | 13 |
| A Significant Defeat—Editorial ..... | 14 |
| February 24 Program .....            | 16 |
| Tulsa Doctors Honored .....          | 16 |
| Personals .....                      | 16 |
| New Applicants .....                 | 16 |
| Library Item .....                   | 20 |
| Blue Cross Insurance Quiz .....      | 20 |

## ADVERTISERS

|                                         |    |
|-----------------------------------------|----|
| Audiphone Company .....                 | 17 |
| Babyland .....                          | 18 |
| Ball Drug Company .....                 | 18 |
| Catron Pharmacy .....                   | 22 |
| Ciba Pharmaceutical Products .....      | 3  |
| Coca-Cola .....                         | 4  |
| Commercial Printing Company .....       | 24 |
| Courtright Optical Co. ....             | 24 |
| Coyne Campbell Sanitarium .....         | 22 |
| Curtain's Prescription Laboratory ..... | 17 |
| Eli Lilly and Co. ....                  | 6  |
| George A. Breon Company .....           | 17 |
| Getman Drug Company .....               | 5  |
| Harvard Drug Company .....              | 20 |
| Hillcrest Hospital .....                | 20 |
| Mayo Hotel .....                        | 23 |
| Mead Johnson & Company .....            | 2  |
| Meadow Gold Dairy .....                 | 23 |
| Medical Arts Prescription Shop .....    | 4  |
| Medical Credit Bureau .....             | 22 |
| Merkel X-Ray .....                      | 24 |
| F. H. Paxton Co. ....                   | 19 |
| St. John's Hospital .....               | 20 |
| William F. Stover Co. ....              | 24 |
| T. Roy Barnes Drugry .....              | 17 |

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# THE BULLETIN

OF THE

## TULSA COUNTY MEDICAL SOCIETY

E. O. Johnson, M.D., *President*Victor K. Allen, M.D., *President-Elect*D. J. Underwood, M.D., *Vice-President*John E. McDonald, M.D., *Secretary-Treasurer*Jack Spears, *Executive Secretary*

Vol. 13

TULSA, OKLAHOMA, FEBRUARY, 1947

No. 2

## COMMITTEE ACTIVITY BEGINS

**Twenty-one Standing Committees Named to Supervise 1947 Program of Activity for the Tulsa County Medical Society. Each Group is Assigned Specific Projects.**

Dr. E. O. Johnson, president of the Tulsa County Medical Society, last month announced the personnel of 21 standing and special committees for 1947, each of which has been assigned one or more specific projects for the year. In addition to many veteran Society workers, membership on the committees includes a large number of returned service members and physicians newly admitted to the Society.

At the same time, announcement was made of the personnel of six special committees which will function in behalf of the 1947 Annual Meeting of the Oklahoma State Medical Association, to be held in Tulsa next May 13-16. Appointment of these committees was made jointly by Dr. Johnson and Dr. John E. McDonald, general convention chairman.

As this issue of The Bulletin went to press, a large number of the new committees had already met one or more times with the balance of committees scheduled to meet in February and early March. Dr. Johnson said that committees would meet as often as necessary and would be augmented by special sub-committees where necessary. The only new committee on the list was a special Housing Committee, under the chairmanship of Dr. Samuel Goodman. Created at the advice of the Board of Trustees, this Committee will investigate possibilities of securing a permanent headquarters and library for the Tulsa County Medical Society.

All meetings of the committees will be held in either the Executive Offices at 1202 Medical Arts Building, Tulsa, or on the Mezzanine floor of the Medical Arts

Coffee Shop, where luncheon will be served. All meetings will be announced in advance and will be at 1:00 p.m. unless otherwise specified.

Some of the proposed committee activities for 1947 include the following:

**Medical Library:** Employment of a new full-time librarian, to succeed Mrs. Veneta R. Osborn, resigned. As The Bulletin went to press, a number of applicants for the position were being interviewed with prospects that the Library would be open all day by February 1. Until a successor to Mrs. Osborn can be obtained, the Library will observe irregular hours. Members will be notified by letter of Library hours from time to time. The Medical Library Committee, under the chairmanship of Dr. Robert E. Funk, will also assume responsibility for training and supervision of the work of the new Librarian, and for performance of the usual Library functions.

**Program:** The Program Committee, under the able direction of Dr. E. Rankin Denny, has announced that the 1947 schedule of scientific programs will include both local and out-of-town speakers. Scheduled for the February 24 meeting of the Tulsa County Medical Society is Dr. Justin J. Cardonnier, associate professor of urology at the Washington University School of Medicine, St. Louis, Missouri. His subject will be "Certain Aspects of the Etiology and Management of Renal and Ureteral Calculi". Other prospective speakers in each of the various fields of medicine are now being contracted for appearances before the Society during the year.

**Clinic:** The purchase of much needed equipment, development of the volunteer clinic staff, and improvement of the deplorable hospitalization situation for county patients is among the objectives of the 1947 Clinic Committee, governing body of the Tulsa County Medical Clinic. Dr. J. W. Rogers' Committee, meeting early in January, approved plans for a series of Crippled Children's Clinics to be held on Clinic premises, and recognized as its major problem the present inability to hospitalize any but the most acute of county cases.

**Medical Credit Bureau:** Dr. John F. Gorrell, again serving as chairman of the Medical Credit Bureau Committee, will direct a widespread campaign to bring more members into participation in the Bureau. Foreseeing an increased need for Bureau facilities as office collections decline, the Committee will subject collection procedures employed to review from time and time, and will suggest changes in the procedure as indicated by current economic conditions.

**Publicity:** With the Tulsa County Medical Society again co-sponsoring the "How's Your Health?" series of medical broadcasts over KOME at 3:15 p.m. each Tuesday throughout 1947, the Publicity Committee will arrange a complete schedule of broadcasts with member-doctors as speakers. Physicians will be urged to speak on subjects of personal interest to them, and scripts will be prepared by the Executive Office unless otherwise desired. The Committee will also supervise all other publicity and public relations matters, and is now considering a series of newspaper articles dealing with certain phases of medical practice.

**Cancer:** The Tulsa County Medical Society will again serve as liaison for the Oklahoma Division of the American Cancer Society, continuing to arrange for volunteer medical personnel for the mobile cancer clinics of the area, cooperating in the Society's annual drive for funds opening April 1, and assisting in dissemination of educational literature and information about cancer and its ravages. Dr. Emil Palik, pathologist, will direct a four-man committee.

**Fraudulent Practices:** With the serv-

ices of an investigating attorney being made available by the Oklahoma State Board of Medical Examiners, the Tulsa County Medical Society hopes to inaugurate a clean-up campaign against fraudulent and advertising medical practitioners. Under the leadership of Dr. Marshall O. Hart, the Committee plans also an investigation of financial practices of certain Tulsa advertising "clinics".

**Insurance:** Dr. Ian MacKenzie assumes direction of the Insurance Committee, which will maintain its principal functions of promoting the sale of the Society's official policies of malpractice, indemnity, and hospitalization insurance, and serving as liaison agents with the issuing companies. Dr. V. K. Allen, long head of this Committee, has relinquished the post due to illness but remains as a member.

**Bulletin:** Dr. Gifford H. Henry, Tulsa surgeon, has been named as editor of *The Bulletin*, official publication of the Tulsa County Medical Society, with Dr. William C. Eller and Dr. Henry A. Brocksmith as associates. Long recognized as a leader among county medical society publications, *The Bulletin* will continue to feature medical news and features of interest to Oklahoma physicians.

**Legislative:** Dr. R. C. Pigford will direct the Legislative Committee in a program of legislative activity as yet specifically undefined. The national Congress is known to be receptive to consideration of socialized or state medicine plans, especially in view of President Truman's recommendation of national health insurance, and reintroduction of the Wagner-Murray or similar bills is likely. In state circles, several bills of interest to the medical profession are under consideration by the Oklahoma State Legislature. The Legislative Committee plans to keep members advised of such medical legislation, to support good bills and recommend defeat of adverse proposals.

**Civic Relations:** Continued participation in civic projects of merit by the Tulsa County Medical Society will comprise an important part of the 1947 program of the Civic Relations Committee. This group, under the able direction of Dr. Charles G. Stuard, is expected to



serve as liaison with the general public in matters of public and professional interest.

**Entertainment & Golf:** Social activities for 1947 will be under the direction of a special committee headed by Dr. Charles H. Haralson. In addition to the annual golf tournament, to be held this Spring, the Committee will arrange for all details and entertainment at the complimentary buffet supper to be extended to visiting members of the Oklahoma State Medical Association by the Tulsa County Medical Society at the 1947 Annual Meeting May 13-16. Additional social events may be recommended by the new committee.

**Public Health:** Dr. W. A. Dean, long interested in Tulsa County Medical Health problems, will be chairman of the Public Health Committee of the Tulsa County Medical Society. Expected to occupy the Committee will be studies of public health facilities in Tulsa County with a view towards recommending consolidation of such facilities into a single centrally directed unit. The Committee is also anxious to extend its services in the current reorganization of the Tulsa City Health Department. Noting that the Department is now understaffed and spending considerably less than basic minimums prescribed by public health experts, many Tulsa physicians have urged the Tulsa County Medical Society to take a more active part in strengthening local public health standards.

Other committees include the Industrial Relations Committee, directed by Dr. J. S. Chalmers, with a suggestion that the Committee act to repeat the Society's Industrial Medicine Clinic held in Tulsa several years ago; the Welfare Committee, directed by Dr. B. W. Ward, which will supervise all matters pertaining to personal welfare of the individual members; the Prepaid Medical Care Committee, directed by Dr. James Stevenson, which will serve as liaison between the physician and the Oklahoma Physicians Service, companion plan of surgical and obstetrical care insurance endorsed by the Society; the Ethics Committee, headed by Dr. C. A. Pavy, which will hear any formal complaints filed against members;

the Medical Economics Committee, directed by Dr. Thomas H. Davis, which is expected to conduct studies into certain phases of medical economics; and the Constitution & By-Laws Committee, directed by Dr. James C. Peden, which will consider suggestions for widespread modernization of the Society's present constitution and by-laws.

Dr. Johnson, in a letter to committee personnel, requested each appointee to devote diligent attention to committee duties, and to bring to the attention of Society officials all suggestions of the membership as to projects of merit for the year.

## ANNUAL MEETING COMMITTEES

John E. McDonald, M.D.  
*General Chairman*

Maurice J. Searle, M.D.  
*Chairman, Scientific Works and  
Program Committee*

### Publicity

E. Rankin Denny, M.D., Chairman  
Charles G. Stuard, M.D.  
Henry S. Browne, M.D.  
Franklin D. Sinclair, M.D.

### Entertainment

W. A. Showman, M.D., Chairman  
Robert E. Funk, M.D.  
Paul Grosshart, M.D.

### Commercial Exhibits

Frank J. Nelson, M.D., Chairman  
G. H. Henry, M.D.  
Bernard L. Branley, M.D.

### Registration

Walter S. Larrabee, M.D.  
Fred E. Woodson, M.D.  
J. D. Shipp, M.D.

### Hotels

H. B. Stewart, M.D., Chairman  
Hays R. Yandell, M.D.  
Frank A. Stuart, M.D.

### Program

Maurice J. Searle, M.D., Chairman  
H. A. Ruprecht, M.D.  
W. A. Showman, M.D.

# 1947 COMMITTEES LISTED

## Bulletin

Gifford H. Henry, M.D.  
William C. Eller, M.D.  
Henry A. Brocksmith, M.D.

## Cancer

Emil E. Palik, M.D., Chairman  
Ralph A. McGill, M.D.  
Leon H. Stuart, M.D.  
Frank J. Nelson, M.D.

## Civic Relations

Charles G. Stuard, M.D., Chairman  
A. Ray Wiley, M.D.  
Walter F. Sethney, M.D.

## Clinic

James W. Rogers, M.D.  
Jack O. Akins, M.D.  
J. D. Shipp, M.D.

## Constitution & By-Laws

James C. Peden, M.D.  
Lowell L. Stokes, M.D.  
Franklin D. Sinclair, M.D.

## Ethics

Chester A. Pavy, M.D., Chairman  
Thomas J. Hardman, M.D.  
J. K. Lee, M.D.

## Finance

Bernard L. Branley, M.D., Chairman  
Donald V. Crane, M.D.  
Charles H. Eads, M.D.

## Industrial Relations

J. S. Chalmers, M.D., Chairman  
F. L. Flack, M.D.  
John C. Dague, M.D.

## Insurance

Ian MacKenzie, M.D., Chairman  
Victor K. Allen, M.D.  
R. G. Ray, M.D.  
Oliver H. Thompson, M.D.

## Fraudulent Practices

Marshall O. Hart, M.D., Chairman  
Felix R. Park, M.D.  
D. L. Edwards, M.D.

## Entertainment & Golf

C. H. Haralson, M.D., Chairman  
Marvin D. Henley, M.D.  
Walter E. Brown, M.D.

## Legislative

R. C. Pigford, M.D., Chairman  
Joseph Fulcher, M.D.  
William R. Turnbow, M.D.

## Medical Economics

Thomas H. Davis, M.D., Chairman  
R. K. Goddard, M.D.  
S. C. Shepard, M.D.

## Medical Library

Robert E. Funk, M.D., Chairman  
Morris B. Lhevine, M.D.  
Fred E. Woodson, M.D.  
W. A. Showman, M.D.  
John G. Matt, M.D.

## Medical Credit Bureau

John F. Gorrell, M.D., Chairman  
K. F. Swanson, M.D.  
Eric M. White, M.D.

## Prepaid Medical Care

James Stevenson, M.D., Chairman  
W. Carl Lindstrom, M.D.  
Frank A. Stuart, M.D.

## Publicity & Public Relations

Maurice J. Searle, M.D., Chairman  
W. D. Hoover, M.D.  
P. M. Schreck, M.D.

## Program

E. Rankin Denny, M.D., Chairman  
Eugene G. Wolff, M.D.  
Hays R. Yandell, M.D.

## Public Health

W. A. Dean, M.D., Chairman  
R. M. Shepard, M.D.  
Paul T. Strong, M.D.

## Welfare

B. W. Ward, M.D., Chairman  
L. A. Munding, M.D.  
D. J. Underwood, M.D.

## Housing

Samuel Goodman, M.D., Chairman  
John F. Gorrell, M.D.  
H. A. Ruprecht, M.D.



# MEDICAL COLLECTIONS DECLINE

**Medical Credit Bureau Reports Peak of Wartime Collections Well Past. Patients Requesting Credit of Doctors With Increased Frequency.**

A survey conducted last month among physicians who are clients of the Medical Credit Bureau, official collection and credit department of the Tulsa County Medical Society, indicates that average office collections on open accounts have been declining steadily since May, 1946. Of the doctors interviewed, most reported that patient requests for credit and more extended time payments have been particularly marked in the past three months—November, December, and January.

While many doctors attributed the decline to a reduced volume of practice, most stated that patients were apparently unable to meet medical bills with the promptness that marked the war years. More and more patients are requesting credit with the average size of payments considerably smaller than for a year ago. The overall decline has not been large, but its steady month to month reduction presages greater difficulty for physicians in maintaining a high ratio of collections.

Officials of the Medical Credit Bureau attributed the decline to several factors:

(1) Rising prices during the past year and lagging wages. Failure of employed groups to promptly obtain increases in income to meet rising living costs has resulted in forced economies. In line with a well-established practice of the public to pay the doctor last, such persons are neglecting medical bills or paying them over longer periods of time.

(2) Unemployment in certain fields where a surplus of workers exists.

(3) Elimination of defense industries and widespread employment of unskilled persons at high wages in the Tulsa area.

(4) Unsettled economic conditions generally, and unsettled business conditions in many industries and individual companies—partially the result of crippling strikes.

(5) Liquidation of wartime savings by many persons either to meet rising living costs or in purchase of luxury items not available during the war. The elimination of this backlog of savings naturally

reduces funds available to meet medical costs which are usually not anticipated.

(6) Failure of recipients of government benefits, notably veterans, to promptly receive such benefits (pensions, schooling allowances, terminal pay, etc.) because of delay in government accounting procedures.

(7) Return of many housewives to home duties after wartime employment in defense plants, with corresponding reductions in family incomes.

(8) Increased availability of many luxury items to claim the funds of the patient.

(9) Reduced individual practices—a condition resulting from an increased number of physicians in the area, a shift from some older physicians active during the war to younger doctors returned from military service, elimination of many defense plant medical contracts, and to the patient's own reluctance to employ a physician when unable to readily meet the costs of such services.

(10) Unsettled labor conditions and a resulting hoarding of funds among many persons.

In a report to the Medical Credit Bureau Committee last month, the Executive Secretary of the Tulsa County Medical Society pointed out that the Bureau is experiencing an increasing number of debtors making a series of small payments. This is in contrast to the war years when the majority of such debtors paid off obligations in single payments often ranging upwards of \$100.00. During the last year, the Bureau has seen an increased number of payments often as low as \$1.00. The same situation is being paralleled in most physicians offices.

The Bureau also reported that the number of delinquent accounts referred to it by physician-clients has taken a sharp upturn in last three months. This is further confirmation of the reduction of office collections. Bureau officials report, however, that a large volume of these accounts is for debtors who were

(Continued On Page 18)

# PRESIDENT'S PAGE

As you may know, the 1947 Annual Meeting of the Oklahoma State Medical Association is to be held in Tulsa on May 13-16. This is the first time in three years that the Tulsa County Medical Society has been privileged to be host to the Oklahoma doctors, and also marks the first meeting since 1940 that has not been hampered by wartime difficulties and problems. While we are not wholly without our problems in staging the convention, we do have an opportunity to develop a meeting which will be notable for its educational and social events — and which, in turn, will be representative of the general and progressive character of the Tulsa profession. If present plans materialize, the 1947 Annual Meeting will be a creditable achievement of the host Society. A capable chairman is already at work directing the activities of many convention committees, and with the advice and assistance of the membership is overcoming a multitude of small problems that the convention invariably poses.

The meeting will have added significance also in bringing together a group of younger physicians who have entered practice in the State within the past 12 months, and in permitting members to welcome back to civilian life many medical officers who have recently been separated from military duties. Both of these groups are welcome and needed additions to our roster of active workers in local and state circles of organized medicine. To them, and to our many friends among the profession over the State of Oklahoma, the Tulsa County Medical Society extends a most sincere invitation to attend the 1947 Annual Meeting at Tulsa, May 13-16.

Sincerely,



President.



## FEBRUARY MEDICAL CALENDAR

**SATURDAY, February 1st:**

Quarterly Premiums, Blue Cross Hospital Insurance, Medical and Dental Office Assistants Group, due on this date. Make payment to: 1202 Medical Arts Building, Tulsa, Oklahoma. Final date for payment Monday, February 10, 1947.

**MONDAY, February 3rd:**

Hillcrest Hospital Staff Meeting.

**TUESDAY, February 4th:**

Medical Broadcast, "How's Your Health?" series, Radio Station KOME, 3:15 p.m. Subject and speaker to be announced.

**WEDNESDAY, February 5th:**

Social Hygiene Day. Special scientific program, "Trends In Venereal Disease," Dr. John R. Heller, assistant surgeon general, United States Public Health Service, Washington, D. C. Jointly sponsored by the Tulsa County Medical Society.

**FRIDAY, February 7th:**

Board of Trustees Meeting, Tulsa County Medical Society, 1:00 p.m. Mezzanine, Medical Arts Coffee Shop.

**MONDAY, February 10th:**

No Tulsa County Medical Society meeting on this date.

**TUESDAY, February 11th:**

Medical Broadcast, "The Rh Factor," Radio Station KOME, 3:15 p.m. Speaker, Dr. William C. Eller.

**SATURDAY, February 15th:**

Copy deadline for the March issue of The Bulletin.

**MONDAY, February 17th:**

St. John's Hospital Staff Meeting.

**TUESDAY, February 18th:**

Medical Broadcast, "How's Your Health?" series, Radio Station KOME, 3:15 p.m. Speaker and subject to be announced.

**FRIDAY, February 21st:**

Board of Trustees Meeting, Tulsa County Medical Society, 1:00 p.m., Mezzanine, Medical Arts Coffee Shop.

**MONDAY, February 24th:**

Tulsa County Medical Society, Scientific Program, The Mayo, 8:00 p.m. Subject: "Certain Aspects of the Etiology and Management of Renal and Ureteral Calculi," Dr. Justin J. Cordonnier, Associate Professor of Urology, Washington University School of Medicine, St. Louis, Missouri.

**TUESDAY, February 25th:**

Medical Broadcast, "Conservation of Sight," Radio Station KOME, 3:15 p.m. Speaker, Dr. Donald V. Crane.

**FRIDAY, February 28th:**

Final date to pay annual membership dues for 1947 to the Tulsa County Medical Society.

**The BULLETIN**

GIFFORD H. HENRY, M.D.

*Editorial Supervisor*

WILLIAM C. ELLER, M.D.

HENRY A. BROCKSMITH, M.D.

*Associate Editors*JACK SPEARS, *Managing Editor*

*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.*

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Vol. 13      FEBRUARY, 1947      No. 2

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**A SIGNIFICANT DEFEAT**

The defeat at the polls last December of a \$1,250,000 bond issue to create a 200-bed Citizens Hospital in Tulsa County was an event of considerable significance to this community. It places Tulsa no nearer a solution to its appalling problem of providing necessary hospitalization to its indigent sick than it was two years ago when the Tulsa County Medical Society and the Tulsa Chamber of Commerce began its studies of hospital deficiencies in the area. The distortion of the true facts of our hospital situation, plus the fabrications and misrepresentations made by the opponents of the project during the campaign, have served to confuse the public to such an extent as to preclude the possibility of a Citizens Hospital being constructed in Tulsa County for several years. The physicians and lay leaders whose sincere efforts to alleviate our deplorable shortages of hospital facilities were rebuffed through the influence of personal factors will not readily undertake the leadership in a similar campaign of remedy. The public is again in a complacent attitude and the neglect of our indigent sick persists. It appears that the tragedy of this situation must be impressed upon the public in such a shocking manner as to insure a spontaneous reaction. Such an unfortunate event could, conceivably, be a deadly epidemic.

The inability to secure hospitalization

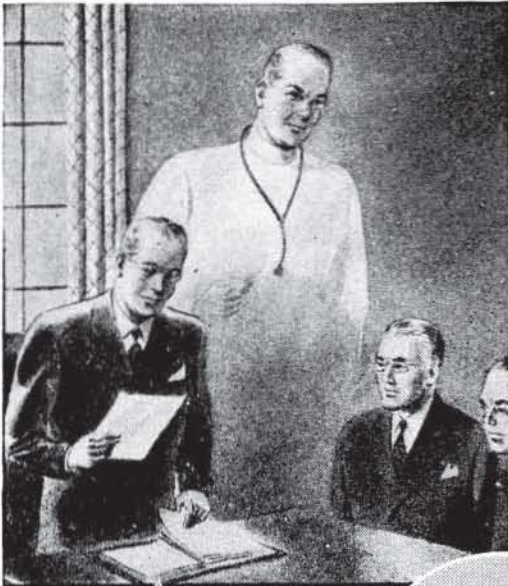
for county indigent patients except in the most acute cases is posing a problem for the Tulsa County Medical Society in the operation of the Tulsa County Medical Clinic. Since assuming this obligation in 1939, the members of the Society have donated an estimated \$50,000 annually in medical services, thereby saving the taxpayer huge sums. The services of Tulsa's finest specialists are available at the Clinic without cost to the patient or taxpayer, yet the efforts of these men in relieving pain and rehabilitating the indigent sick are being constantly nullified through the inability to hospitalize many such patients. The best medical care in the world is often valueless unless accompanied by proper hospitalization of the patient. The Society has recently attempted to interest many of the younger and newer physicians of Tulsa in working at the Clinic. These men are eager to do such service and to gain needed clinical experience, but they quickly become discouraged when patient after patient is denied admission to the hospital. The problem of staffing the Clinic is complicated by this factor.

Since the public has seen fit to disregard its moral and legal responsibility to care for the indigent sick through the defeat of the hospital bonds, an appeal must now be made to other sources for alleviation of this condition. It has been informally suggested that two steps of remedy be taken: (1) make a strong appeal to our private hospitals to accept greater numbers of the indigent sick as a community obligation, and (2) to request the Board of County Commissioners to increase the present per day hospitalization allowance of \$4.00 to a figure more in line with the actual costs of such service rendered. These are suggestions worthy of consideration and execution. We cannot continue to practice economy at the expense of human life — neither can be continued the lip-service now given to our present system of inadequacy and neglect.

---

DR. RICHARD M. ADAMS has entered upon new duties as medical director of the Interstate Oil Pipeline Company.





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### ST. LOUIS UROLOGIST SOCIETY SPEAKER FEB. 24

Dr. Justin J. Cordonnier, nationally known urological surgeon, will be guest speaker for the Tulsa County Medical Society at the regular scientific meeting of Monday, February 24, at the Mayo Hotel, at 8:00 p.m. Now Associate Professor of Urology at Washington University School of Medicine, St. Louis, Dr. Cordonnier's clinical and research studies have received wide attention from the American medical profession. His subject will be "Certain Aspects of the Etiology and Management of Renal and Ureteral Calculi."

The Program Committee of the Society has announced that the speaker on March 24 will be Dr. William K. Ishmael, prominent Oklahoma City physician now Associate Professor of Medicine at the University of Oklahoma School of Medicine. Dr. Ishmael will discuss the subject, "Rheumatism in the Aged."

### TULSA DOCTORS HONORED

Three members of the Tulsa County Medical Society were recipients of the Tulsa Chamber of Commerce's 1946 Annual Civic Awards, given in recognition of outstanding civic and community service. The presentations were made at the Chamber's annual banquet on January 16 to:

**Dr. Homer A. Ruprecht**, Springer Clinic internist, for his work as director of an extensive study of hospital conditions in Tulsa County and Northeastern Oklahoma in 1945 and 1946.

**Dr. Walter F. Sethney**, pediatrician, and **Dr. Ian MacKenzie**, orthopedist, for their services in caring for victims of the heavy epidemic of infantile paralysis which struck in Tulsa in mid-summer. Both served tirelessly in supervising the polio ward at Hillcrest Memorial Hospital and without compensation.

**DR. FRED E. WOODSON** was host to members and friends of the Oklahoma Research Foundation at a dinner January 17.

**DR. R. G. SHERWOOD** has returned to his office after a brief illness.

## PERSONALS

**DR. RAYMOND O. SMITH** has removed his practice to Hominy, Oklahoma.

**DR. WILLIAM C. ELLER** has returned from a business trip to Minnesota.

**DR. HENRY A. BROCKSMITH** was a recent speaker for the Osage County Medical Society at Pawhuska.

**DR. RALPH A. MCGILL** is enjoying a recuperative vacation at Tucson, Arizona.

**DR. A. B. CARNEY** has been named chief of the surgical staff at Hillcrest Hospital.

**DR. VICTOR K. ALLEN** is ill at Hillcrest Hospital.

**DR. and MRS. BEN F. GORRELL** are the parents of a son, born January 20. Congratulations!

**DR. THOMAS J. LYNCH** has taken office quarters in the Court Arcade Building.

**DR. K. F. SWANSON** has returned to his professional duties after three months in the hospital with a broken leg.

Staffing the Mobile Cancer Clinic at Eufaula last month were **DR. SAMUEL GOODMAN**, **DR. M. O. NELSON**, **DR. WILLIAM F. THOMAS, JR.**, and **DR. H. LEE FARRIS**.

## NEW APPLICANTS

Applicants for membership in the Tulsa County Medical Society to be voted upon at the meeting of Monday, February 24, are:

**Adams, George M.:** Born Hominy, Oklahoma, 1916. Graduate, B.S., Tulsa University, 1939; M.D., University of Oklahoma School of Medicine, Oklahoma City, 1943. Interned U. S. Naval Hospital, San Diego, California, ten months. Commissioned United States Navy Medical Corps, Lieutenant, 1944-46. General Practice. Address: 902 Medical Arts Building, Tulsa. Telephone 4-9637. Recommended by Dr. H. P. Kemmerly and Dr. O. C. Armstrong.





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**MEDICAL COLLECTIONS**

(Continued From Page 11)

employed in defense industries and who have now moved from the city. Many such accounts are three years of age and are outlawed. Failure of the doctors to promptly refer delinquent accounts to the Bureau is costing them hundreds and thousands of dollars annually. The Department of Commerce estimates that medical accounts over one year of age are virtually worthless, estimating that only 10 per cent can be collected. Yet, in Tulsa County, the average age of delinquent accounts forwarded to the Medical Credit Bureau is two years. During the past year, the Bureau has received accounts dating back to 1932. Naturally, such accounts are worthless and no return can be expected from them.

Collections by the Medical Credit Bureau have remained consistent throughout 1946, the Executive Secretary reported, but it has been necessary to spread collections among a greater number of debtors. The number of clients served by the Bureau has also increased, and in 1946 the Bureau served 109 doctors of Tulsa County. This represents about 60 per cent of the physicians in Tulsa County, exclusive of those of an employed status.

The Medical Credit Bureau Committee last month received a series of suggestions from the manager of Bureau, each of which if placed into effective operation will extend the scope of the Bureau's services, increase efficiency of collection, and provide a greater return or savings to clients. These suggestions included the following:

(1) Increase the number of clients and thereby increasing the volume of accounts serviced. With probably 50 or more Tulsa doctors not now using the Bureau, the services of this specialized collection department could be of considerable value to most.

(2) Promote good will for the Bureau by publicity of its collection methods and efficiency.

(3) Illustrate to physicians the folly of holding delinquent accounts for many years until they become completely worthless.



(4) Encourage good business methods in physicians' offices, especially in securing adequate and correct information about the patient.

(5) Eliminate the idea through logical explanation that referring delinquent accounts to a collector will hurt the physician's practice by incurring ill-will. This is not a correct view of this situation.

(6) Request increased cooperation on accounts between the Bureau and the doctor-client.

(7) Encourage doctors to discuss disputed accounts with the patients, and to make adjustments where necessary. Many doctors refuse to discuss patient complaints concerning services or charges, and in this manner incur considerable ill-will which might be otherwise avoided through friendly discussion of the situation.

(8) Encourage physicians to make use of the files of the Bureau before extending credit to patients of questionable credit rating. Thousands of names and their medical credit records are on file with the Bureau, and many patients have a long series of indebtedness to numerous physicians. If in doubt, doctors should check with the Bureau. There is no cost for this service.

(9) Consider a slight increase in collection fees to compensate for rising operating costs.

(10) Impress upon members that the Bureau is owned and operated by the Tulsa County Medical Society, that it offers a specialized medical collection service under the supervision of the doctors themselves, that it operates at fees below those of commercial collectors, and that it has potentialities as an income-producing agency. Profits made on the Bureau could be used to defray costs of operating the Society, and thereby encouraging reduction of annual membership dues.

It was also pointed out to the Medical Credit Bureau Committee that emphasis should be laid on the fact that the Bureau is the only specialized medical collection agency in Tulsa. While many professional collectors do handle medical accounts, none handle them exclusively. Since medical accounts are far less profit-

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able to handle than commercial or retail accounts, it is logical to assume that they do not receive the attention given to the more profitable accounts. Many collectors have no knowledge whatsoever of medical ethics, professional problems, and certain features of medical collection involved. Consequently, these collectors may do the physician more harm than good. It was physician complaint on this score that led to the formation of the Bureau in 1939.

The position of medical credit in making credit ratings has also been a point of irritation with physicians. Most credit rating agencies do not recognize medical credit standings in compiling credit ratings on individuals. The paramount basis appears to be sound retail credit standing. This means that a person may owe two thousand dollars in delinquent medical accounts, and owe nothing to a retailer. His credit rating is thereby adjudged excellent. Yet, many physicians persist in referring accounts to credit rating groups which do not give them consideration in making up individual credit ratings. Such agencies are also free in requesting information, but fail to give out information unless it is paid for on a fixed fee basis.

For these reasons, physicians should not only feel it advisable to use the Bureau, but should be obligated to use it. Complete information about Bureau facilities is available from the Executive Secretary.

DR. J. O. LOWE has taken new office quarters in the Thompson Building, resuming practice after a lengthy vacation.

Pending the employment of a new Librarian, The Medical Library page of The Bulletin will not appear. Due to error, the names of several patrons of the Library were omitted from the January issue. The editors apologize for this error, and take this opportunity to thank Dr. George R. Osborn, Mrs. Roy W. Dunlap, Mrs. H. B. Stewart, Mrs. A. W. Roth, and the Getman Drug Store for their interest in the Library.



## BLUE CROSS INSURANCE QUIZ

The Tulsa County Medical Society receives many requests for information from physicians and office assistants concerning Blue Cross Hospital Insurance. The following questions and answers should prove helpful to those interested in securing this valuable protection.

*Q. Can medical doctors and office assistants obtain Blue Cross Insurance?*

A. Yes. The Tulsa County Medical Society supervises two groups—one for medical doctors who are members of the Society, and one for office assistants who are employed by Society members.

*Q. Can I apply for and obtain Blue Cross insurance at any time?*

No. You may apply only at the annual "anniversary date" of the group when applications will be accepted during a specified period, usually two weeks.

*Q. How will I know when the anniversary period is at hand?*

A. The dates when applications will be accepted will be published in The Bulletin, posters will be placed on the Medical & Dental Arts Building bulletin board, and each doctor's office will be notified by letter.

*Q. How long after application will it be until my protection becomes effective?*

A. Usually sixty days.

*Q. Suppose I am a newly elected member of the Tulsa County Medical Society, or have just returned from military service, or have just been employed by a physician. Must I wait perhaps several months to obtain protection?*

A. No. If you make application within thirty days after your election to membership, or return from military service, or within thirty days after entering the employ of a physician, you will be admitted to the group at once.

*Q. Does the Tulsa County Medical Society assume responsibility of notifying me of these provisions?*

A. No. The Society makes every effort to notify new Society members and those returned from military service. It has no method, however, of knowing of each new employee of physicians.

*Q. Must the doctor or office assistant be in the Medical & Dental Arts Building to participate?*

A. No. The only requirement is that they be members of the Tulsa County Medical Society, or employed by such members.

*Q. Where and when are premiums paid?*

A. Physicians pay a semi-annual premium on June 1 and December 1 of each year. They are notified by statement of the amount due. Office assistants pay quarterly on February 1, May 1, August 1, and November 1. They are notified by telephone. All payments are made at the offices of the Tulsa County Medical Society, 1202 Medical Arts Building, Tulsa, Oklahoma.

*Q. What is the cost of Blue Cross Hospital Insurance?*

A. Members admitted now pay 85 cents monthly. If their husband or wife, or one dependent is included, the cost is \$1.50 monthly. If it is for family coverage, the cost is \$1.75 monthly. An enrollment fee of \$1.00 is charged, but only of the principal policy-holder.

*Q. Can I include my dependent father or mother on my policy?*

A. No. Only dependent children under 21 years of age are admissible besides husband and wife.

*Q. If I move from Tulsa, is my insurance still good?*

A. Yes. You may transfer your policy to the Blue Cross administration agency at your new residence, or you may take advantage of continued protection under the Oklahoma policy. For details of such non-resident benefits, consult the Blue Cross Plan officials.

*Q. If I leave the employment of a doctor, is my insurance still good?*

A. Yes. You may be transferred to the group where you subsequently obtain employment, if there is one, or you may be placed on individual billing and make your premium payments directly to the Blue Cross offices.

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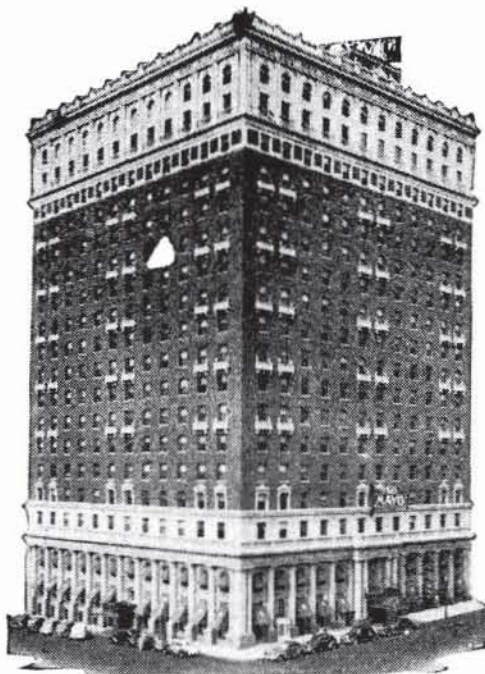
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