



# THE BULLETIN

*of the Tulsa County Medical Society*

*Fight Inflation*



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Tulsa County Medical Society  
Spring Programs Announced



President's Page



A Fair Trial—  
An Editorial Of Importance



The Medical Library

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## **55TH ANNUAL CONVENTION**

*Oklahoma State  
Medical Association*

**OKLAHOMA CITY  
MAY 17-19**

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Vol. 14

No. 4

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April, 1948



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# THE BULLETIN

OF THE

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Vol. 14

TULSA, OKLAHOMA, APRIL, 1948

No. 4

### REZEK LECTURE SET FOR APRIL 12

Chicago Obstetrician Will Be Featured on Program Discussing Menstrual Changes at Puberty. Dr. C. G. Stuard Speaker for April 26 Meeting.

Dr. George H. Rezek, Associate Professor of Obstetrics at the University of Illinois School of Medicine, Chicago, will be the speaker for the Tulsa County Medical Society's regular scientific program of Monday, April 12, 1948. His subject will be "Menstrual Disturbances at Puberty."

The Society's second program of the month on Monday, April 26, 1948, will feature Dr. Charles G. Stuard, Tulsa ophthalmologist, who will speak on the subject, "Ocular Fundi Changes Encountered in the More Common Systemic Diseases."

A diplomate of the American Board of Obstetrics & Gynecology, Dr. Rezek received his medical degree at the University of Illinois School of Medicine in 1932. Five years later he earned the degree of Master of Science from the same institution. Dr. Rezek interned at Research and Education Hospital of Chicago in 1933 and subsequently served a two year residency in Obstetrics & Gynecology. Since 1937 he has been in private practice at Chicago, and more recently has been appointed to the teaching staff of the University of Illinois School of Medicine. He is a member of the staffs of Cook County Hospital of Chicago, Garland Park Community Hospital of Chicago, and the Illinois State Hospital of Kankakee. Dr. Rezek is widely known for his clinical studies and research in obstetrical and gynecological problems.

Dr. Rezek's paper will be discussed by Dr. William F. Thomas, Jr., and Dr. W. Carl Lindstrom of Tulsa.

Dr. Stuard is a graduate of the University of Oklahoma School of Medicine, Class of 1937. He interned at Kansas City General Hospital and later served a residency in Ophthalmology and Otolaryngology there and at University Hospitals in Oklahoma City. A diplomate of the American Board of Ophthalmology, he has practiced in Tulsa since 1939 except for five years in the United States Army Medical Corps.

Dr. Stuard's paper will be discussed by Dr. Charles H. Haralson and Dr. D. L. Edwards of Tulsa.

Both meetings will be at 8:00 P.M. in the Junior Ballroom of the Mayo, Tulsa. A business session will follow the scientific program on April 26.

The Tulsa County Medical Society will close its Spring series of scientific meetings on Monday, May 10, 1948, with the appearance of Dr. Jess D. Herrmann, neuro-surgeon of Oklahoma City. His subject will be "The Intervertebral Disc Problem." Only one meeting will be held in May in view of the lengthy scientific offerings of the annual meeting of the Oklahoma State Medical Association in Oklahoma City on May 16-20.

As is the custom, the Tulsa County Medical Society will not meet except on call of the President during the months of June, July, and August. Programs



**GEORGE H. REZEK, M.D.**

Nationally known gynecologist and obstetrician who will speak before the Tulsa County Medical Society on Monday, April 12, 1948, at 8:00 P.M., The Mayo, Tulsa. His subject: Menstrual Disturbances at Puberty.

will be resumed on September 13, 1948, when Dr. Paul H. Holinger, Associate Professor of Otolaryngology, University of Illinois School of Medicine, Chicago, will speak on the subject, "Bronchogenic Tumors."

Attendance at scientific meetings has been steadily increasing, records of the Society show. A figure of 111 was recorded for the March 8th appearance of Dr. Edward Reinhard, whose comprehensive discussion of radioactive isotopes in medicine proved to be a stand-out lecture in the current series. Dr. E. Rankin Denny's Program Committee is now following a policy of out-of-city speakers for the first program of the month, local Tulsa physicians for the subsequent meetings. Discussions have been organized preparatory to the meeting with regular discussion leaders assigned in advance.

## OSMA CONVENTION DATES FIXED FOR MAY 17-19

Members of the Tulsa County Medical Society planning to attend the 55th Annual Meeting of the Oklahoma State Medical Association, May 17-19, at Oklahoma City, are urged to write now for hotel reservations. While adequate housing facilities will be available, it will not be possible to place all delegates and visiting members at the convention hotels, the Skirvin and the Skirvin Tower.

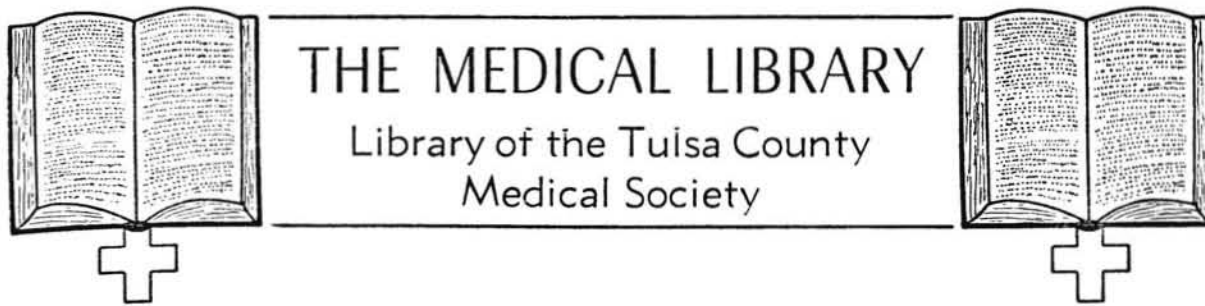
Reservations should be sent directly to the Oklahoma State Medical Association, 210 Plaza Court, Oklahoma City, specifying date and time of arrival, length of stay, and type of accommodations desired. The Executive Offices of the Tulsa County Medical Society will also place reservations for members with the understanding that the rooms will be confirmed by the Hotel.

The pre-war practice of scientific medical exhibits will be renewed at this year's convention, although a maximum of 10 such exhibits can be accepted due to space requirements. Any doctor wishing to submit a scientific exhibit should apply for space immediately by writing directly to the Association offices. Requests are filled on a first come-first served basis.

The House of Delegates will meet Sunday, May 16, one day preceding the opening of the scientific sections. Tulsa County delegates will caucus on Friday, April 16, 1948, for a discussion of convention business. For delegates wishing to fly to Oklahoma City, the Executive Secretary will make reservations for the Continental flight arriving in Oklahoma City at 7:15 A.M.

## DUES ARE PAYABLE

A very few members of the Tulsa County Medical Society have not paid their 1948 membership dues. These doctors are reminded that they will not be admitted to the annual convention of the Oklahoma Medical Association without a 1948 membership card. Dues are \$100.00, payable in two installments of \$50.00 if preferred.

**Medical Library Committee:**

Morris B. Lhevine, M.D., Chairman

Fred E. Woodson, M.D.

W. A. Showman, M.D.

John G. Matt, M.D.

Robert E. Funk, M.D.

Miss Irma A. Beehler, *Librarian*  
Telephone 4-1461**NEW MEDICAL LIBRARIAN APPOINTED**

The Medical Library Committee takes pleasure in announcing the appointment of Miss Irma A. Beehler as Librarian to the Tulsa County Medical Society, effective April 1, 1948. She will succeed Mrs. Billie-David Anderson, resigned. Miss Beehler is a graduate of the University of Minnesota and was formerly employed by the Federal Reserve Bank of Minneapolis and the Equitable Trust Company of New York City. For several years she has made her home in Tulsa and since 1944 has been employed as Reference Librarian at the Tulsa City Library. The Committee feels fortunate in securing a qualified librarian for this post. The members of the Tulsa County Medical Society are urged to make her acquaintance at their earliest convenience and to feel free to request her assistance at any time when she may be of service.

**LAST CALL FOR BINDERY ITEMS**

The Librarian is now preparing a periodic selection of material for the bindery. Members of the Tulsa County Medical Society who wish to include private material for binding in this shipment should contact the Librarian promptly. The Library will arrange for the binding of the material. The doctor will be billed for the actual cost of binding plus transportation charges.

**UNION LIST OF SERIALS PURCHASED**

A recent and valuable addition to the Library of the Tulsa County Medical Society is **The Union List of Serials**, published by the H. W. Wilson Company. This reference source lists all major libraries in the United States, stating what periodicals are on file in the individual libraries. The material is further broken down to show which particular issues are actually available. In this manner, it becomes possible to locate any particular issue of any particular periodical and to arrange for its loan or exchange. The voluminous reference is annually supplemented.

**HISTORIC MEMENTOES SOUGHT**

The Library of the Tulsa County Medical Society is very anxious to increase its collection of historical material pertinent to the growth of the medical profession in Tulsa County. Old photographs, staff proceedings, clippings, and other mementoes about Tulsa County doctors and hospitals will be appreciated. These will be kept and supplemented from time to time.

**USE YOUR LIBRARY**

## PUBLIC RELATIONS PROGRAM UNDER WAY

Seven-Point Plan of the Oklahoma State Medical Association Designed To Improve Doctor-Patient Relationship and Encourage Professional Good Will.

An extensive public relations program inaugurated several months ago by the Oklahoma State Medical Association was seen last month as rapidly approaching an effective degree of operation. Pointing out the necessity of adequate time to create the working machinery of the project, Association officials said full development and utilization of the various media would require several months more for maximum results.

The seven-point program, embracing all types of media for the dissemination of information, is designed primarily to improve the doctor-patient relationship, to create a general good will towards the profession as a whole, and in some measure to strengthen the profession within itself. Based on an exhaustive study of similar public relations programs conducted elsewhere in the United States, the Oklahoma project comprises the best points of more than a dozen successful plans.

Administration of the program is under the direction of the Association's Public Policy Committee with Dr. McLain Rogers of Clinton as Chairman. Dr. Charles G. Stuard of Tulsa is a member of the group and will direct the Public Speaking portion of the project.

The public relations program is currently financed by an increase of \$20.00 in the annual dues of the Oklahoma State Medical Association for 1948. This increase, voted almost unanimously by the House of Delegates last May, is expected to produce upwards of \$25,000 for prosecution of the program. It is not known if this sum will be entirely expended within the current year, or whether it will be used over a longer period of time. With the House of Delegates scheduled to meet in Oklahoma City on May 16, 1948, it is problematical at this time if the increased figure of \$42.00 will again be authorized for 1949. Association leaders in Tulsa recently observed the handicap of seeking the increased dues for another year

when the public relations plan has not had sufficient time as yet to justify itself.

The current program will primarily utilize newspaper advertising, radio, promotional literature and media (awards, contests, literature), public speaking engagements, professional relations (daily doctor-patient contacts), visual education, and the Women's Auxiliary to the Oklahoma State Medical Association.

The newspaper advertising campaign is an extensive of a similar project inaugurated two years ago by the Association with funds raised by a special assessment of \$25.00 per member. This campaign alone was not considered sufficient to meet the public relations needs of the profession in Oklahoma. The present plan will utilize 138 weekly and daily Oklahoma newspapers reaching a reading public of 1,250,000 persons. These advertisements, institutional in character, are paid for at regular advertising rates. Continuation of the Association's news bureau service to Oklahoma newspapers will permit distribution of both news and feature articles dealing with medical science, medical economics, preventative health measures, etc.

The public speaking program will encourage the appearance of physicians before civic and professional groups, discussing medical matters of interest to the laity. Dr. Charles G. Stuard, director of this division of the plan, reported that response to an appeal for speakers from among the membership of the Tulsa County Medical Society had been very favorable. Speakers will use both prepared speeches and those of their own development.

Radio will be utilized where possible and an experimental program over Radio Station KOCY, Oklahoma City, has already begun. The Awards and Contests program will be concentrated primarily in the schools and among teen-age children's organizations.

*(Continued On Page 20)*





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# PRESIDENT'S PAGE

Since its inception eight years ago I have been a strong booster for the Oklahoma Blue Cross Plan and by reason of my interest have been privileged to serve as a member of the Board of Trustees of Group Hospital Service, administrators of the Plan. Originally, my interest in the organization of Blue Cross by the Tulsa County Medical Society was stimulated by a strong desire to counteract the growing inroads of state medicine. Like many another Tulsa doctor, and their professional friends over the United States, I saw in Blue Cross the logical answer to the vast complicated pork barrel of state medicine which was infesting the thinking of our nation's voters and lawmakers. After some eight years in which Blue Cross has taken huge strides of progress, growing into huge proportions in all but one of the 48 states, the Plan remains the best and soundest answer yet devised as a counter-agent to the socialistic schemes of Senators Wagner and Murray.

In those eight years, however, Blue Cross has come to mean something more than an effective weapon against state medicine. It has taken firm root as a life-saving solution to the increasingly high costs of hospitalization. From the minds of thousands of policy-holders and beneficiaries it has removed the spectre of unforeseen hospitalization costs, encouraging the patient to go to the hospital as the doctor indicates. Much of the money freed by the protection of Blue Cross has in turn gone into needed medical care and improved standards of personal attention. In short, a four-fold benefit has been realized: (1) hospitals are collecting a much greater average of charges than ever before, (2) from money diverted from hospital costs, doctors are receiving adequate fees paid with greater promptness, (3) the public attitude towards doctors and hospitals is greatly improved as they enjoy greater peace of mind, and (4) a near-fatal blow has been struck at state medicine.

Sincerely,



President.

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# The BULLETIN

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*Editorial Supervisor*

BENJAMIN W. WARD, M.D.

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*Associate Editors*

JACK SPEARS, *Managing Editor*



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No. 4

## A FAIR TRIAL

Several months ago the Oklahoma State Medical Association embarked upon an extensive public relations program designed to improve the doctor-patient relationship and to increase the stature of the medical profession of Oklahoma in the eyes of the general public. This far-reaching program is patterned after similar projects conducted with some considerable success by organized medicine in other states. It was undertaken in Oklahoma only after months of careful study by an investigating committee and with the full approval of the House of Delegates of the Association. Special attention is devoted to the specific needs of the profession in this State. Virtually all types of media for the dissemination of information are being employed by the Oklahoma plan, and when fully developed the program will be of unusual proportions.

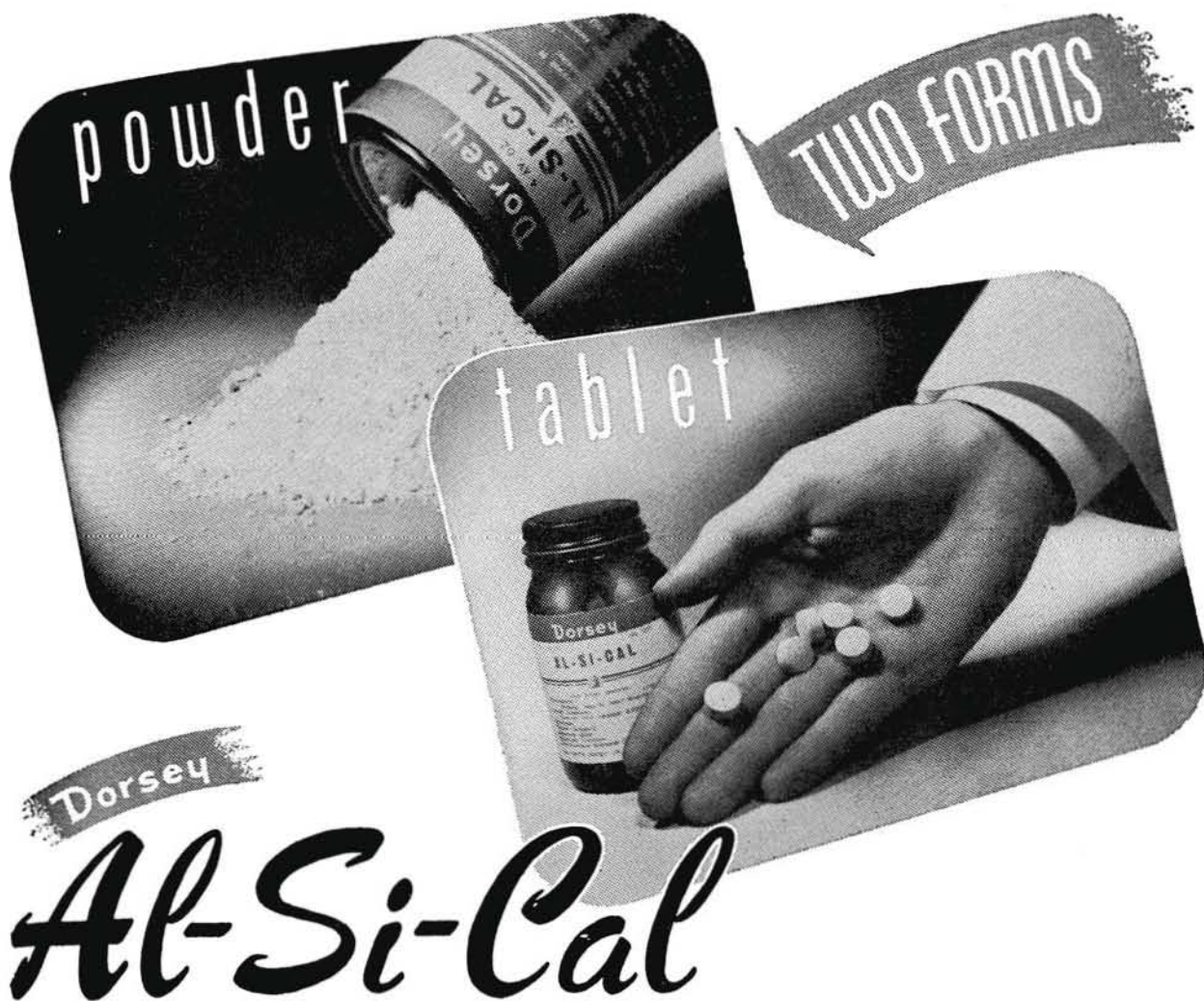
To finance this program, the annual membership dues for 1948 to the Oklahoma State Medical Association were increased by twenty dollars. This increase has not been well received by the rank and file of the Oklahoma profession, not so much from unwillingness to spend the additional twenty dollars but in question of the value derived from the expenditure. There has been a gen-

eral dissatisfaction with a previous program confined to institutional advertising in newspapers, conducted by the Association with funds raised by special assessment. Many physicians have also expressed doubt that the proposed public relations program will be of value because it fails to provide an effective solution to many fundamental problems of Oklahoma medicine—distribution of medical care, for instance. Other doctors believe that no formal program of public relations will be of value unless predicated on a sound doctor-patient relationship. Such a theory recognizes the premise that public relations must begin in the doctor's own office. While this is a part of the current plan of the Association, it is poorly developed and certainly is not prerequisite to the performance of the other portions of the program. Finally, too many Oklahoma doctors have objected in principle to the public relations program without fully acquainting themselves with the specific details and objectives of the project. While some of these objections are valid, others are not.

Today, almost a full year after the authorization of the program and six months after the approval of the specific program, the Association is just beginning to place the plan into operation. The machinery necessary to carry into effect the provisions of the program is just now beginning to move. The tangible results probably will not be reflected for several months. If the program is carried out in the general manner in which it has been planned, with the bolstering of a few weak spots, the medical profession should benefit immeasurably. The program is not a bad program—on the contrary it is very sound and constructive.

There is no question about the need for some type of public relations program for the medical profession, not only in Oklahoma but in all states as well. The proposed plan is worthy of a fair trial. It should not be condemned before it actually goes into effective operation, and ample opportunity must

*(Continued On Page 20)*



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## APRIL MEDICAL CALENDAR

### THURSDAY, April 1st:

All members of the Tulsa County Medical Society who have not paid their 1948 membership dues, or portion thereof, as of this date are suspended from membership privileges.

### SUNDAY, April 4th:

Medical Broadcast, "Goiter—The Common Enemy," Radio Station KOME, 10:15 P.M. Speaker, Dr. H. Lee Farris.

### MONDAY, April 5th:

Hillcrest Hospital Staff Meeting.

### TUESDAY, April 6th:

Postgraduate Course in Basic Sciences, St. John's Hospital, 7:00 P.M. Subject, "Applied Anatomy of Joints." Speaker to be announced.

### WEDNESDAY, April 7th:

Board of Trustees Meeting, Tulsa County Medical Society. Time and place to be announced.

### SUNDAY, April 11th:

Medical Broadcast, "How Well Do You See?" Radio Station KOME, 10:15 P.M. Speaker, Dr. Charles G. Stuard.

### MONDAY, April 12th:

Scientific Meeting, Tulsa County Medical Society, The Mayo, 8:00 P.M. Subject, "Menstrual Disturbances in Puberty." Speaker: Dr. George H. Rezek, Associate Professor of Obstetrics, University of Illinois, Chicago, Illinois. Discussion by Dr. William F. Thomas, Jr., and Dr. W. Carl Lindstrom.

### TUESDAY, April 13th:

Postgraduate Course in Basic Sciences, St. John's Hospital, 7:00 P.M. Subject, "Descent of the Testis and Anatomy of Inguinal and Femoral Hernia." Speaker to be announced.

### FRIDAY, April 16th:

Caucus of Tulsa County members, House of Delegates, Oklahoma State Medical Association, 1202 Medical Arts Building, 1:00 P.M.

### SUNDAY, April 18th:

Medical Broadcast, "Public Health Nursing," Radio Station KOME, 10:15 P.M. Speaker, Dr. E. Malcolm Stokes.

### MONDAY, April 19th:

Hillcrest Hospital Staff Meeting.

### TUESDAY, April 20th:

Postgraduate Course in Basic Sciences, St. John's Hospital, 7:00 P.M. Subject and speaker to be announced.

Copy deadline for the May issue of The Bulletin.

### SUNDAY, April 25th:

Medical Broadcast, "Modern Industrial Medicine," Radio Station KOME, 10:15 P.M. Speaker, Dr. Gifford H. Henry.

### MONDAY, April 26th:

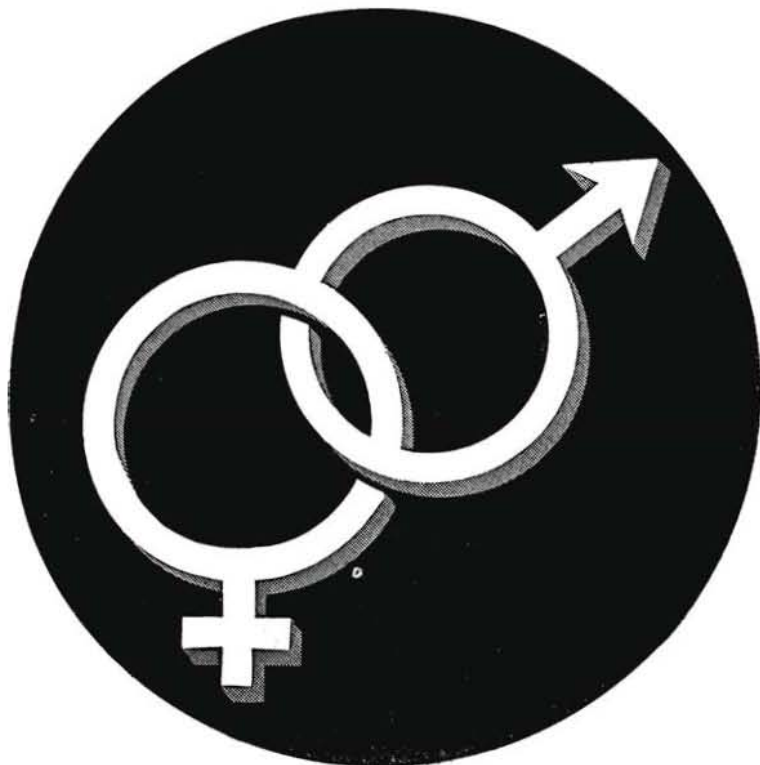
Scientific Meeting, Tulsa County Medical Society, The Mayo 7:00 P.M. Subject: "Ocular Fundi Changes Encountered in the More Common Systemic Diseases." Speaker, Dr. Charles G. Stuard. Discussion by Dr. Charles H. Haralson and Dr. D. L. Edwards. Business Session.

### TUESDAY, April 27th:

Postgraduate Course in the Basic Sciences, St. John's Hospital, 7:00 P.M. Subject and speaker to be announced.

### FRIDAY, April 30th:

Quarterly premiums, Office Assistants Group, Blue Cross Hospital Insurance, due and payable on this date. Final date for payment, May 10, 1948.



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1. Gusberg, S. B., Am. J. Obst. & Gyn. 50:502, 1945.

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## NEW MEMBERS

The following physician was elected to membership in the Tulsa County Medical Society at the regular meeting of the Tulsa County Medical Society on Monday, March 22, 1948:

**Alexander M. Bernstein, M.D.** Radiologist. Office, B-7 Medical Arts Building, Tulsa. Doctor of Medicine Degree, University of Illinois School of Medicine, Chicago, Illinois, 1937. Interned Mt. Carmel Hospital, Columbus, Ohio. Residency Training, 1939-41, at Boston, Montreal, and New Orleans. United States Army Medical Corps, 1941-46. United States Veterans Administration, Chicago, Illinois, 1946-48. By transfer from the Chicago Medical Society. Recommended by Dr. Morris B. Lhevine and Dr. Joseph Fulcher.

Applications to be voted upon at the regular meeting of April 26, 1948, include the following:

**Joseph Salamy, M.D.** General Practice. Office, 2523 East 11th Street, Tulsa. Doctor of Medicine Degree, University of Oklahoma School of Medicine, 1944. Interned Dallas Methodist Hospital, Dallas, Texas. United States Medical Corps, 1944-48. Recommended by Dr. H. D. Murdock and Dr. Paul N. Atkins, Sr.

The St. John's Tumor Clinic, newly organized diagnostic and treatment center for cancer, opened Tuesday, March 2, 1948, at St. John's Hospital. Success of the project seems assured with widespread interest among the laity and medical profession alike indicated during the first month of operation. Tulsa doctors are reminded of the Clinic's availability to the indigent and under certain conditions to private patients. Physicians are urged to utilize the Clinic facilities as needed.

Staffing the Mobile Cancer Clinic at Cushing last March 19 were DR. A. RAY WILEY, DR. E. MALCOLM STOKES, and DR. BERGET H. BLOCKSOM.

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## EDITORIAL

(Continued From Page 14)

be given to the program to properly demonstrate its value. The Tulsa County Medical Society should lend full support to what appears to be one of the soundest projects yet undertaken by the Oklahoma State Medical Association. Whatever shortcomings or weaknesses the plan may have are outweighed by its potential advantages.

## PUBLIC RELATIONS

(Continued From Page 10)

Motion pictures are seen as valuable in the program although limited by the comparative lack of equipment. Films would be necessarily obtained from the American Medical Association, United States Public Health Service, the American Cancer Society, and other sources, as the cost of production of tailor-made films is too costly.

Most Tulsa observers recognize the Professional Relations provisions of the program as the most significant and valuable part of the plan. Sadly neglected in the past, the doctor-patient relationship is the most reliable method of promoting excellent public relations. The problem of developing this phase of the program was recognized by the Public Policy Committee in its recommendations. Dealing with less tangible factors, this part of the program suffers considerably from lack of detailed procedures necessary to place it into operation. The Committee has suggested initial studies into improved methods of office management, careful attention to financial relationship, the problem of house and night calls, office appointments, civic leadership by physicians, and proper training and conduct of office assistants. Admittedly poorly developed, the Professional Relations phases of the program offers the greatest opportunity for production of tangible results.

Congratulations to DR. BERGET H. BLOCKSOM, recently certified as a Diplomate of the American Board of Urology, and DR. H. J. RUBIN, certified as a Diplomate of the American Board of Pediatrics.

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