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TULSA COUNTY MEDICAL SOCIETY



THE BULLETIN

of the Tulsa County Medical Society

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IN THIS ISSUE



**Two-Session Cancer Symposium
Scheduled Here Sept. 26th**



Credit Bureau Reorganized



**A Moral Obligation —
An Editorial Of Importance**



Internists Plan State Meet

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BLOOD CENTER
Encourage Donors

September, 1949

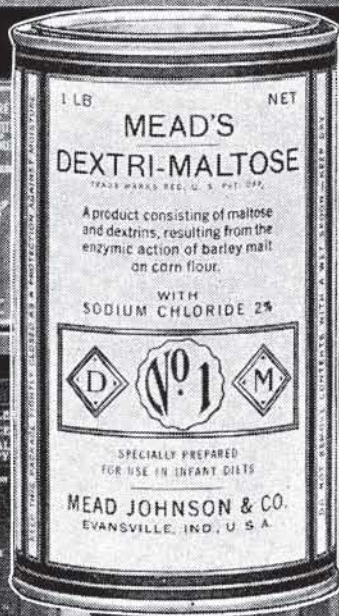
Vol. 15

No. 9

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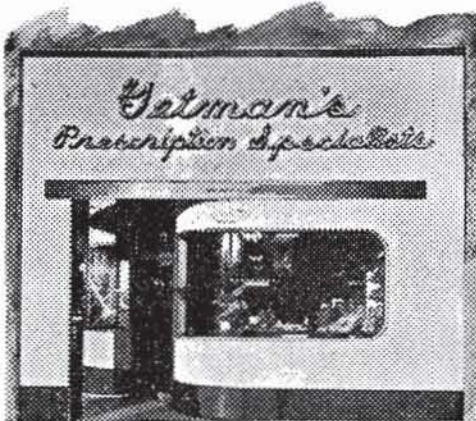
A black and white advertisement for Coca-Cola. The central image shows a hand holding a glass bottle of Coca-Cola, with a glass of the beverage being poured. The bottle has the classic Coca-Cola script logo on it. In the background, there is a circular logo with the word "Drink" above the "Coca-Cola" script, and the words "Delicious and Refreshing" below it. The overall composition is dynamic, with strong highlights and shadows.

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Vol. 15

TULSA, OKLAHOMA, SEPTEMBER, 1948

No. 9

SCIENTIFIC MEETINGS TO RESUME

Cancer Symposium With Four Nationally Known
Doctors Scheduled For September 26, 1949. Dr.
Averill Stowell To Open Fall Series.

The regular monthly scientific programs of the Tulsa County Medical Society will resume Monday, September 12, 1949, at the Mayo Hotel when Dr. Averill Stowell, Tulsa neuro-surgeon, will present a paper entitled "Intractable Pain." Two weeks later, on September 26, the Society will jointly sponsor with the American Cancer Society a symposium on malignancies of the gastrointestinal tract featuring four nationally known medical personalities.

The cancer symposium will be staged in two separate sessions, the first to begin at 4:00 P.M. in the Ivory Room of The Mayo. After a break for dinner a second session will start at 8:00 P.M. The time for the first session has been set at the late hour afternoon to permit members of the Tulsa County Medical Society and other visiting physicians to complete their office practice.

The four speakers for the symposium and the individual subjects which they will discuss are:

Dr. M. K. Barrett, Surgeon, National Cancer Institute, Bethesda, Maryland, "Malignancies of the Stomach."

Dr. W. J. Merle Scott, Associate Professor of Surgery, University of Rochester, and Urologist in Chief, Memorial Hospital, Rochester, New York. "Malignancies Of The Small Bowel and Right Colon."

Dr. Galen M. Tice, Professor of Radiology, University of Kansas School of Medicine, Kansas City, Kansas. "Radiology of Malignancies of the Gastro-Intestinal Tract."

Dr. Herman E. Pearse, Professor of Surgery, University of Rochester, and surgeon at the Strong Memorial Hospital, Rochester, Minnesota. "Malignancies of the Sigmoid and Left Colon."

A question and answer period will follow both sessions of the symposium. There will be no business meeting which will be scheduled for the earlier meeting of September 12, 1949.

Dr. Averill Stowell, who will inaugurate the Fall series with presentation of the nature of intractable pain, is a graduate of Princeton University with a medical degree from Johns Hopkins University, Class of 1938. Formerly in practice as a member of the staff of Cleveland Clinic, he is now associated with Springer Clinic of Tulsa. A diplomate of the American Board of Neurological Surgery, Dr. Stowell served overseas during World War II as a neuro-surgeon with forces in Great Britain. His paper will be discussed by Dr. Robert A. Hayne.

Other meetings scheduled to round out the Fall series of scientific presentations include the following:

October 10, 1949. "Problems of Nutrition in the Infant." Dr. Peter G. Danis, pediatrician, St. Louis, Missouri.

Tuesday, November 22, 1949. Tentative program to feature as speaker Dr. R. Willis, Pathologist In Chief, London Cancer Hospital, London, England.

November 28, 1949. Untitled paper in Surgery by Dr. Edward L. Moore, Tulsa.

December 12, 1949. Annual business meeting and election of officers. No

scientific program.

Dr. Berget H. Blocksom has been named by President John E. McDonald to succeed Dr. E. Rankin Denny as Chairman of the Program Committee of the Tulsa County Medical Society. Dr. Denny has recently removed his practice to Asheville, North Carolina.

The cancer symposium scheduled for September 26 will also be presented in several other Oklahoma towns during the week of September 26-30 with the Oklahoma Division of the American Cancer Society, the Oklahoma State Medical Association, and the Oklahoma State Health Department joining as co-sponsors. It will be similar to the fine symposium held two years ago in Tulsa and other Oklahoma localities.

The four physicians headlining the

cancer symposium were selected for their knowledge of the subject and reputation in their field, as well as their speaking abilities. Dr. Galen M. Tice is a diplomate of the American Board of Radiology, and well known for his studies in the diagnosis of cancer. Dr. Herman E. Pearse, a diplomate of the American Board of Surgery, has gained a wide reputation in surgery in nearly twenty years at the University of Rochester. Dr. W. J. Merle Scott, also of the University of Rochester, is best known for his urological studies, while Dr. M. K. Barnett devotes his entire professional time to surgery of malignancies at the famed National Cancer Institute of Bethesda, Maryland.

Both meetings will be held at The Mayo Hotel, Tulsa.

INTERNIST GROUP PLANS STATE MEET SEPTEMBER 10

Four Tulsa internists will appear on the program of the Third Annual Oklahoma Regional Meeting of the American College of Physicians, to be held on Saturday, September 10, 1949, at Oklahoma City. They are Dr. Earl I. Mulmed, Dr. Felix R. Park, Dr. Albert W. Wallace, and Dr. H. A. Ruprecht.

The sessions will be held in the Main Auditorium of the University of Oklahoma School of Medicine with an informal dinner closing the one-day meeting at the Oklahoma City Golf and Country Club. Dr. E. G. Hyatt of Tulsa will preside at the morning session.

The complete program follows:

9:00 A.M. Registration.

9:45 A.M. Governor's Welcome. Dr. Wann Langston, Oklahoma City.

10:00 A.M. "Recent Advances in Liver Function Tests." Dr. Earl I. Mulmed, Tulsa.

10:15 A.M. "Lower Nephron Nephrosis." Dr. P. M. McNeill, Oklahoma City.

10:30 A.M. Clinical Session. Dr. Minard Jacobs, Oklahoma City.

11:15 A.M. "The Insulins in Diabetes." Dr. Albert W. Wallace, Tulsa.

11:30 A.M. "Experience With Hormonal Imbalance in Diabetic Pregnancies." Dr. Bert F. Keltz, Oklahoma City.

11:45 A.M. "The Differentiation of High Cord Lesions From Multiple Sclerosis." Dr. Alvin Rix, Oklahoma City.

12:00 Noon. "Newer Advances in the Knowledge of Sodium Metabolism and its Application to Internal Medicine." Dr. John R. Taylor, Kingfisher.

12:15 P.M. Panel on the Use of Anticoagulants. Dr. Wann Langston, Oklahoma City; Dr. W. S. Middleton, Madison, Wisconsin; and Dr. Homer A. Ruprecht, Tulsa.

1:30 P.M. Luncheon. Dr. Mark R. Everett, Dean of the University of Oklahoma School of Medicine, Presiding.

2:30 P.M. "The Management of Meningitis." Dr. Carroll Pounders, Oklahoma City.

2:45 P.M. "Congenital Toxoplasmosis." Dr. J. K. Thompson, Fort Smith, Arkansas.

3:00 P.M. "Newer Advances in the Use of Antibiotics." Dr. Douglas M. Gordon, Ponca City.

3:15 P.M. "Collagen Fiber Diseases." Dr. William S. Middleton, Madison, Wisconsin, President-Elect of the American College of Physicians.

3:45 P.M. Clinical Pathological Conference. Dr. Hugh Jeter, Oklahoma City, and Dr. Felix R. Park, Tulsa.

6:30 P.M. Social Hour and Dinner. Speakers, Dr. Middleton and Dr. Lewis J. Moorman, Oklahoma City.



THE MEDICAL LIBRARY

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GIFTS OF THE MONTH—:

Dr. E. G. Hyatt. A number of volumes including the following:
 McCrea: Osler's Principles and Practice Of Medicine, 10th Edition, Appleton. 1925.
 Foster: Examination of Patients, Saunders. 1924.
 Trumper-Cantarow: Biochemistry in Internal Medicine, Saunders. 1932.
 Levine: Clinical Heart Disease, Saunders. 1936.
 Bethea: Clinical Medicine, Saunders. 1929.

Dr. & Mrs. Leon H. Stuart. In memory of Mrs. Harry D. Murdock, a new textbook in surgery. We have chosen the 1949 edition of Orr's Operations Of General Surgery, which is now on the press but expected to be published shortly.

NEW ACQUISITIONS—:

Hamilton & Hardy: Industrial Toxicology. Second Edition, Paul B. Hoeber, Inc., New York, N.Y., 1949, pp. 574. This edition is not only rewritten but also considerably enlarged. During the fifteen years since the publication of the first edition great advances have been made in our knowledge of industrial poisons, their action on the human body, and methods of protection. The complexity of the problem has increased because of the number of solvents, metals and radioactive substances encountered in industry.

Directory of Medical Specialists. Volume 4, 1949, A. N. Marquis Company, Chicago, Illinois. Containing only biographies of specialists holding certificates issued by American Boards.

RECENT PUBLICATIONS BY MEMBERS OF THE TULSA COUNTY MEDICAL SOCIETY—:

Berget H. Blocksom, M.D. Retropubic Approach to Prostatectomy. Journal of the Oklahoma State Medical Association, 42:331. August, 1949.

Ben F. Gorrell, M.D. A Case of Malignant Exophthalmos. Proceedings of the Staff, Hillcrest Hospital, May, 1949.

W. A. Showman, M.D. Contact Dermatitis. Journal of the Oklahoma State Medical Association, 42:320, August, 1949.

W. A. Showman, M.D. Balanitis Xerotica Obliterans. Report of two cases. Southern Medical Journal, 42:384-387, May, 1949.

Averill Stowell, M.D. Role of Cervical Sympathetics in Treatment of Pain. Journal of the Oklahoma State Medical Association, 42:185, May, 1949.

K. F. Swanson, M.D. and Charles A. Hulse, M.D. Primary Renal Neoplasma. Journal of the Oklahoma State Medical Association, 42:190, May, 1949.

Sol Wilner, M.D. Roentgenologic Manifestations of Some Gastro-Intestinal Lesions. Proceedings of the Staff, Hillcrest Hospital, June, 1949.

USE YOUR LIBRARY

PRESIDENT'S PAGE

The defeat of President Truman's Reorganization Bill Number One in the United States Senate last month represents another blow at the Administration's hope of foisting state medicine upon the taxpayer at this session of Congress. Had the proposed bill been approved by the Senate and subsequently by the House, a cabinet post of Secretary of Welfare would have been created for Mr. Oscar Ewing, the Federal Security Administrator who has been a major sparkplug in the fight for compulsory federal health insurance. The new Department of Welfare would have constituted a powerful new mechanism to set up a system of socialized medicine and would have vastly increased the scope of influence which Mr. Ewing and the Falk-Davis gang now enjoy.

I am told that a large number of formal protests to the President's Reorganization Bill Number One were lodged with senators by individual doctors from over the nation. It is a healthy sign when the Medical Profession begins to take more than a passing interest in what is going on in Washington. Our negligence in that respect in past years has brought the threat of state medicine to our doors. I am hopeful that more and more individual medical men will write their opinions on current legislation to their senators and congressmen. When our representatives become aware of the strength of our united opinion, there is going to be a greater hesitancy to enact legislation contrary to medical interests. I am sure this need not be confined to medical legislative proposals alone, but certainly the focus of our interests should be those acts which directly affect health and medicine.

Sincerely,



President



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The BULLETIN

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BENJAMIN W. WARD, M.D.

RALPH F. MARTIN, 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.

Vol. 15 SEPTEMBER, 1949 No. 9

A MORAL OBLIGATION

During a chance conversation with an executive of the Blue Cross Plan of Oklahoma recently the writer received some disquieting information. The wide utilization of hospital facilities by the members of the profession is certain to have an adverse effect upon Blue Cross premium rates. The admission ratio of Blue Cross patients to hospitals is among the highest in the nation. With a present economic trend settling downward it does not appear wise to encourage any increase in premiums at this time. Medicine is depending strongly upon the successful operation of the Blue Cross Plan to be a major factor in combating socialized medicine. As doctors we must, therefore, assume a responsibility in the Blue Cross program.

At once, someone argues that the best possible advertisement Blue Cross can have is the extensive use of the hospitalization benefits it affords. There can be no defense against this argument provided always that there be a definite need for such hospitalization. It has always been a fixed policy of Blue Cross, from which it has never wavered, that there be no interference with the physician in his right of decision as to the need for hospitalization. This policy is sound and should never be departed from at any time. However, it places a

distinct obligation upon us to eliminate as far as possible all abuses of the right to hospital care as provided under the Blue Cross Plan. Freedom always carries with it responsibilities that cannot be avoided else this precious possession be lost.

To be specific, these are examples of unfortunate "use" of hospital facilities as provided by Blue Cross. Mr. Jones comes in to the surgeon with a modest sized sebaceous cyst on his back which he wants removed. He mentions that he has Blue Cross insurance and wants the cyst removed at the hospital. This is very satisfactory to the surgeon, particularly if he can envision certain technical difficulties even though they be minor. However, he must remember that this free employment of Blue Cross privileges for such minor surgery is very expensive to the organization. When the patient is kept in the hospital more than a few hours without complications being present, then it is indefensible.

Mrs. Smith approaches the medical man with, "Doctor, I have a bad cold and besides I need a rest. Send me to the hospital for a week. I have Blue Cross." If this request is met—and it often is—a grave injustice is visited upon that portion of the public participating in the Blue Cross Plan as well as upon the medical profession in general. Again, patients convalescing from surgery are often kept in the hospital many days longer than necessary to await the arrival of a visiting relative who will act as a companion at home.

Tact is required, diplomacy needed when the physician handles these problems with the patient, and so is courage. Courage to protect a badly needed ally; courage to justify his freedom. It is suggested that the Tulsa County Medical Society at its first Fall business meeting take steps to investigate this situation. This action should be undertaken with the view of educating the membership as to the proper use of Blue Cross and our responsibilities as doctors—B.W.W.

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MEDICAL CREDIT BUREAU REORGANIZED

Separation of Collection Agency From Executive Offices of the Tulsa County Medical Society Necessitated By Growing Volume of Work. Mrs. Lola Fink Named Bureau Manager.

The Tulsa County Medical Society last month completed plans for the separation of its Executive Offices and the Medical Credit Bureau, official credit and collection agency of the Society. The reorganization will permit the employment of specialized collection personnel, freeing the Executive Secretary to devote full time to the Society's increased activities.

Mrs. Lola Fink, veteran Tulsa collection woman, was named Manager of the Medical Credit Bureau. She will assume her new duties September 1, 1949, under the direction of the Medical Credit Bureau Committee. Increased to a five-man committee, the new supervisory group will include Dr. Paul Grosshart, Chairman, Dr. Walter F. Sethney, Dr. H. H. Porter, Dr. Richard E. McDowell, and Dr. Harold A. White. Additional personnel for the Medical Credit Bureau will also be employed to assist Mrs. Fink.

Formal permission of the Society to reorganize under the divorcement plan was granted at a special meeting of the membership on Wednesday, July 27, 1949, at the Mayo Hotel.

"The Board of Trustees has endorsed this reorganization plan because of the inability of the Medical Society personnel to handle both phases of the work," Dr. John E. McDonald, President of the Society, said. "Our Tulsa County Medical Society activities have demanded an increased amount of time, while the Medical Credit Bureau has likewise experienced a marked increase in the number of new accounts received from clients. The Board felt the divorcement of the Bureau from the Executive Offices would permit a more concentrated collection effort by expert collectors and would additionally free the Executive Secretary to handle our expanded program of activities."

Since its formation in 1939, the Medical Credit Bureau has been under the management of the Executive Secretary. The personnel of the Bureau was also required to handle the volume of steno-

graphic and other duties attendant to the functioning of the Tulsa County Medical Society. Recommendations for a separation of the two functions were first made to the Board of Trustees last December when the Executive Secretary suggested the change in his annual report. Action was postponed for six months to permit a study of the situation.

"We feel most fortunate in securing the services of Mrs. Lola Fink to manage the Medical Credit Bureau," Dr. Paul Grosshart, Committee Chairman noted. "She has had many years of experience in this field and is quite capable of handling delinquent medical accounts. The Committee plans to assist her in a campaign to increase the number of clients using the Bureau, and we believe her productive results will encourage further expansion of the Bureau's services and personnel."

Committee members pointed out that the members of the Society have a distinct advantage in using the Bureau. First, it offers comparable collection and credit service at fees below those charged by most professional agencies, and second, the profits of the Bureau are applied to the cost of operating the Tulsa County Medical Society. The net result is that clients receive good collection work at a lower fee with a dividend in addition.

The Medical Credit Bureau now charges a fee of one-third of the amount collected on each account serviced, except that a fee of one-half is charged for accounts which are outlawed (over three years in age), which require legal services, which are out-of-town, or which are less than \$3.00 in total amount. About 70 per cent of all accounts serviced are collected at the basic fee of one-third.

The Bureau retains the services of an attorney to handle accounts requiring legal action and has correspondents in all cities and towns in the United States and Canada. The Bureau attempts to arrange a regular series of periodic payments to

(Continued On Page 20)

D. L. KINCAID
(Kinney)

RAYMOND EWERS

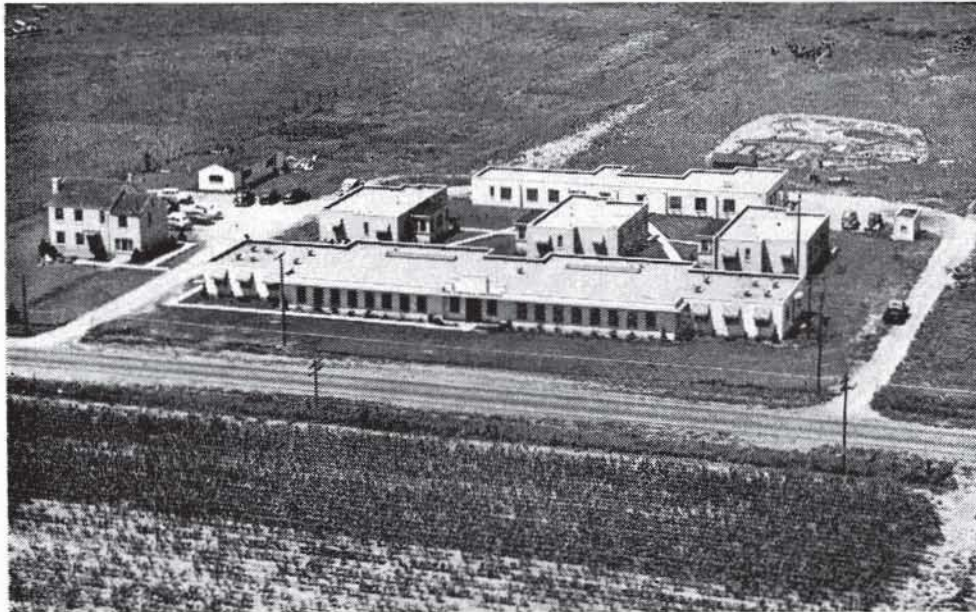
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TULSA PHARMACISTS SPONSOR STATE MEDICINE BROADCASTS

Four leading Tulsa pharmacies are now jointly sponsoring a daily five-minute radio program which makes an intelligent and direct attack upon compulsory federal health insurance and other plans of socialized medicine. Entitled "Highway To Happiness," the daily stint is heard Monday through Friday at 4:55 P.M. over Radio Station KTUL. Sponsors of the series, which will continue through fifteen weeks, are the Medical Arts Prescription Shop, Curtain's Prescription Laboratories, T. Roy Barnes Drugry, and the Professional Drug Shop.

The new program bears the endorsement and support of the Public Policy Committee of the Tulsa County Medical Society with programs approved and edited by the Radio Sub-Committee, of which Dr. Robert E. Funk is Chairman. "We are much impressed with this series," Dr. Funk said last month, "and are grateful to the druggists who make it possible to bring intelligent information about socialized medicine to the public."

Four series of medical programs are now heard over Tulsa stations, each series either directly sponsored by the Society or bearing official Society endorsement. In addition to "Highway To Happiness" the Society endorses "Tell Me, Doctor," the official program of the Oklahoma State Medical Association, heard in Tulsa over Radio Station KTUL Monday through Friday at 5:15 P.M. Getman Drug Store has been the commercial sponsor of this series for several months.

The Society's own medical series,

"How's Your Health?" is heard each Saturday at 6:15 P.M. over Radio Station KOMA. Members of the Society appear as speakers for this transcribed series. The American Medical Association's transcribed broadcasts round out the program with weekly spots on the schedule of the University of Tulsa's Radio station KWGS.

DR. MARCIA FITE has removed her practice to the East.

DR. WILLIAM PRATT has joined the surgical staff of Springer Clinic.



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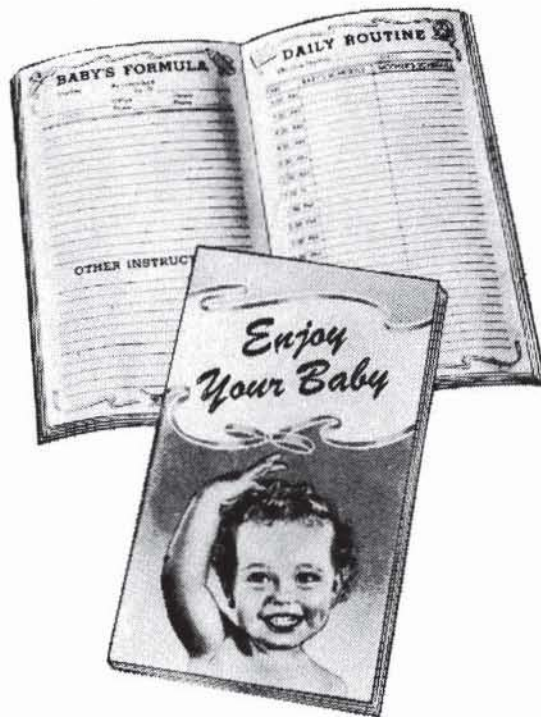
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BLOOD CENTER WINS NOD OF HOSPITAL APPROVAL

The success of the Tulsa County Red Cross Blood Center was evidenced last month as participating hospitals expressed approval of the Center's first six months of operation and willingness to continue under original participation agreements for an indefinite period.

At a meeting called to review the Center's progress since its opening last January, representatives of Tulsa hospitals stated they were in general satisfied with the Center's services and also with the uniform \$10.00 laboratory fee charged for processing of blood. While pointing out the need for correction of several minor problems, hospital officials urged increased margins of reserve supplies of several types of whole blood.

Dr. Felix R. Park, Chairman of the Blood Center Committee, again urged cooperation of members of the Tulsa County Medical Society in encouraging replacement donors at the Center. "We are seeking to have replacement donors constitute 75 per cent of the total number of donors coming to the Center," Dr. Park said. "Only in this manner can we maintain a high level of supply and protect against the emergency blood needs which arise from time to time."

Dr. Park complimented members of the Blood Center Staff and representatives of the sponsoring agencies, the Tulsa County Red Cross and the Tulsa County Medical Society, for their interest and effort in behalf of the Center.

ROSTERS AVAILABLE

Copies of the complete membership roster of the Tulsa County Medical Society are now available in reprint form from the Executive Offices, 1202 Medical Arts Building, Tulsa, Oklahoma. The Society will be happy to mail these without charge to persons or firms desiring them.

Speakers for "How's Your Health?"—the Tulsa County Medical Society's weekly radio series—last month were DR. DONALD V. CRANE, DR. H. LEE FARRIS, DR. MANUEL BROWN, DR. E. N. LUBIN, and DR. WALTER E. BROWN.

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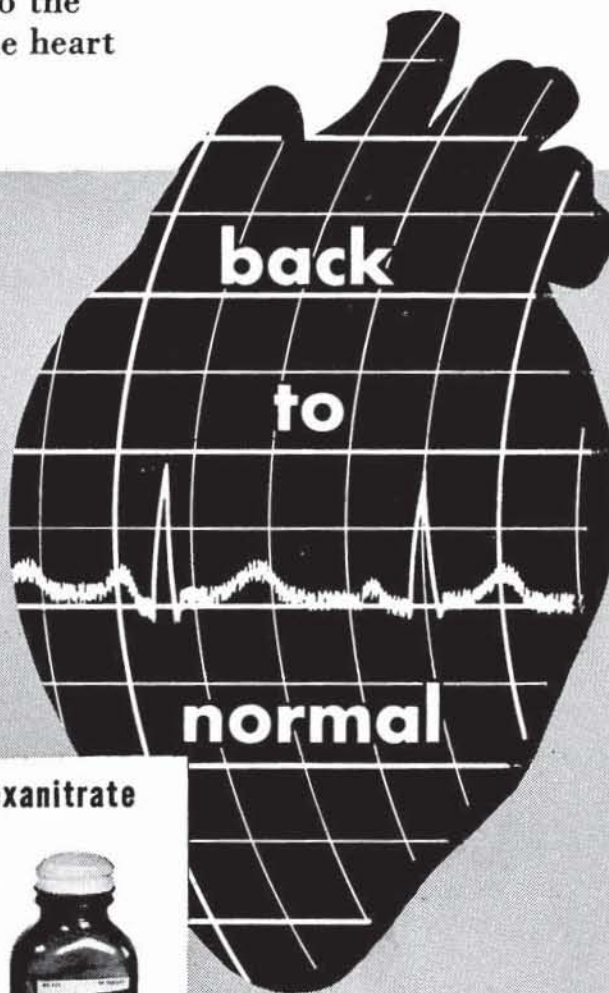
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NEW APPLICANTS

The following physician is an applicant for membership in the Tulsa County Medical Society.

Charles Edward Gilliland, M.D. 210 Court Arcade Bldg., Tulsa. Medical Degree, University of Kansas School of Medicine, 1911. Interned St. Margaret's Hospital, Kansas City, Kansas, one year. Resident in Pathology, Austin Presbyterian Hospital, Austin, Texas, 1913-16. Resident in Medicine, Barnes Hospital, Washington University School of Medicine, St. Louis, Missouri, 1916-19. In private practice, Terre Haute, Indiana, 1919-22; St. Louis, Missouri, 1922-49. Internal Medicine. Recommended by Dr. G. H. Henry and Dr. R. C. Pigford. By transfer from St. Louis County Medical Society. To be voted upon September 12, 1949.

MEDICAL CREDIT BUREAU

(Continued From Page 15)

liquidate all accounts referred by clients, providing it is not possible to obtain the full amount at once.

To refer accounts doctors may telephone the Medical Credit Bureau and official listing sheets will be mailed. Accounts should be listed by name, amount, last date of payment or service rendered, and any other pertinent information which will assist the Bureau personnel. In recording the address of the debtor, please be sure and note if mail has been returned from that address.

The work of the Tulsa County Medical Society will continue to be handled by the Executive Secretary, Mr. Jack Spears, under the supervision of the Board of Trustees. Miss Alma Hulet will continue as office secretary and stenographer. Both the Medical Credit Bureau and the Medical Society will continue to be housed in quarters at 1202 Medical Arts Building, Tulsa.

DR. ROBERT A. HAYNE has been certified as a Diplomate of the American Board of Neurosurgery.

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