

THE BULLETIN of the Tulsa County Medical Society

57TH ANNUAL CONVENTION

Oklahoma State Medical Association

OKLAHOMA CITY JUNE 5-7

May, 1950

☆ IN THIS ISSUE

Build Tulsa

Annual Report Of Blue Cross Plan Shows Progress

T

1950 State Convention Details

\$

☆

Prominent Los Angeles Surgeon To Speak Here May 8, 1950

The Medical Library

\$

Vol. 16

No. 5



reliable, convenient, versatile, palatable **3 NGTO** water-soluble liquid vitamin preparations

Potent, economical and pleasant tasting, these three new vitamin preparations are ideally suited for routine supplementation of diets of infants, children and adults. C They may be dropped directly into the mouth, stirred into the formula, or mixed into cereals or other solid foods. C Each is supplied in 15 and 50 cc bottles, with an appropriately calibrated dropper to assure ac curate dosage and facilitate administration.

POLY-VI-SOL

Each 0.6 cc. supplies:Vitamin A5000 USP unitsVitamin D1000 USP unitsAscorbic Acid50.0 mg.Thiamine1.0 mg.Riboflavin0.8 mg.Niacinamide5.0 mg.

TRI-VI-SOL

Each 0.6 cc. supplies:Vitamin A5000 USP unitsVitamin D1000 USP unitsAscorbic Acid50 mg.

CE-VI-SOL Each 0.5 cc. supplies: Ascorbic Acid 50 mg.



MEADJOHNSON & C(EVANSVILLE 21, IND., U.S. Representative: Wm. M. Coulter, 1524 W. Pine, Wichita 3, Kansas, Telephone 2-1909

"In addition to the relief of hot flashes and other undesirable symptoms (of the climacteric), a feeling of well-being or tonic effect was frequently noted" after administration of "Premarin."

> Harding, F. E.: West. J. Surg. Obst. & Gynec. 52:31 (Jan.) 1944.

"All patients (53) described a sense of well-being" following "Premarin" therapy for menopausal symptoms.

> Neustaedter, T.: Am. J. Obst. & Gynec. 46:530 (Oct.) 1943.

"It ('Premarin') gives to the patient a feeling of well-being." Glass, S. J., and Rosenblum, G.: J. Clin. Endocrinol. 3:95 (Feb.) 1943.



the clinicians' evidence

"General tonic effects were noteworthy and the greatest percentage of patients who expressed clear-cut preferences for any drug designated 'Premarin'."

> Perloff, W. H.: Am. J. Obst. & Gynec. 58:684 (Oct.) 1949.

Four potencies of "Premarin" permit flexibility of dosage: 2.5 mg., 1.25 mg., 0.625 mg., and 0.3 mg. tablets; also in liquid form, 0.625 mg. in each 4 cc. (1 teaspoonful).

of the "plus" in

While sodium estrone sulfate is the principal estrogen in "Premarin," other equine estrogens...estradiol, equilin, equilenin, hippulin...are probably also present in varying amounts as water-soluble conjugates.

"PREMARIN"® THE STATE OF THE ST

Estrogenic Substances (water-soluble) also known as Conjugated Estrogens (equine)



D. L. KINCAID (Kinney)

RAYMOND EWERS

Professional

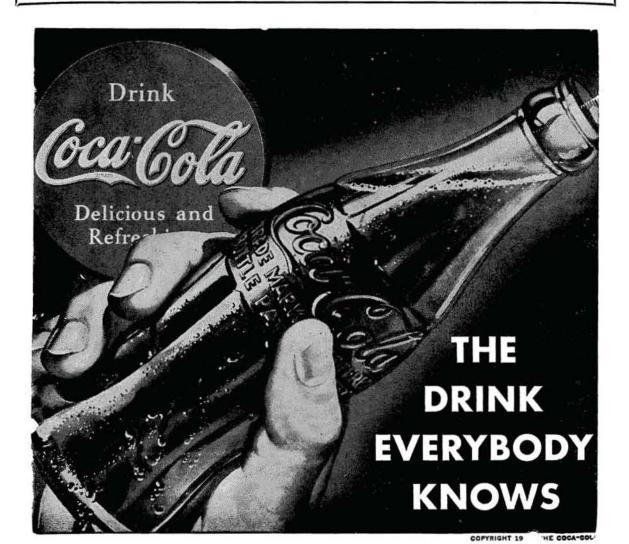
DRUG SHOP

An Ethical Prescription Pharmacy

2110 South Utica

Telephone 3-8169

City Wide Delivery Service Two Miles Closer to Southeast Tulsa





MAY!!

It is our desire that we MAY continue to serve you and your patients to the very best of our ability.

FREE DELIVERY NIGHT AND DAY. WE GIVE S & H GREEN STAMPS

Sponsors of the "Tell Me, Doctor" Radio Broadcasts at 5:15 P.M. each Monday through Friday, KTUL, prepared by The Oklahoma State Medical Association.

CONTENTS

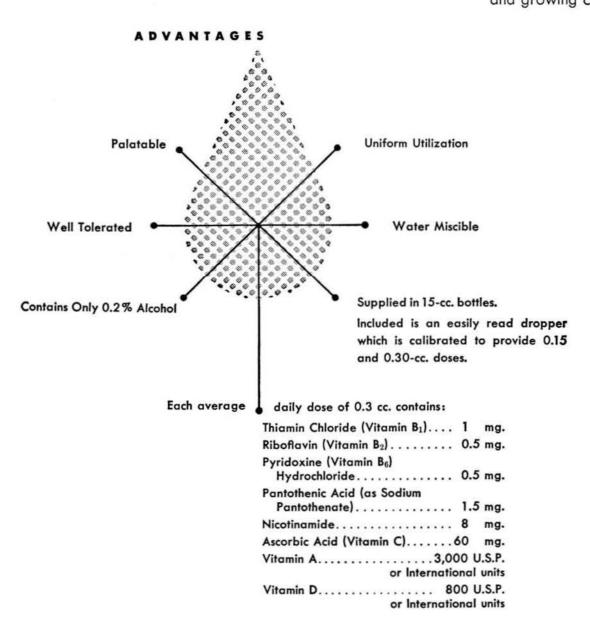
Blue Cross Plan Annual Report	7
Blue Cross Insurance Available	
The Medical Library	9
President's Page	10
State Convention Plans	12
May Program Notes	
May Medical Calendar	
Editorials	
Blue Cross Adds Benefits	
Tulsa Detail Men Project	
Personals	
New Members	
AMA Dues Questions	

ADVERTISERS

Akin's Natural Foods	. 25
Ayerst, McKenna & Harrison	3
Ball Drug Company	26
Beatrice Foods, Inc.	
Ciba Pharmaceutical Products	
Commercial Printing Co.	32
Courtright-Optician	
Curtain's Prescription Laboratory	
Daricraft	
Dairy Council of Tulsa	
Eli Lilly & Company	
Flower Hospital	
Getman Drug Store	5
Harvard Drug Store	
Hillcrest Hospital	
Junior League Home	
Mead Johnson & Company	
Medical Arts Prescription Shop	
Medical Credit Bureau	25
Medical Service Society	
Merkel X-Ray Co.	
Mid-Continent Surgical Supply Co	
F. H. Paxton Co.	
Professional Directory	
Professional Drug Shop	
Raley-Shaddock Pharmacy	
Research Foundation Sanitarium	
Smith-Dorsey Company	19
Springer Clinic	29
St. John's Hospital	26
T. Roy Barnes Drugry	
Van Pelt & Brown Co.	



A highly concentrated vitamin preparation especially suitable for routine prophylaxis or therapeutic administration to premature babies, infants, and growing children.



ELI LILLY AND COMPANY INDIANAPOLIS 6, INDIANA, U.S.A.

٠

May, 1950

THE BULLETIN

TULSA COUNTY MEDICAL SOCIETY

Fred E. Woodson, M.D., President W. A. Showman, M.D., President-Elect Marshall O. Hart, M.D., Vice-President John G. Matt, M.D., Secretary-Treasurer Jack Spears, Executive Secretary

Vol. 16

TULSA, OKLAHOMA, MAY, 1950

No. 5

BLUE CROSS-BLUE SHIELD SHOWS PROGRESS

Forty-Six Per Cent of Population of Tulsa County Enrolled In Blue Cross Plan. Hospital Costs Advance As Average Number of Patients Days Stay In Hospital Declines.

The Oklahoma Blue Cross Plan of voluntary hospitalization insurance continued to make marked gains throughout 1949, a study of the annual report of Group Hospital Service indicates. Enrollment stood at a record high of 325,933 persons at the end of the year, or 14 per cent of the population of the State of Oklahoma. In Tulsa, enrollment had reached 89,721 or slightly in excess of 46 per cent of the entire population of Tulsa County.

Similar progress was noted by Oklahoma Physicians Service, companion plan of Blue Shield surgical and obstetrical care benefits, with 169,216 members enrolled as of December 31, 1949. Now in its fifth year, Oklahoma Blue Shield has 7.2 per cent of the State's population enrolled. Tulsa County again reported the greatest number of members but percentage-wise stood second to Washington County (Bartlesville) with 26.1 per cent of the population enrolled as against the latter's record 31.4 per cent.

The Blue Cross Plan of Oklahoma, originally a project of the Tulsa County Medical Society, is now in its eleventh year. From its formation in 1940, membership has grown steadily from 9,063 to the present 325,933 (as of December 31, 1949. By the end of March, 1950, the total had further advanced to 337,499 members). There has been a coincident increase in member benefits, additional services being added from time to time.

Group Hospital Service of Oklahoma paid out 87.8 per cent of its total 1949 income to hospitals for services rendered subscribers and dependents. Of the balance 11.4 per cent represented operating expense (the lowest in the Plan's elevenyear history) and the remaining .8 per cent an addition to the reserve for contingencies. Premium income for the year amounted to \$2,331,348.40, an increase of more than \$600,000 over 1948.

A study of utilization experience tables of the Blue Cross Plan is particularly interesting. The average cost per case in member hospitals stood at a record \$47.81 for 1949 as compared with \$31.05 eight years ago (1941), or an increase of \$16.76. On the other hand, the average number of days stay in the hospital per case has dropped from 7.0 in 1940 to 5.5 last year. The average per day cost has risen from \$4.78 in 1941 to \$8.67 in 1949.

Adult females constitute the greatest number of users of the Plan with 59.3 per cent of total hospital days being in this class. Adult males constitute 21.7 per cent, minor males 9.6 per cent, and minor females 9.4 per cent. There is a marked greater utilization for adults in 1949 and a corresponding decrease for minors. The great usage of the Plan by adult females is due in large measure to to the availability of obstetrical benefits after ten months waiting period.

Cases involving injuries and poisoning accounted for the greatest number of cases with 13.5 per cent of the total number being in this classification. Pregnancy with delivery ran a close second with 13.3 per cent, diseases of the respiratory system third with 11 per cent, and tonsilitis with tonsillectomy tied up for fourth with diseases of the genitourinary tract, both with 10.5 per cent. In cost, most groups of cases as catalogued on a diagnostic basis, averaged between \$7.75 and \$9.00 per hospital day. This can be compared to 1948's figures of \$7.00 to \$7.75.

Tulsa County members utilize 99.4 per cent of the premiums paid in annually for benefits. Considering that an operating cost of 11 per cent must be added to this figure, this means that Blue Cross actually provides service to Tulsa County residents at a substantial loss. As a matter of interest to doctors, utilization on the Tulsa County Medical Society's group of doctors only runs 125.8 per cent; medical assistants utilize 95 per cent.

Oklahoma Physicians Service, the companion Blue Shield Plan of surgical and obsterical care insurance, has shown excellent progress for 1949—its fifth year. With much of its initial growing pains completed, the Plan now appears headed for a wide expansion over the State.

The Blue Shield Plan reports an 85.3 per cent utilization of its income in benefit payments to Oklahoma doctors. Operating expense accounts for 11.4 per cent with the remaining 3.3 per cent constituting an addition to reserves. Payments to doctors have risen from \$2,200 in 1945 to \$840,811.54 last year. This

DOCTORS MAY APPLY FOR BLUE CROSS HOSPITALIZATION

Members of the Tulsa County Medical Society wishing to obtain Blue Cross hospital insurance have until Monday, May 15, 1950, to apply for admission to the Society's Physicians & Surgeons group. The annual anniversary enrollment is now being conducted and this is the only time during the year when new members will be admitted.

An enrollment card has been sent to each member of the Society with complete information as to benefits contained in accompanying literature. Additional cards and literature are available from the Executive Offices. Membership is restricted to members of the Society who are under the age of 65.

means that Oklahoma physicians and surgeons are now receiving in excess of \$75,000 monthly in fees from Blue Shield. Considering that the Plan is still in a comparative infancy, the guaranteed income to physicians in future years should be of tremendous proportions.

Tulsa County subscribers utilized 86.8 per cent of premiums in annual benefits for 1949. Tulsa County Medical Society members and other physicians rendering service to Tulsa County subscribers collected \$267,003.50 for services in 1949. This sum represented 53.6 per cent of the total charges made by doctors for these services. Payments were made only to medical doctors.

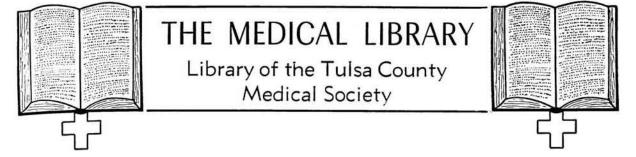
A study of surgical cases by diagnosis indicates the greatest number of cases serviced by Blue Shield were those in the classification of diseases of the genitourinary system, followed in order by diseases of the respiratory system, pregnancy with delivery, and neoplasms. Of the total amount paid to surgeons and obstetricians in 1949 for services to subscribers, 18.3 per cent went for surgery relating to the genito-urinary system, 18.2 per cent for delivery, 17.1 per cent for appendicitis, and 11.5 for tonsillectomies.

In adults, 41.8 of all cases handled by Blue Shield were for females, not including obstetrical cases which accounted for an additional 9.2 per cent. Adult males represented the balance of 19.6 per cent. In minors, 17.9 per cent of all cases were for minor males, 11.5 for minor females. The totals are 70.6 per cent of all cases were adults, 29.4 were minors.

On a statewide basis, Blue Shield is now paying an average 60.9 per cent of the total charges made by the doctor.

A complete copy of the 1949 Annual Report of Blue Cross-Blue Shield of Oklahoma is on file in the Medical Library and may be examined upon request by any member of the Tulsa County Medical Society.

Dr. Victor K. Allen, Dr. H. B. Stewart, and Dr. H. D. Murdock are Tulsa members of the Board of Trustees of Group Hospital Service. Dr. James Stevenson of Tulsa is Treasurer of Oklahoma Physicians Service, and Dr. Ralph A. McGill a member of the OPS Board of Trustees.



Medical Library Committee: John G. Matt, M.D., Chairman Morris B. Lhevine, M.D. David V. Hudson, M.D. Felix R. Park, M.D. Robert E. Funk, M.D.

Miss Irma A. Beehler, Librarian Telephone 4-1461

RECENT PUBLICATIONS BY MEMBERS OF THE TULSA COUNTY MEDICAL SOCIETY:

- Dr. Andre B. Carney. Treatment of the Duodenal Stump in Gastric Resection. Journal of the International College of Surgeons, 13:306-311 (March) 1950.
- Dr. David V. Hudson. Management of Syphilis in Pregnancy. Journal of the Oklahoma State Medical Association, 43:153-155 (April) 1950.
- Dr. Maxwell A. Johnson, et al. Trans-urethral Prostatic Resection: A Comparison of Two Series of Cases. Journal of Urology, 63:147-154 (January) 1950.
- Dr. W. Carl Lindstrom. Bleeding in Early Pregnancy. Journal of the Oklahoma State Medical Association, 43:136-140 (April) 1950.
- Dr. L. C. Northrup. Common Complaints of Pregnancy. Journal of the Oklahoma State Medical Association 43:140-142 (April) 1950.

During the first quarter of 1950 the Medical Library had 430 visitors, 684 books and journals circulated, 339 reference questions completed, and four inter-library loans requested. The number of items borrowed from other libraries is decreasing, showing that in our own files there can be found sufficient material to prepare a satisfactory bibliography. There are, and will be, exceptions to this, of course.

The Library has been greatly handicapped because delivery of the very essential tool, the Quarterly Cumulative Index Medicus, is now long overdue and none has been issued to classify material published since June, 1948. A new volume covering the last half of 1948 is promised for June or July of this year.

The American Medical Association has also announced the probable delivery date of the new Directory as June 15, 1950. This will make the first Directory since 1942. The last edition is now hopelessly out of date.

The Bulletin of the New York Academy of Medicine for April, 1950, contains a symposium on the present status of Cortisone and ACTH. The articles describe their effect in rheumatoid arthritis, treatment of disseminated lupus erythematosus, their use in neoplastic disease, physiology of the pituitary-adrenal system, their effect on connective tissue, and the relationship of adrenal cortical activity to immune responses.

A report is on file in the Medical Library made by a group of business men from Tulsa and Eastern Oklahoma chambers of commerce who toured Southwestern cities earlier in the year studying the factors of their growth. One chapter is devoted to hospital facilities in Dallas, Fort Worth, New Orleans, Houston, Mobile, and Memphis. Nurses training, research, costs, beds, and salaries were studied and the findings reported.

USE YOUR LIBRARY

PRESIDENT'S PAGE

This is Election Year.

Recent surveys made by various organizations show that there is little interest and very small participation on the part of the Medical Profession in the election of various legislative bodies and officials. A large percentage of doctors are not even registered to vote.

There has never been a time in our history when such great social changes were taking place that directly and indirectly affect doctors, their way of life and their profession, as there is today. In order that we may select legislators who are best fitted to handle the problems embodied in these social changes, may I make the following suggestions:

First, if you are not already registered — register yourself and all eligible members of your family.

Second, have a knowledge of the political activities and views of all candidates for office as a basis for selecting your candidate.

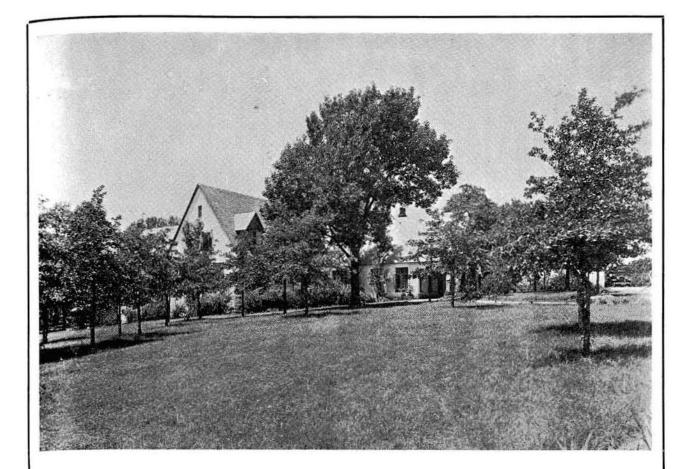
Third, as you are in contact with large numbers of people — most of whom are your patients — express your views on this subject to them.

The best minds available should be sought for the tasks of government. Public office should be in such high regard that more individuals of genuine ability will be attracted to it. Physicians can contribute their share to such a program by taking an intelligent and active interest in the political scene in their own community and the candidates who are seeking office.

Sincerely,

Fred 3. Wind

President



For Convalescent Children

This hospital provides convalescent care to children ages 2-15. Graduate nurses in attendance 24 hours, modern physical therapy department and registered physical therapist, registered occupational therapist, supervised dietetics. Public school instruction under Tulsa Board of Education. Consulting Medical Staff. Contact Medical Director, Dr. James White, telephone 7-3311. Your inspection invited. Approved by Crippled Children's Commission, National Foundation For Infantile Paralysis, private insurance companies.

JUNIOR LEAGUE convalescent hospital for children

4900 South Lewis Road

Telephone 7-3311

Page 12

STATE CONVENTION PLANS COMPLETE

Annual Meeting of Oklahoma State Medical Association Set For June 4-7 At Oklahoma City. Ten Guest Speakers Scheduled In All Fields of Medicine.

As this issue of The Bulletin went to press arrangements were virtually complete for the 57th annual meeting of the Oklahoma State Medical Association, to be held in Oklahoma City next June 4-7. Featuring ten nationally known physicians as guest speakers, the convention is expected to attract more than a thousand Oklahoma doctors.

An innovation in the 1950 meeting is the new location of all convention proceedings — the attractive and spacious Municipal Auditorium of Oklahoma City located in the heart of the downtown area. No headquarters hotel is to be named as the Auditorium is approximately five blocks from each of several leading hotels.

All scientific sections will be held in the Zebra Room of the Auditorium. More than fifty commercial exhibitors will be in attendance. For the first time in several years scientific exhibits will be resumed with a number of attractive displays already scheduled.

Details of the scientific program will be published in the May issue of The Journal of the Oklahoma State Medical Association. The panel of guest speakers includes:

Joseph W. Gale, M. D., Professor of Surgery, University of Wisconsin School of Medicine, Madison, Wisconsin.

Edgar Hull, M. D., Professor of Medicine, Tulane University of Louisiana, College of Medicine, New Orleans, Louisiana.

Albert N. LeMoine, M. D., Associate Professor of Ophthalmology, Kansas State University School of Medicine, Kansas City, Kansas.

Curtis H. Tyrone, M. D., Professor of Clinical Gynecology, Tulane University of Louisiana, College of Medicine, New Orleans, Louisiana.

Harry Shwachman, M. D., Associate Professor of Pediatrics, Harvard University School of Medicine, Boston, Massachusetts. John S. Knight, M. D., Assistant Professor of Otolaryngology, Kansas State University School of Medicine, Kansas City, Kansas.

Vincent J. O'Conor, M. D., Professor of Urology, Northwestern University School of Medicine, Chicago, Illinois.

Robert R. Kierland, M. D., Consulting Dermatologist, Mayo Clinic Foundation, Rochester, Minnesota.

John S. Bouslog, M. D., Associate Professor of Radiology, University of Colorado School of Medicine, Denver, Colorado.

Kenneth Appel, M. D., Professor of Psychiatry, Pennsylvania State University College of Medicine, Philadelphia, Pennsylvania.

Among the members of the Tulsa County Medical Society who will present papers are Dr. Royal E. Stuart, Dr. Joe E. Tyler, Dr. Herbert S. Orr, and Dr. Henry S. Browne. Technical exhibts will be presented by Dr. Averill Stowell, Dr. Robert A. Hayne, Dr. John F. Gray, Jr., and Dr. Ian MacKenzie.

The House of Delegates will meet Sunday, June 4, 1950. The scientific portion of the program will not begin until Monday, June 5, 1950. Separate medical and surgical sections will be held each morning, Monday through Wednesday, with a daily afternoon general session. A roundtable luncheon in both medicine and surgery will be served, permitting doctors in attendance to question visiting speakers.

The annual President's Dinner Dance is scheduled for Tuesday evening, June 6, 1950. The University of Oklahoma Alumni dinner will be held the evening of Sunday, June 4. Details will be announced later. Plans for the annual state golf tournament are also nearing completion.

Dr. Ralph A. McGill of Tulsa will be inaugurated as President of the Oklahoma State Medical Association at the annual President's Dinner Dance on June 6th.



IS A **BIG** WORD

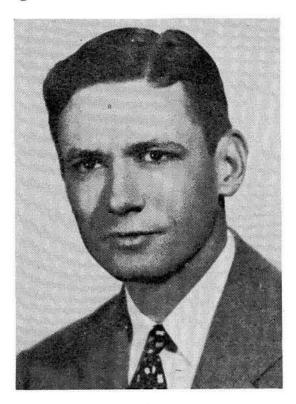
Noah Webster Defines It As-

"Trustworthiness; containing those qualities upon which men can rely; CONFIDENCE inspired by INTEGRITY, VERACITY, DISCRETION, and COMPLETE TRUSTWORTHINESS."

We at THE MEDICAL ARTS PRESCRIPTION SHOP take pride in our **RELIABILITY** in filling your prescriptions accurately, in serving your patients promptly and efficiently. To continue to merit your confidence is our paramount aim.

MEDICAL ARTS Prescription Shop

In The Medical and Dental Arts Building Telephone 4-0121 Free Citywide Delivery



LOS ANGELES SURGEON TO SPEAK IN TULSA MAY 8TH

Dr. William P. Longmire, Jr., Chairman of the Department of Surgery of the School of Medicine, University of California at Los Angeles, will be guest speaker for the Tulsa County Medical Society on Monday, May 8, 1950, at 8:00 P.M., at The Mayo. His paper will be entitled "The Surgical Treatment of Cardiac Anomalies."

Concluding the Spring schedule of scientific meetings for the Tulsa County Medical Society will be Dr. Robert L. Anderson, Tulsa thoracic surgeon, who will speak Monday, May 22, 1950, at 8:00 P.M., on the subject "Problems The Field of In Thoracic Surgery."



Dr. Anderson

No scientific meetings will be held during June, July ,and August, with the next regular meeting of the Society after the summer recess scheduled for Monday, September 11, 1950.

Dr. Longmire is the son of the late Dr. William P. Longmire of Sapulpa, Oklahoma, veteran physician and surgeon and leader in medical activities of the State. Dr. Longmire, Jr., was graduated in medicine from Johns Hopkins School of Medicine in 1938. He received the Harvey Cushing Fellowship in Surgery and later, the William H. Halstead Fellowship in Surgery, remaining at John Hopkins as a surgical fellow from 1939 to 1941. Dr. Longmire was later appointed to the teaching staff of Johns Hopkins and was Associate Professor of Surgery at the time (1948) when he was asked to become Chairman of the Department of Surgery for the UCLA's new medical school.

The major interest of Dr. Longmire has been in connection with problems of gastric cancer, esophageal reconstruction, and surgery of the biliary tract. He is now Chief of Surgery at Wadsworth Veterans Hospital, Los Angeles, California, and is a diplomate of the American Board of Surgery, fellow of the American College of Surgeons, member of the Society of Clinical Surgeons, the American Surgical Association, and eight other medical organizations.

Dr. Robert L. Anderson, who speaks May 22nd, is a native of Kansas and a graduate of the University of Kansas School of Medicine, Class of 1942. He interned at Orange County General Hospital of Orange, California. Subsequently he was in practice at Columbus, Ohio, and a member of the faculty of Ohio State University of Columbus, Ohio. He has done considerable postgraduate work in thoracic surgery, which he has practiced as a specialty for several years.

The May 22 meeting will have a brief business session, but no business will be conducted at the Longmire appearance.

DR. HOWARD M. COHENOUR has taken new offices at 902 Medical Arts Building, Tulsa, for the practice of Urology.

Visitors to the annual meeting of the Arkansas State Medical Association at Fort Smith April 17-19 included DR. RALPH A. McGILL, DR. DONALD L. MISHLER, and DR. OTIS S. LEE. Dr. Lee was a speaker for the Ophthalmology-Otolaryngology Section.

New Method for <u>Relief</u> of Allergic Nasal Symptoms

This convenient plastic Nebulizer distributes a mist of minute droplets of PYRIBENZAMINE hydrochloride Nasal Solution throughout the nasal passages.

Relief usually is immediate—complete—prolonged. Side reactions rarely occur except for occasional transient stinging. It is convenient to carry in purse or pocket and may be used at any time in any place.

The Nebulizer provides several hundred applications of PYRIBENZAMINE hydrochloride 0.5% in an isotonic, buffered solution. One application in each nostril usually is a therapeutic dose and may be repeated as required.

Pyribenzamine Nebulizer

Ciba PHARMACEUTICAL PRODUCTS, INC. SUMMIT, NEW JERSEY

PYRIBENZAMINE ® (brand of tripelennamine) 2/1554M



One of Oklahoma's finer hospitals

1653 East Twelfth St. Telephone 3-2131 TULSA, OKLAHOMA

HILLCREST MEMORIAL HOSPITAL

MEDICAL SERVICE SOCIETY OF AMERICA

Membership Roster, Tulsa Chapter

Name:	Representing:	Telephone:
Cecil O. Butler	Sharpe & Dohme	6-6418
William A. Cates	E. R. Squibb Co.	7-1267
C. R. Doran	Lakeside	Claremore
Carl Gibson	William S. Merrill Co.	4-0956
R. C. Gooch	Abbott Laboratories	9-4389
J. L. Hedges	Massengill	6-8538
A. L. Kessler	Pitman-Moore	7-4974
Dave Lankford	Lederle	
Kyle Lloyd	Wyeth, Inc.	5-1882
Joe Loudenback	Flint-Eaton	7-1418
R. Wayne Morrow	Bauer & Black	2-0598
J. D. Nance	E. R. Squibb Co.	5-8575
Dan P. Payne	William S. Merrill Co.	6-5643
Al Poythress	E. R. Squibb Co.	
Tom Sellers	G. D. Searle	7-9415
Bill Walker	Parke-Davis	54-1360
Preston Walker	Upjohn	7-6464
J. B. Waters	Winthrop-Stearns	9-4045

May, 1950

Page 17

MAY MEDICAL CALENDAR

MONDAY, May 1st:

Blue Cross Hospital Insurance, Office Assistants Group, quarterly premium due and payable on this date. Final date for payment, May 10, 1950. Hillcrest Hospital Staff Meeting.

TUESDAY, May 2nd:

St. John's Tumor Clinic, 8:00 A.M. Postgraduate Study Course in Internal Medicine, Hillcrest Hospital, 8:00 P.M. Subject: "Gastrointestinal Diseases."

WEDNESDAY, May 3rd:

Public Policy Committee Meeting, Tulsa County Medical Society, 1202 Medical Arts Building, Tulsa, 1:00 P.M.

FRIDAY, May 5th:

Clinical Conference, St. John's Tumor Clinic, 8:30 A.M.

MONDAY, May 8th:

Scientific Meeting, Tulsa County Medical Society. Buffet Dinner, The Terrace Room, The Mayo, 6:30 P.M. Program, Ivory Room, 8:00 P.M. Speaker: Dr. William P. Longmire, Jr., Chairman of Department of Surgery, University of California at Los Angeles School of Medicine. Subject, "The Surgical Treatment of Cardiac Anomalies."

TUESDAY, May 9th:

St. John's Tumor Clinic, 8:00 A.M. Postgraduate Study Course in Internal Medicine, Hillcrest Hospital, 8:00 P.M. Subject, "Hepatic and Biliary Disorders."

WEDNESDAY, May 10th:

Final date to pay quarterly premiums, Blue Cross Hospital Insurance, Office Assistants Group.

Board of Trustees Meeting, Tulsa County Medical Society, 1202 Medical Arts Building, Tulsa, 1:00 P.M.

FRIDAY, May 12th:

Clinical Conference, St. John's Tumor Clinic, 8:30 A.M.

MONDAY, May 15th:

St. John's Hospital Staff Meeting. Final date to enroll in Physicians & Surgeons Group, Blue Cross Hospital Insurance.

TUESDAY, May 16th:

St. John's Tumor Clinic, 8:00 A.M. Postgraduate Study Course in Internal Medicine, Hillcrest Hospital, 8:00 P.M. Subject: "Preventative Medicine and Infectious Diseases."

FRIDAY, May 19th:

Clinical Conference, St. John's Tumor Clinic, 8:30 A.M.

MONDAY, May 22nd:

Scientific Program, Tulsa County Medical Society, The Mayo, 8:00 P.M. Speaker, Dr. Robert L. Anderson, Tulsa. Subject: "Problems In The Field of Thoracic Surgery."

TUESDAY, May 23rd:

St. John's Tumor Clinic, 8:00 A.M. Postgraduate Study Course In Internal Medicine, Hillcrest Hospital, 8:00 P.M. Subject: "Antibiotics and Chemotherapy."

TUESDAY, May 30th:

St. John's Tumor Clinic, 8:00 A.M.

Page 18

The BULLETIN

RALPH F. MARTIN, M.D. Editorial Supervisor BENJAMIN W. WARD, M.D. GIFFORD H. HENRY, 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. 10 MAI, 1990 No. 9	Vol. 16	MAY, 1950	No. 5
-------------------------	---------	-----------	-------

MUTUAL RESPONSIBILITIES

Elsewhere in this issue of The Bulletin appears two important news stories about the Blue Cross and Blue Shield plans of Oklahoma. On Page Seven is an analysis of the 1949 annual report of the two plans and some interesting and pertinent observations are to be drawn from the statistical material presented there. A second article details an addition of subscriber benefits and the disquieting news of a substantial increase in monthly premium rates.

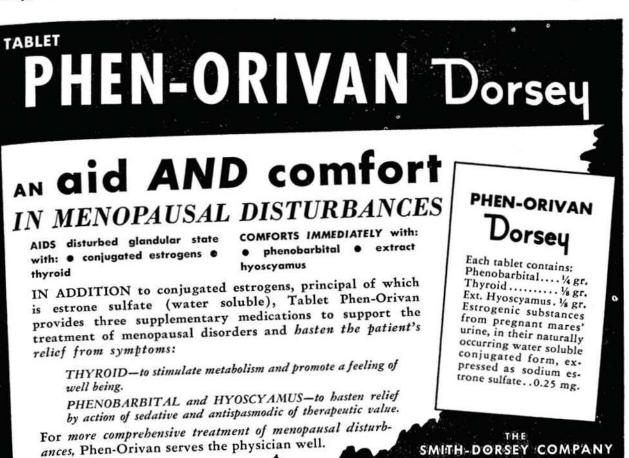
A decade has passed since the doctors of the Tulsa County Medical Society took the lead in organizing the Blue Cross Plan of Oklahoma, five years since the same group initiated the companion Blue Shield Plan. Both have grown tremendously into a powerful, community accepted alternative to the compulsory federal health insurance so persistently demanded by the current Administration. The officers and employees of Blue Cross-Blue Shield are to be complimented on an efficient and well done job.

Too few doctors have taken the opportunity to visit the Blue Cross-Blue Shield offices. Those that have accepted a standing invitation to inspect the offices have come away measurably impressed by three things: first of all, the marked impression of efficiency which dominates all departments; second, the loyalty which the employees have to the organization; and third, the energetic ambition which marks the Blue Cross-Blue Shield staff. These things are in large measure responsible for much of the success which the plans have attained. Taken with the interest and direction of the doctors and lay leaders who make up the officers and trustees, and the general support of the profession, it makes a pattern for continued success and a source of pride.

In the final analysis, however, the success of the Blue Cross-Blue Shield as an operating system of prepaid hospital and medical care is determined by the degree of cooperation which exists between the doctor, the hospital, and the patient. Many individual members of the triangle fail to understand the importance of a complete cooperative spirit between these three groups. Minimizing this importance, they knowingly or inadvertently commit acts which could well lead to "killing the goose that laid the golden egg"-the golden egg in this case being the contribution which Blue Cross-Blue Shield has made in the fight against state medicine.

These problems have all been aired frequently before and a solution sought through rational action and cooperation. The doctor who abuses Blue Cross by unnecessarily extending the term of the hospital care; the doctor who succumbs to a temptation to increase his professional fees because the patient has a measure of protection in Blue Shield; the hospital who sees only in Blue Cross an instrument for unwarranted financial demands; the patient who takes a hospital "rest cure" for the sole purpose of a tangible realization on his premium. These are but a few of a long list of abuses which have occurred, fortunately not too often but frequently enough to be serious. As a non-profit plan operating on a narrow margin of reserve, it takes but a few such abuses to upset the financial character of the plans, and worse, to undermine public confidence in Blue Cross and Blue Shield.

We have something fine in Blue Cross and Blue Shield. It is almost our only weapon against the threat of state medicine. May, 1950



PROFESSIONAL TRADITION

In compounding a prescription, as in all professional work, experience is an important, even priceless, ingredient.

Be Certain with Curtain

CURTAINS PRESCRIPTION LABORATORY

SIXTH AND BOULDER

PHONE 4-7116

LINCOLN, NEBRASKA

Across the Street North From Medical Arts Bldg.

Page 20

Clinical Background is the Prescriber's BEST Safeguard



TRI-CALSATE

has been successfully used in the peptic ulcer syndrome for more than 21 years

- 1. Tri-Calsate is a safe neutralizer of gastric Hcl and promptly inhibits pepsin activity.
- 2. Tri-Calsate does not cause acid rebound.
- 3. Tri-Calsate is palatable without artificial flavoring and can be advantageously prescribed in water or milk.
- 4. Tri-Calsate is so buffered as to minimize the possibility of alkalosis.
- 5. There is no evolution of carbon dioxide during the reaction in the stomach, eliminating distress from distention and belching.
- 6. It does not injure the kidneys.
- 7. It does not make the gastric contents alkaline.

Available on Rx 41/2 oz. and 18 oz. bottles. Write for trial package and literature.

BLUE CROSS INCREASES BENEFITS AS RATES RISE

Coincident with an increase in monthly premium rates, additional benefits have been added to the Oklahoma Blue Cross and Blue Shield plans. Effective with the current billing dates of each group (for doctors, June 1, 1950), the additional benefits for Blue Cross policyholders are:

1. The days of hospital care for each member and dependent have been increased from 30 to 90 days per contract year.

2. An increase in drug and medicine allowances will now include all medicines and drugs regardless of kind, cost, and amount.

3. All laboratory services are now included except tissue examinations.

4. The allowance for private room has been increased from \$4.50 daily to \$5.00. (Members are normally entitled to only a semi-private or 2-bed room, but may apply the above amount to the regular cost of a private room).

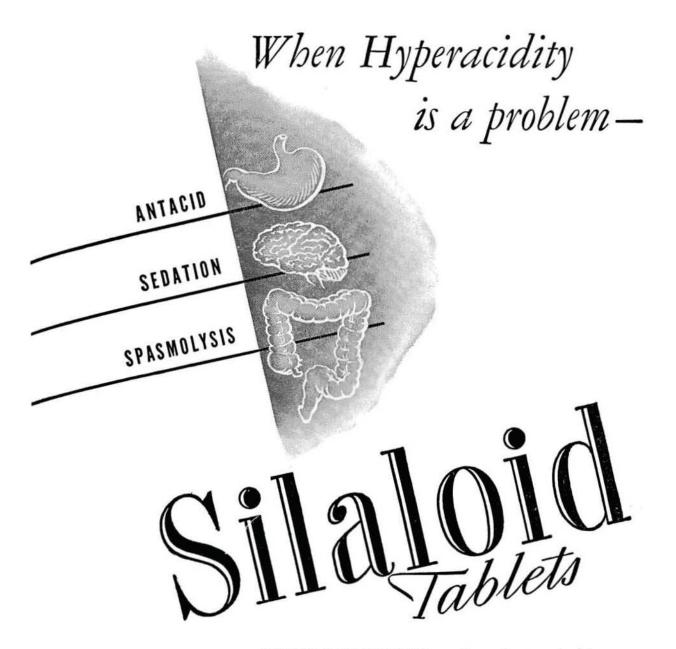
5. Cash allowances for services rendered in non-member hospitals increased from \$5.00 per day to \$6.00.

The Blue Shield Plan has increased benefits to add for doctors calls in the hospital after the 4th day. An allowance of \$3.00 per day will be made for this purpose, the total number of such days not to exceed 30 in any one contract year.

Both plans are now selling only two types of contracts, the single person and family coverage. New rates in effect will be \$1.40 for single Blue Cross coverage, \$2.80 for family (member and spouse and all unmarried children under 21); \$1.10 for single Blue Shield coverage, \$2.20 for family. This gives a monthly total for the combined Blue Cross- Blue Shield benefits of \$2.50 for single persons, \$5.00 for family coverage. This represents an increase of \$2.60 over previous coverage under the old plan, which did not include the benefits described above.

DR. T. PAUL HANEY has assumed his duties as Superintendent of Health for the City of Tulsa.



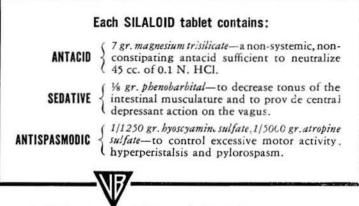


ANTACID THERAPY can be as impracticable as a one legged stool. Too often the influence of the psychogenic component is overlooked in concern with gastric and intestinal pain.

Silaloid provides a *palatable* and *practical*, over-all therapeutic answer to conditions ranging from hyperacidity to gastric and peptic ulcers. Silaloid can be swallowed, chewed or taken in a glass of water, where it disintegrates rapidly—in a few seconds.

In your patients requiring antacid therapy, prescribe Silaloid for its prompt and prolonged action and its over-all rationale.

> DOSAGE: Two tablets 3 to 4 times daily or as required. SUPPLIED: In bottles of 100, 500, 1000 tablets.



Richmond, Virginia

VANPELT & BROWN, INC., Pharmaceutical Chemists

A BIG TIME-SAVER FOR EVERY DOCTOR



This handy booklet for new mothers was "built to doctors' orders". It contains blank forms for filling in your instructions and formulas.

It provides a permanent case-history record. A memo will bring you a sample...or as many as you want for your daily practice... without obligation.

Many doctors are prescribing "Daricraft Homogenized Evaporated Milk". It is always uniform, safe, sterilized, easy to digest, and high in food value and minerals. Daricraft contains 400 U. S. P. units of Vitamin D per pint.



PRODUCERS CREAMERY CO., SPRINGFIELD. MO.

TULSA DETAIL MEN AID LOCAL POLIO PATIENTS

The Tulsa Chapter of the Medical Service Society, organization of professional representatives of manufacturing drug houses, is now preparing a motion picture depicting the Chapter's free swim project for child polio patients.

The organization for the past two years has conducted a program to offer a free swim period each week to polio patients of local Tulsa hospitals. Some 250 children have participated. The swimming is at the YMCA Pool under the direction of Ray Crowley of the Y Staff. The Medical Service Society pays the fee for this use of the pool and arranges for instruction, supervision, and transportation to and from the pool. The transportation is now furnished gratis by Tulsa cab companies and has been handled in the past by the Tulsa Red Cross Motor Corps and the Means Funeral Home. Half of the group swims on Tuesday, the other half on Thursday. While many patients are benefitted physically by the exercise, all enjoy the recreational aspects of the program.

DR. WALTER E. BROWN spoke before the Scott County Medical Society at Davenport, Iowa, on April 4, 1950. His subject was "Roentgen Diagnosis of Cardiac Lesions."

DR. FRED E. WOODSON has returned from a business trip to St. Louis where he attended interim sessions of the Board of Trustees of the Southern Medical Association.

Participating in a panel on socialized medicine before the Republican Minute Men Club of Tulsa last April 27th were DR. JOHN E. McDONALD and DR. R. W. GOEN.

DR. HAYS R. YANDELL was a speaker for the Southeastern Surgical Conference at Washington, D. C., on March 7, 1950. His subject was "Surgical Treatment of External Burns." Dr. Yandell was also a participant in the University of Oklahoma postgraduate study course at Bartlesville on April 27th.

DR. MANUEL BROWN appeared on the "Headlines In Chemistry" radio program heard over Radio Station KVOO last April 15, 1950.



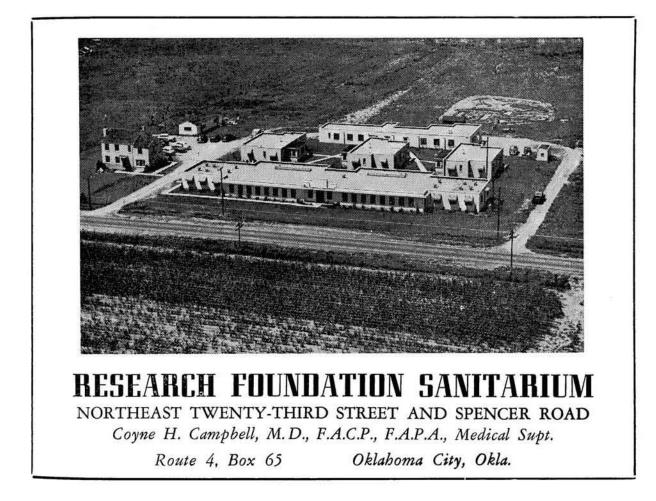
JAMES SHADDOCK



DEANE RALEY

Ethical Prescriptionists

FIFTEENTH AT QUAKER Telephone 4-3133



Page 24

NEW MEMBERS

Applicants for membership in the Tulsa County Medical Society include the following physicians:

Craig S. Jones, M.D. Tulsa Clinic, 915 South Cincinnati, Tulsa. Medical Degree, University of Kansas School of Medicine, 1944. Interned Ancker Hospital of St. Paul, Minnesota. In practice with United States Veterans Administra-

HARVARD DRUG STORE

B. C. SHINN, Owner

PHONE 6-2186

The Suburban Prescription Store

FREE PRESCRIPTION DELIVERY

3244 E. 11th St. Tulsa tion hospitals, Excelsior Springs, Missouri, 1946-47; Wichita, Kansas, 1947-49; Fayetteville, Arkansas, 1949-50. Internal Medicine. Recommended by Dr. A. B. Carney and Dr. Earl M. Lusk.

William H. Henderson, M.D. 301 Oklahoma Natural Gas Building, Tulsa. Medical Degree, Duke University School of Medicine, 1946. Interned Union Memorial Hospital, Baltimore, Maryland, one year. Assistant Resident, Methodist Hospital, Brooklyn, N. Y., 1948-49. Resident in Obstetrics & Gynecology, Hillcrest Memorial Hospital, 1949-50. Obstetrics & Gynecology. Recommended by Dr. Wililam F. Thomas, Jr., and Dr. Charles H. Eads.

Robert D. Grubb, M.D. 1307 South Main, Tulsa. Medical Degree, Northwestern University Medical School, 1944. Interned Cook County Hospital, Chicago, Illinois. In practice, United States Naval Reserve, 1946-47; Wesley Memorial Hospital, 1947-48; U. S. Veterans Administration Hospital, Hines, Illinois, 1947-50. Internal Medicine. Recommended by Dr. L. C. Northrup and Dr. William C. Ewell.

Derric C. Parmenter, M.D. 2221/2 West 3rd Street, Tulsa. Medical Degree, Harvard University Medical School, 1917. Interned Massachusetts General Hospital, Boston, Massachusetts. In private practice, Cambridge, Massachusetts, 1919-26; Boston, Massachusetts, 1926-32; Durham, North Carolina, 1932-33; as public health officer in various locations in Kentucky, Florida, Tennessee, Michigan, and California, 1932-46; Tulsa, Oklahoma, 1946-50. Internal Medicine and Geriatrics. Recommended by Dr. John G. Matt and Dr. James B. Thompson.

SPECIAL PURPOSE FOODS LOW-SODIUM FOODS LOW-CALORIE FOODS DIABETIC FOODS Phone 5-7711 With S. Boulder



The Emblem Of Approval

Owned and operated by the Tulsa County Medical Society, the Medical Credit Bureau offers an efficient reliable collection service at cost. More than 100 Tulsa doctors and dentists attest to its discreet collection abilities.

MEDICAL CREDIT BUREAU

Official Collection Agency of The Tulsa County Medical Society

1202 Medical Arts Bldg.

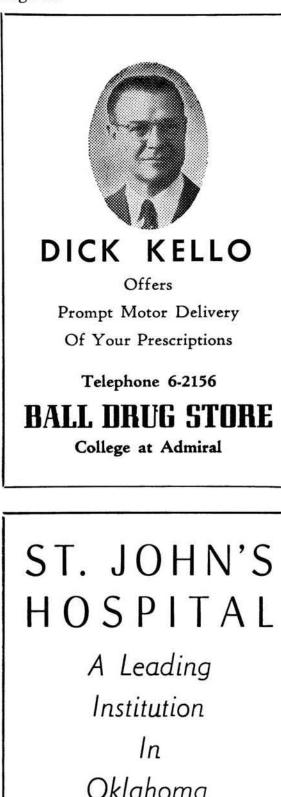
Telephone 3-6331

FLOWER HOSPITAL

523 North Boulder

Member Hospital, Blue Cross Plan of Oklahoma

Open To All Medical Doctors Who Are Members in Good Standing of the Tulsa County Medical Society.



Medicine

1923 SOUTH UTICA TULSA, OKLAHOMA TELEPHONE

6-2161

QUESTIONS AND ANSWERS ABOUT THE 1950 AMA DUES

Many members of the Tulsa County Medical Society are not clear on the present status of the \$25.00 annual membership dues to the American Medical Association. Here are some of the questions which have been asked and the answers thereto:

Is the AMA assessment of dues mandatory at this time? No. It will not be mandatory until the Oklahoma State Medical Association takes final action on an enabling constitutional amendment at the session of June 4, 1950.

Have bills been sent for the dues? No. They will be rendered immediately after the House of Delegates meeting, providing the House's action is in favor of the enabling amendment.

May I pay my AMA dues now? Yes. Many members have voluntarily done so.

To whom do I make payment? Make your check for \$25.00 payable to the Tulsa County Medical Society and mail to the Society office, 1202 Medical Arts Building, Tulsa. Do not send it direct to the AMA.

What is the final date of payment? As specified by the AMA, the date is December 31, 1950. The state or local society may advance the date for purposes of bookkeeping and to allow sufficient time to remit the dues to the AMA.

Is the Tulsa County Medical Society on record as favoring the assessment of dues? Yes, by action of the membership in March, 1950.

FOR LEASE: Physician retiring from practice wishes to lease his attractive combination office and residence. Fully furnished with office completely equipped. Eastside location at 2541 East 11th Place. Available in July, 1950. If interested call 6-8644 or Executive Offices, 4-8161.

DR. IAN MacKENZIE was presiding officer at the Polio Institute on April 12, sponsored in Tulsa by the Oklahoma State Health Department, National Foundation For Infantile Paralysis, and the Tulsa County Medical Society.

DR. PATRICK A. LYNCH has removed his practice to Omaha, Nebraska.

Prescriptions Exclusively

CAREFULLY FILLED AND CHECKED BY

EXPERTS



Telephone Your Prescriptions —

> Dial 2-3119 — For Prompt Attention or Delivery

T. ROY BARNES D R U G R Y

A Reliable Prescription Pharmacy

603 S. Boulder

Tulsa, Oklahoma

Professional Directory		
VICTOR K. ALLEN, M. D., F.A.C.S. Diplomate American Board of Surgery Diseases of the Rectum 1001 Medical Arts Bldg. Tulsa	C. E. GILLILAND, M.D. Practice Limited to Internal Medicine Gastroenterology Suite 210 Court Arcade Bldg. Tulsa, Oklahoma	
S. Y. ANDELMAN, M.D. Diagnosis & Treatment of Arthritis & Rheumatic Diseases 1611 South Boston Ph. 2-3885	HARRY GREEN, M.D. Diseases of the Skin X-Ray & Radium Therapy	
ROBERT L. ANDERSON, M.D. Thoracic Surgery, Bronchoscopy, and Esophagoscopy 807 Medical Arts Bldg. Tulsa	311 Medical Arts Bldg. Ph. 4-7585 JAMES W. KELLEY, M.D. Plastic and Reconstructive Surgery	
B. H. BLOCKSOM, M. D., F.A.C.S. Diplomate, Boards of Surgery, Urology Practice Limited to Urology 901 Medical Arts Bldg. Ph. 54-1888	206 Philtower Bldg. Tulsa A. T. KORNBLEE, M.D. Practice Limited To Skin Diseases	
MANUEL BROWN, M. D. Allergic Diseases 1619 E. 15th Street Ph. 54-5552	Diplomate, American Board of Dermatology & Syphilology 916 Medical Arts Bldg. Tulsa	
HOWARD M. COHENOUR, M.D. Urology 902 Medical Arts Bldg. Ph. 5-8467	WALTER S. LARRABEE, M.D. DELMAS B. JONES, M.D. X-Ray Diagnosis & Therapy Radium Therapy	
PAUL E. CRAIG, M.D. General Surgery 411 Daniels Bldg. Ph. 4-9674	411 Medical Arts Bldg. Ph. 4-3111 E. N. LUBIN, M.D.	
SAMUEL E. FRANKLIN, M. D. General Surgery 1619 E. 15th Street Ph. 3-2109	Diplomate, American Board of Urology Genito-Urinary Diseases 1106 Medical Arts Bldg. Office Ph. 3-6008 Res. Ph. 7-4388	
ROBERT E. FUNK, M.D. Practice Limited to Internal Medicine 212 Medical Arts Bldg. Tulsa	JAMES D. MARKLAND, M.D. Allergy 411 Medical Arts Bldg. Ph. 4-3111	
N. C. GADDIS, M.D. Diagnosis & Internal Medicine Special Attention to Lung Diseases 1530 South Peoria St. Tulsa	RALPH A. McGILL, M.D., F.A.C.S. Surgery-Radium 1010 Medical Arts Bldg. Ph. 4-4215	

Professional Directory			
EDWARD L. MOORE, M.D., F.A.C.S. Surgery Only 215 Braniff Bldg. Ph. 3-4789 Res. Ph. 7-1623	THE ORTHOPEDIC CLINIC 619 South Main Street Tulsa		
IRON H. NELSON, M.D. Clinical and Surgical Pathology 1107 Medical Arts Bldg. Tulsa			
MARQUE O. NELSON, M. D. Practice Limited to Dermatology Radium and X-Ray Therapy 510 Medical Arts Bldg. Tulsa	JOHN C. DAGUE, M.D. R. C. PIGFORD, M.D., F.A.C.P. American Board of Internal Medicine		
L. C. NORTHRUP, M.D., F.I.C.S. Gynecology & Obstetrics	Cardiovascular Diseases 203 Court Arcade Bldg. Ph. 3-8860		
1307 S. Main HERBERT S. ORR, M.D. Surgery and Obstetrics 1307 S. Main Car Phone ZF8-2724	SIMON POLLACK, M.D., D.A.B.R. Diagnostic and Therapeutic Radiology 316 Braniff Bldg. Ph. 2-7517		

SPRINGER CLINIC

604 South Cincinnati

Tulsa

Medicine

D. O. Smith, M.D. E. G. Hyatt, M.D. H. A. Ruprecht, M.D. Albert W. Wallace, M.D. Vincel Sundgren, M.D. Dean C. Walker, M.D.

Neurology and Psychiatry Tom R. Turner, M.D. Joe E. Tyler, M.D.

Neurosurgery Averill Stowell, M.D. Robert A. Hayne, M.D.

Pediatrics G. R. Russell, M.D.

Telephone 5-6621

General Surgery Carl J. Hotz, M.D. William Pratt, M.D.

Urology K. F. Swanson, M.D. Charles A. Hulse, M.D.

Eye, Ear, Nose and Throat Donald L. Mishler, M.D.

Orthopedic Surgery Charles E. Brighton, M.D.

> **Ophthalmology** Otis S. Lee, M.D.

Anesthesia M. R. Steel, M.D.

Professiona	l Directory
J. L. RICHARDSON, M.D. Orthopedic & Traumatic Surgery 19 West 10th St. Tulsa	CHARLES G. STUARD, M.D. Ophthalmology 221 Court Arcade Bldg. Ph. 4-3435
HERSCHEL J. RUBIN, M.D. Diseases of Infants & Children 1619 East 15th St. Tulsa	LEON H. STUART, M.D., F.A.C.R. X-Ray Diagnosis 1107 Medical Arts Bldg. Tulsa
PHILIP M. SCHRECK, M.D. Internal Medicine 201–202 Medical Arts Bldg. Tulsa	JAMES B. THOMPSON, M. D. General Surgeon Diplomate, American Board of Surgery 1001 Medical Arts Bldg. Ph. 3-3318
MAURICE J. SEARLE, M.D. Pediatrics Diplomate, American Board of Pediatrics 512 Medical Arts Bldg. Tulsa	DRS. TRAINOR & FIRST Cardiology & Electrocardiology W. J. TRAINOR, M.D. SAFETY R. FIRST, M.D. 1011 Medical Arts Bldg. Ph. 5-7545
J. D. SHIPP, M.D. Surgery and Diseases of the Colon and Rectum 316 Medical Arts Bldg. Tulsa	WILLIAM RAY TURNBOW, M.D. Diagnostic & Therapeutic Blocks 2112 W. 41st St. Ph. 5-0653
W. A. SHOWMAN, M.D. Dermatology 408 Medical Arts Bldg. Ph. 3-7789	ARNOLD H. UNGERMAN, M.D. MILFORD S. UNGERMAN, M.D. Diagnosis & Treatment of Nervous and Mental Diseases 708 Medical Arts Bldg. Ph. 2-3151
F. D. SINCLAIR, M.D., F.A.C.S. Certified American Board of Obstetrics & Gynecology 307 Medical Arts Bldg. Ph. 5-5337	R. M. WADSWORTH, M.D. Pediatrics 1445 S. Quaker Ph. 3-4300
WADE SISLER, M.D. Orthopedic Surgery 8th & Elgin Ph. 5-3123	J. E. WALLACE, M.D. Gynecology 914 Medical Arts Bldg. Ph. 2-6501



"Milk contains all known and some as yet unidentified essential nutrients in a ratio more nearly approaching the nutritional needs of man than does any other food."

DAIRY COUNCIL OF TULSA

A non-profit health education organization supported by the ocal dairy industry promoting health and human welfare for the city of Tulsa.

ESTHER M. MUSIL, Nutritionist 312 Wright Building Telephone 4-8280

Affiliated with National Dairy Council

Sec. 34.66 P. L. & R. U. S. POSTAGE **PAID** TULSA 3, OKLA. PERMIT NO. 13

(Return Postage Guaranteed)

COURTRIGHT IN THE COURT ARCADE

Tulsa's only "Ophthalmic - Dispenser" - - - manufacturing and fitting eye-glasses exclusively for patients of the Eye-Physician (M. D.) - - - visit our complete and modernly equipped laboratory.

Res. Phone 6-1289 25 YEARS EXPERIENCE

Office Phone 4-1613

MERKEL X-RAY CO.

Exclusive Distributors For-

Westinghouse X-Ray Equipment

Physical Therapy Equipment

Complete Stock X-Ray and Physical Therapy Supplies

٠

TULSA 1114 S. Boulder Tel. 2-4897

OKLAHOMA CITY

1130 N. Hudson

Tel. 2-3522

MID-CONTINENT SURGICAL SUPPLY CO.

Hospital and Physicians Equipment and Supplies X-Ray Equipment

The Complete Surgical Supply Store

We carry a complete stock of instruments, rubber goods, surgical dressings, sutures, laboratory stains or reagents, enamel-ware, examining room furniture, wheel chairs, supports and trusses.

PHONE 2-8169 TULSA 610 SOUTH BOSTON

Commercial Printing CompanyPRINTERSPublications, ProgramsAdvertising Literature,
Office and Factory Forms

We Print the Bulletin Fine Personal Stationery OFFICE AND PLANT AT 417 EAST 3RD STREET R. W. (Bob) HUDSON TELEPHONE 2-2450