# the MULTNOMAH COUNTY MEDICAL SOCIETY

#### Bulletin Survey:

What do you think of your Medical Assistant, Doctor?

Smooth-Talker Wants Percodan

(see page 6)

Dr. Lawrence Cohen Heads UGN Drive

(see page 12)

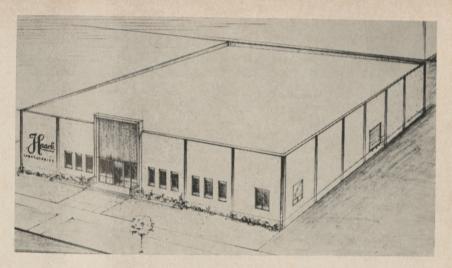


1963

OREGON STATE MEDICAL SOCIETY 1963 Annual Meeting September 24-28 Memorial Coliseum-Portland



2	GRESHAM GENERAL HOSPITAL			EENIT department meeting	12 m	noon
	Staff meeting			EMANUEL HOSPITAL EENT department meeting X-ray conference ST. VINCENT HOSPITAL General practice department meeting	3	n.m.
	PHYSICIANS AND SURGEONS HOSPITAL EENT department meeting8	a m		ST VINCENT HOSPITAL		
	EMANUEL HOSPITAL	a.iii.		General practice department meeting	6:30	p.m.
	EMANUEL HOSPITAL X-ray conference 3 PROVIDENCE HOSPITAL Medical conference 7:30	p.m.				
	PROVIDENCE HOSPITAL			Neuro-ophthalmology conference	_7:45	a.m.
	Medical conference 7:30	p.m.		Neuro-pathology conference	8	a.m.
3	PROVIDENCE HOCDITAL			Neuro-ophthalmology conference	5	p.m.
3	Infection committee 7	a.m.				
	GOOD SAMARITAN HOSPITAL			Tumor clinicST. VINCENT HOSPITAL	12 1	10011
	PROVIDENCE HOSPITAL Infection committee	a.m.		St. VINCENT HOSPITAL Surgery department meeting	12 .	noon
	Neuro-ophthalmology conference5	p.m.				
	OB section7:30	p.m.		Psychiatric department meeting	12:15	p.m.
	EMANUEL HOSPITAL			PROVIDENCE HOSPITAL		
	Tumor clinic12	p.m.		Tissue committee	7	p.m.
	Neuro-pathology conference 5 Neuro-ophthalmology conference 5 OB section 7:30 EMANUEL HOSPITAL Tumor clinic 12 ST. VINCENT HOSPITAL Surgery department meeting 12	n m		PROVIDENCE HOSPITAL Tissue committee  General staff meeting PORTLAND SANITARIUM Staff meeting	8	p.m.
	Surgery department meeting12	p.m.	18	PORTLAND SANITARIUM	7.50	
4	SI. VINCENT HOSPITAL	2 100		Staff meeting	_/:50	a.m.
	ST. VINCENT HOSPITAL Medical department meeting8 GOOD SAMARITAN HOSPITAL X-ray conference4 EMANUEL HOSPITAL Fetal-neonatal death committee meeting8	d.m.		PORTLAND SANITARIUM Staff meeting EMANUEL HOSPITAL Fetal-neonatal death committee meetin	a 8	a.m.
	X-ray conference 4	p.m.		retal-neonatal death committee meeting	9	
	EMANUEL HOSPITAL			Modical department meeting	8	a.m.
	Fetal-neonatal death committee meeting8	a.m.		GOOD SAMARITAN HOSPITAL		
6	GOOD SAMARITAN HOSPITAL			EKG conference	8	a.m.
	Tumor clinic12:30	p.m.		X-ray conference	4	p.m.
7	Tumor clinic12:30 GOOD SAMARITAN HOSPITAL			Ophthalmology conference	_5:30	p.m.
	CPC8	a.m.		Fetal-neonatal death committee meetin ST. VINCENT HOSPITAL Medical department meeting GOOD SAMARITAN HOSPITAL EKG conference Cophthalmology conference PROVIDENCE HOSPITAL Ophthalmology conference Cophthalmology conference	5.30	n.m.
	PROVIDENCE HOSPITAL		00	Ophthalmology conference	_5.50	P
0	GOOD SAMARTIAN HOSPITAL CPC 8 PROVIDENCE HOSPITAL CPC 8 PHYSICIANS AND SURGEONS HOSPITAL	d.m.	20	PROVIDENCE HOSPITAL Ophthalmology conference GOOD SAMARITAN HOSPITAL Tumor clinic GOOD SAMARITAN HOSPITAL CPC	12:30	p.m.
7	Surgical department meeting 8	a.m.	21	GOOD SAMARITAN HOSPITAL		
	GOOD SAMARITAN HOSPITAL		-	GOOD SAMARITAN HOSPITAL CPC PROVIDENCE HOSPITAL CPC HOLLADAY PARK HOSPITAL	8	a.m.
	EEG conference8:30	a.m.		PROVIDENCE HOSPITAL	0	
	EMANUEL HOSPITAL			CPC	8	a.m.
	PHYSICIANS AND SURGEONS HOSPITAL Surgical department meeting 8 GOOD SAMARITAN HOSPITAL EEG conference 8:30 EMANUEL HOSPITAL X-ray conference 3 PROVIDENCE HOSPITAL Medical conference 7:30 PROVIDENCE HOSPITAL Executive committee 7:30 WOODLAND PARK HOSPITAL Monthly staff meeting 7:30 EMANUEL HOSPITAL	p.m.	23	HOLLADAY PARK HOSPITAL	7.45	a.m.
	Madical conference 7.20			Medical department meeting		
10	PPOVIDENCE HOSPITAL	p.m.		Medical department meeting	8	a.m.
10	Executive committee 7	a m		X-ray conference	3	p.m.
	Record committee7:30	p.m.		GOOD SAMARITAN HOSPITAL		
	WOODLAND PARK HOSPITAL			EEG conference	8:30	a.m.
	Monthly staff meeting7:30	a.m.		Orthopedic fracture clinic	11:30	a.III.
	Monthly staff meeting			ST. VINCENT HOSPITAL	5	p.m.
	Pediatric department meeting8:30	a.m.	-	ST. VINCENT HOSPITAL Ob-gyn department meeting		-
	ST VINCENT HOSPITAL	noon	24	CR department meeting	8	a.m.
	Surgery department meeting 12	noon		Tumor clinic	12	noon
	GOOD SAMARITAN HOSPITAL	110011		GP department meeting Tumor clinic Ob-gyn department meeting	_7:30	p.m.
	Neuro-ophthalmology conference5	p.m.		ST. VINCENT HOSPITAL	10	
11	PORTLAND SANITARIUM			Surgery department meeting	12	пооп
	Neuro-ophthalmology conference 5 PORTLAND SANITARIUM Tumor clinic 8	a.m.		ST. VINCENT HOSPITAL Surgery department meeting GOOD SAMARITAN HOSPITAL	5	p.m.
	Tumor clinic		0.5	Neuro-ophthalmology conference		
	GOOD SAMARITAN HOSPITAL	a.m.	25	PORTLAND SANITARIUM Clinical pathological conference	7:50	a.m.
	X-ray conference	n m		ST VINCENT HOSPITAL		
	PROVIDENCE HOSPITAL	p.m.		Medical department meeting	8	a.m.
	Medical conference7:30	p.m.		Clinical parnological commence ST. VINCENT HOSPITAL Medical department meeting GOOD SAMARITAN HOSPITAL X-ray conference EMANUEL HOSPITAL Medicine service meeting EMANUEL HOSPITAL	,	n m
12	PROVIDENCE HOSPITAL			X-ray conference	4	p
	GOOD SAMARITAN HOSPITAN	a.m.		EMANUEL HOSPITAL	7	p.m.
	Neuro-radiology conference		01	Medicine service meeting		
13	GOOD SAMARITAN HOSPITAL	p.m.	20	Orthopedic department meeting	8	a.m.
	Tumor clinic 12:30	nm		GOOD SAMAPITAN HOSPITAL		
14	GOOD SAMARITAN HOSPITAL Tumor clinic12:30 GOOD SAMARITAN HOSPITAL Medical section8 PROVIDENCE HOSPITAL Surgery conference	p.m.		Neuro-radiology conference	4	p.m.
	Medical section8	a.m.	27	GOOD SAMARITAN HOSPITAL	10.20	n m
	PROVIDENCE HOSPITAL			Tumor clinic	12:30	P
	GOOD SAMAPITAN HOSPITAL		28	GOOD SAMARITAN HOSPITAL	8	a.m.
	Medical section	The said of the		Surgical section		
16	PROVIDENCE HOSPITAL           Surgery conference           GOOD SAMARITAN HOSPITAL           Medical section         8           HOLLADAY PARK HOSPITAL         7:45           PHYSICIANS AND SURGEONS HOSPITAL         8           Medical department meeting         7:45	a.m.		Orthopedic department meeting GOOD SAMARITAN HOSPITAL Neuro-radiology conference GOOD SAMARITAN HOSPITAL Tumor clinic GOOD SAMARITAN HOSPITAL Surgical section PROVIDENCE HOSPITAL Surgery conference EMANUEL HOSPITAL Anesthesiology department meeting	8	a.m.
	Surgical department meeting 7:45	a.m.	30	EMANUEL HOSPITAL		n m
	PHYSICIANS AND SURGEONS HOSPITAL		-	Anesthesiology department meeting	4:30	p.m.
	medical department meeting8	a.m.		Anesthesiology department meeting	/	P



# Announcing completion of our new Portland plant and headquarters office

New 14,400 sq. ft. facility provides for continued strict quality control and efficient production of pharmaceuticals.

Another dependable Haack Product:

# **NEOSORB®**

peptic ulcer management without acid rebound

economical to use . less constipation

#### **Each Tablet contains**

Aluminum Hydroxide Gel (Dried) 4 grs. (0.26 gram)

Magnesium Trisilicate 7 grs. (0.45 gram)

Methylcellulose (mucin-like colloid) 1 gr. (0.065 gram)

Dosage: 2 tablets every 2 to 4 hours. Tablets to be chewed and swallowed with minimum amount of fluids. 1 tablespoonful of liquid neosorb equivalent to 2 neosorb tablets. Supplied in sizes 100, 500 and 1,000 tablets. Liquid in quarts and pints.



Prescribe **NEOSORB®** with confidence



HAACK LABORATORIES, INC. 3217 N.W. Yeon Ave., Portland 10, Ore.



Howell Appling, Jr., Oregon's Secretary of State, will be guest speaker at a no-host breakfast at 7 a.m. on Thursday, September 26, in the Benson Hotel's Mayfair Room. Event is sponsored by OMPAC during annual meeting of the Oregon State Medical Society.

It's entirely possible to feel that you are the equal of anyone else, but if others don't accept your opinion, what good does it do?

The Old Age and Survivors Trust Fund (Social Security) balance continues to decline. In April, 1963, it had dropped to \$17.7 billion—a decline of \$289 million from the pervious month. The Fund's balance at the end of 1957 was \$22.4 billion.

"Nature didn't make us perfect, so she did the next best thing. She made us blind to our faults."

Tax writers in Washington are predicting a repeal of the 10% federal excise tax on telephone-telegraph bills, perhaps in 1964—an election year.

In 1960, almost 25% of U. S. taxpayers itemized expenses for health services. Average expenses were \$578; average deduction, \$351.

In calculating space to be rented, a professional man (or businessman) should estimate net usable space—not merely gross square footage—emphasizes Mr. William J. Casey, of the Institute for Business Planning, Inc.

A new publication, "Professional Liability and the Physician," has been prepared by the AMA Law Department. It examines the causes and incidence of professional liability suits and lists 21 "commandments" for physicians in avoiding claims and suits. It is available from the AMA Order Department.

Under present government procedures, such drugs as digitalis, penicillin, streptomycin, cortisone, salicylates, and phenobarbitol might never have become available if discovered today. These were some of the claims made at the recent AMA meeting in Atlantic City, where much discussion was devoted to new controls regarding drugs.

A new "to all my patients" pamphlet, urging patients to ask questions about medical services and fees, is currently available—free of charge—in any quantity from Society headquarters, 2164 S.W. Park Place.

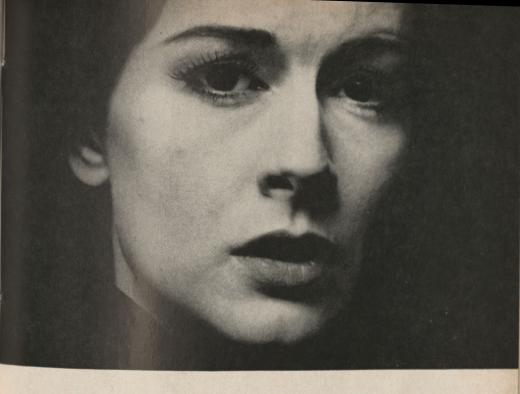
Telephone CApitol 7-0786

# Altstock, Fay & Company

exclusive dealers in PHYSICIANS' AND HOSPITAL SUPPLIES

922 S.W. YAMHILL STREET

PORTLAND 5, OREGON



# Relieves Anxiety and Anxious Depression

The outstanding effectiveness and record of safety with which 'Miltown' (meprobamate) relieves anxiety and anxious depression has been clinically authenticated time and again during the past eight years. This, undoubtedly, is one reason why physicians still prescribe meprobamate more than any other tranquilizer in the world.

Slight drowsiness may occur with meprobamate and, rarely, allergic reactions. Meprobamate may increase effects of excessive alcohol. Use with care in patients with suicidal tendencies. Massive overdosage may produce coma, shock, vasomotor and respiratory collapse. Consider possibility of dependence, particularly in patients with history of drug or

alcohol addiction. Withdraw gradually after prolonged use at high dosage.

Usual dosage: 1 or 2 400 mg. tablets t.i.d. Supplied: 400 mg. scored tablets, 200 mg. sugar-coated tablets; bottles of 50.

the original meprobamate

# Miltown



WALLACE LABORATORIES / Cranbury, N.J.

#### OSMS Annual Meeting Slated Next Month

"Plan now to attend the combined annual meetings of the Oregon State Medical Society and the Oregon Academy of General Practice on September 24, 25, 26, 27 and 28 in Portland's Memorial Coliseum," encourages Ernest T. Livingstone, OSMS vice-president and chairman of the annual session.

"This should be the finest annual session in OSMS history," he added.

The meeting will feature 75 technical exhibits, 20 scientific exhibits, 36 physicians' are exhibits, nine Sommer lectures, six scientific sections, and four general sessions, all at the Coliseum.

Social highlights will be the annual banquet and inaugural ball in the Mayfair Room of the Benson Hotel, on Thursday, September 26.

The annual Oregon Medical Golf Tournament is slated for Saturday, September 28, at the Royal Oaks Country Club, Vancouver.

Chairman of the OAGP annual meeting is G. Alan Fisher of Gresham.

(Editor's note: A complete program and other details of the combined annual meetings will appear in the September issue of The Bulletin.)

## Weekend Caller Wants Percodan

A smooth- talking woman has been operating quite actively in the Portland area over the weekends recently, attempting to obtain prescriptions for Percodan tablets from local physicians.

In several cases reported to the Society the woman has used this approach:

She telephones the doctor at home, explaining that she has just moved down from Canada and has not yet selected a family physician. She claims that her teenage daughter recently underwent surgery for a breast removal in Canada, and that the daughter is still in considerable pain.

The woman gives a name, sometimes calling herself "Janet Calvert"—and a fictitious address. She asks the doctor to provide her with a prescription for "enough Percodan tablets to relieve her daughter's pain over the weekend," promising to bring the girl into the office first thing Monday morning.

The usual request is for from six to twelve tablets...from each physician the woman calls

Those who have been approached emphasize that the woman tells an extremely convincing story...but they never hear from her again.



Ross Kallywood Chapel Portland's Most Unique Chapel A beautiful funeral in the Ross Hollywood Chapel is a lasting tribute to the memory of a loved one.

282-4501

N.E. 48th and Sandy Blvd. Portland 13 When you refer your hardof-hearing patients to
Shaw's, you know they will
be treated with professional care for maximum hearing help.

• All customers are requested to check with

- All customers are requested to check with their physicians regarding possible medical treatment before a fitting is made.
- You receive an immediate written report on all patients you refer to Shaw's.
- Shaw's expert fitters include a certified audiologist with the highest accreditation in the field of hearing aid service.
- Every hearing aid sold is fully guaranteed, both by Shaw's and the manufacturer.
  - Only the finest hearing aids are sold after fitting to meet each individual requirement.

MORE
HELP FOR
YOUR PATIENTS'
HEARING
PROBLEM



Shaw Surgical Co.

S. W. 9th and Yamhill St. • Portland CApitol 7-3456

HEARING SERVICE DEPARTMENT

SINCE 1905 . YOUR COMPLETE MEDICAL SUPPLY CENTER

Surgical & Hospital Equipment

> Men's Surgical Supports

Women's Fashion & Corrective Foundations

> Nurses' Uniforms & Accessories

Hearing Aid Sales & Service

> Sickroom Supplies



The Medical Staff of Raleigh Hills Hospital is composed of physicians qualified and experienced in the treatment of alcoholism. All are members of the Multnomah County Medical Society, the Oregon State Medical Society, and the American Medical Association.

Members of the American Hospital Association

JEAN B. TANNER and LARRAE A. HAYDON, Administrators

6050 S.W. Old Scholls Ferry Road

PORTLAND 7

CY 2-2641

# THE BULLETIN of the MULTNOMAH COUNTY

MEDICAL SOCIETY

VOL. XVIII AUGUST, 1963 No. 8

Official Publication of the Multnomah County Medical Society

Authorized by the Board of Trustees of the Multnomah County Medical Society and published monthly under the auspices of the Editorial Board.

> Arch W. Diack Herman A. Dickel G. Alan Fisher Kenneth C. Wilhelmi

Mr. Robert H. Elsner	Executive Secretary
Ann G. Bridges	Associate Editor
Mr. Reg Thorpe	_Advertising Manager

#### HOSPITAL REPORTERS

W. J. Sittner	Emanuel
Arnold Rustin	Good Samaritan
George J. McGowan	Holladay Park
Ira A. Manville	Physicians & Surgeons
Louis O. Machlan, Jr.	Portland Sanitarium
Edward W. Davis	Providence
A. B. Shields	St. Vincent
Jarvis Gould	University Hospital

Editorial and advertising offices: 2164 S.W. Park Place, Portland 5, Oregon Telephone CA 8-4175

Opinions expressed in Bulletin articles, whether signed or unsigned, are those of the individual writers and do not necessarily represent the opinions or policies of the Editorial Board or the Multnomah County Medical Society.



#### Multnomah County **Medical Society**

#### **OFFICERS**

PRENTISS LEE	President
NORMAN A. DAVID	
RAYMOND M. REICHLE	President-Elect
VERNER V. LINDGRENFirst	Vice-President
ERNEST T. LIVINGSTONE_Second	Vice-President
WILLIS J. IRVINE	Secretary
J. RICHARD RAINES	Treasurer

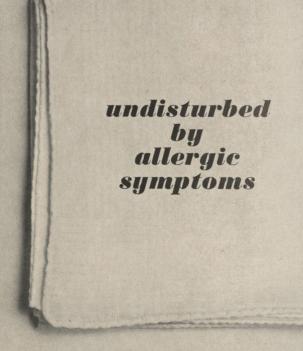
#### TRUSTEES

Term expires 1963: John W. Bussman, Quinten W. Cochran, Ivan I. Langley, Louis O. Machlan, Jr., Clinton S. McGill, Joseph W. Nadal.

Term expires 1964: Stanley A. Boyd, Winfred H. Clarke, Walter C. Reynolds, Edward E. Rosenbaum, William C. Scott, Alvin O. Uhle.

#### In this Issue ....

News-Views	4
OSMS Annual Meeting	6
Bulletin Survey	11
Cohen Named UGN Chairman	12
AMA Clinical Session	14
Occupational Health Conf	17
President's Message	18
OMPAC-Good Insurance	22
DOSB Collection Tips	23
Why Support Blue Shield?	27
Physician's Datebook	28
Hospital Costs Up	31
Legislative Report	32
Bulletin Humor	38
Bulletin Classified	39



Co-Pyronil gives relief in minutes for hours; provides smooth, continuous symptomatic control of allergies—virtually without side-effects. In a dosage form for every allergic patient.
• Pulvules® • Suspension
• Pediatric Pulvules

# Co-Pyronil® Pyrrobutamine Compound

Additional information available upon request. Eli Lilly and Company, Indianapolis 6, Indiana.



In summary: Pulvules Co-Pyronil combine 25 mg. Histadyl® (methapyrilene hydrochloride, Lilly) and 15 mg. Pyronil® (pyrrobutamine, Lilly) with 12.5 mg. Clopane® Hydrochloride (cyclopentation by the state of the sta mine hydrochloride, Lilly). Co-Pyronil is indicated for the relief of ocular and nasal symptoms of hay fever and for vasomotor rhinitis, urticaria, angioneurotic edema, and other allergic symptoms. Drowsiness is sometimes reported at the beginning of treatment but is usually transient. In rare instances, signs and symptoms of sympathetic overstimulation may be noted with the use of vasoconstrictors. Since Co-Pyronil contains a sympathomimetic drug, it should be used with caution in the presence of hypertension, cardiovascular-renal disease, and hyperthyroidism.

Also available as Suspension and Pediatric Pulvules in half-strength dosage.

# The Bulletin

MIII.TNOMAH COUNTY MEDICAL SOCIETY

Vol. XVIII

AUGUST, 1963

No. 8

# Patient Treatment by Assistants Concerns Many Local Doctors

Courtesy and consideration for patients are among the traits most often mentioned in a recent Bulletin survey to determine what local physicians like - and dislike - about their medical assistants

In response to the question, "What do you like most about your Medical Assistant?" many of the 150 doctors polled expressed appreciation for the manner in which their assistants handle patients. "Loyalty" and "reliability" were among the other most frequent responses to this question.

In reply to "What do you dislike most about your Medical Assistant?" many doctors cited rudeness to patients, failure to understand patients' problems, and abruptness on the telephone as their major gripes. Also ranking high were the complaints that some medical assistants stop learning after their formal education is completed, and that some will not assume enough responsibility.

#### Many Have No Complaints

Many doctors, however, replied that they were completely satisfied with their assistants, and could offer no ways for improvement. Another doctor stated that he had no complaints, because if he did, he would have replaced the girl.

A third question asked, "In what way could your Medical Assistant be more helpful to you and your practice?" Again, better patient relationships ranked high in the responses. A number of doctors suggested that their aides could organize their own work better. and pay more attention to details. "Assume more responsibility" was another frequent response.

With few exceptions, most of the doctors polled felt their medical assistants liked their work.

One doctor felt his assistant should be willing "to work at all times." Another disliked the use of the term, "medical assistant." He said his "office assistants are not medical assistance-but secretarial." And one cited "easy on the eyes" and "efficiency" as his major likes of his assistant, in that order.

#### Neatness, Promptness

Good grooming, neatness and promptness were among other factors also mentioned frequently. Telephone visiting and clock-watching were complaints some doctors registered against their girls.

Although the 150 doctors surveyed were selected at random and it was explained that it was not necessary to identify themselves, many voluntarily chose to sign their names to the questionnaires. The percentage of response. too, was exceptionally high.

Following are some of the typical responses to the survey's three major questions:

What do you like most about your Medical

Assistant? "Devotion to the welfare of the patients we both serve. (Continued on page 12)

#### Patient Treatment . . .

(Continued from preceding page)

"Loyalty and Reliability."

"Ability to handle the public . . . in person and on the telephone."

on the telephone.
"Promptness, neat and clean, well-groomed, ability to handle complaints well, and the ability to remember patients' names."
"Acceptance of responsibility and ability to get the work done."

#### What do you dislike most about your Medical Assistant?

"Lack of medical ethics."

"Occasional use of poor grammar."

"Failure to understand patients' problems."
"Rudeness to patients—particularly when we are

busy.

"Lack of interest in her job."
"Inability to get along with other girls in the office.

"Disorganized work habits, makes same mistakes repeatedly."
"Failure to come to me with questions or

complaints."

#### In what way could your Medical Assistant be more helpful to you and your practice?

"Assume more responsibility."
"Have more formal training; continuing one-hour discussions at regular intervals."
"Take more personal interest."
"Strive to anticipate the dector's part pood."

"Strive to anticipate the doctor's next need, and have it ready."
"By continuing to work with me."
"Check records before patients are seen, to make sure all requirements are met." "More business training; be more careful in

accounting." "Organize her work better."

"Too many ways to list.

#### Remember These Words?

"I do not believe in a super state. I see no magic to tax dollars which are sent to Washington and then returned. I abhor the waste and incompetences of large-scale Federal bureaucracies."

-Candidate John F. Kennedy September 14, 1960

#### PRESCRIPTION OPTICAL, INC.

Successor to Hal H. Moor, Inc. Dispensing Opticians . . . Established 1915

ARTIFICIAL EYES



CONTACT LENSES

315 Mayer Bldg. 226-1201

1109 S.W. Taylor 227-3303

1131 N.W. 23rd 223-1980

## Lawrence Cohen Named UGN Drive Chairman

Lawrence J. Cohen has been named chairman of Multnomah County Medical Society's 1963 United Good Neighbors campaign, according to G. Prentiss Lee, Society president.

Other members of the committee are D. J. Molenkamp, Gordon Myers, Laurence K. MacDaniels, Guy W. Gorrell, and Richard P. Andrews.

The Tri-County UGN campaign begins in mid-September. The 1963 goal is \$3,618,830 for 87 health and welfare services in Multnomah, Washington and Clackamas Counties.

"This represents the bare minimum needs of the agencies if they are to provide adequate services to citizens in this area next year," said Mr. Bob Hazen, chairman of the campaign's professional division.

# Who Pays the **Doctor First?**



# OPS-BLUE SH

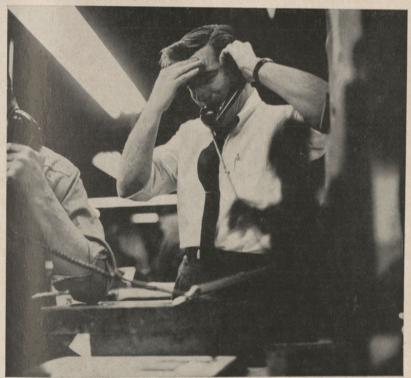
The prepaid health protection plan sponsored by Oregon doctors

#### OFFICES IN PORTLAND

619 S.W. 11th Ave.



and in SALEM ROSEBURG COOS BAY HERMISTON



#### Tension? Hypertension? Control both with Serpasil® (reserpine CIBA)

Patients with high blood pressure plus one or more symptoms of tension-restlessness, rapid heart rate, excessive sweating, agitation - benefit from the distinctive calming action of Serpasil (reserpine). It shields the tense hypertensive patient from nervousness that raises his blood pressure. Result: pressure goes down, heart rate decreases. Useful in all grades of hypertension, either alone or as a background agent.

Average Dosage: 0.25 to 0.5 mg. daily.

Side Effects: Occasional: lassitude, drowsiness, nasal

congestion, looseness of stools, increased frequency of defecation. Rare: anorexia, headache, bizarre dreams, nausea, dizziness. Nasal congestion and increased tracheobronchial secretions may occur in babies of mothers treated with reserpine.

Cautions: Severe mental depression has appeared in a small percentage of patients, primarily in a dosage above 1 mg. daily. Usually the patient had a pre-existing, incipient, endogenous de-pression which was unmasked or accentuated by reserpine. When the drug is discontinued, depression usually disappears, but hospitalization and shock therapy are sometimes required. Daily dosage above 0.25 mg. is contraindicated in patients with a history of mental depression or peptic ulcer. Withdraw Serpasil (reser-

pine) 2 weeks before surgery, if possible. For emergency surgical procedures, vagal blocking agents should be given parenterally to prevent or reverse hypotension and/ or bradycardia.

Supplied: Tablets, 0.1 mg., 0.25 mg. and 1 mg.

CIBA SUMMIT, N.J. 2/3105MB

# Portland AMA Clinical Session Features Outstanding Program

More than 7,000 physicians and their guests are expected to converge on Portland for the 17th annual Clinical Meeting of the American Medical Association, December 1-4, 1963

It will mark the first time that the AMA has held a clinical meeting in Portland.

The AMA has held two of its annual meetings in Portland, however. One was in July, 1905. At that meeting many scientific papers were offered on diseases that have since been virtually eliminated through advancement of medical science. These include typhoid fever in children, pneumonia, whooping cough and the after-effects of diptheria on the heart. The second and last annual Portland session was held in July, 1929.

#### At Memorial Coliseum

Otto C. Page, general chairman of arrangements for the December meeting, said nearly all of the scientific sessions will be held in Portland's Memorial Coliseum. The scientific and industrial exhibits also will be shown there.

When the AMA held its Clinical Meeting in Seattle in 1956 the total physician attendance was 3,032.

"We feel," Dr. Page said, "that this figure will be much higher when the AMA meets in Portland."

#### Scientific Program

Lectures, panels, symposia and breakfast roundtables again will be presented at the Portland meeting on specially selected topics, as well as color television and medical motion pictures. More than 100 physicians will deliver lectures on the scientific program during the four day meeting, and more than 200 scientific and industrial exhibits will be shown at the Coliseum, many of which will be based on new scientific research.

Huldrick Kammer, chairman of the Scientific Program Committee, said the scientific exhibits are an important part of the Clinical Meeting and added that "their long and continued popularity at AMA meetings is good evidence of their teaching value to the physician. The exhibits are so varied that the medical subject matter has some interest to every physician regardless of specialty."

Touching on the scientific highlights at the Portland meeting, Dr. Kammer said a symposium on "Genes, Chromosomes and Immune Mechanisms" as applied to clinical medicine will be an outstanding feature. It will be held on Monday, December 2, the second day of the meeting.

The same subject will be covered in a guest lecture on Tuesday morning by Rupert E. Billingham, Ph.D., of the Wistar Institute, Philadelphia, a world authority on tissue immunity. He collaborated with Peter Brian Medawar, of London, who won the Nobel Prize in Medicine in 1960.

#### Tissue Transplantation

Dr. Medawar received the Nobel Prize for his distinguished contributions to the baffling but highly promising field of tissue transplantation and acquired immunologic tolerance. His main work was concerned with problems of tissue grafting and with tissue inheritance and differentiation. In 1948, at the request of the Medical Research Council, he undertook, with Dr. Billingham and other associates, tissue grafting in cattle to determine the distinction between identical and non-identical twins.

In the course of these and other investigations, he confirmed the theories of the noted Australian scientist, Sir Macfarlane Burnet, with whom he shared the Nobel Prize.

Joining in a panel discussion on genes

chromosomes and immune diseases late Monday afternoon will be Robert Koler, moderator of Portland; Levin Grumbach, New York; Arno Motulsky, Seattle; Carl Pearson, Los Angeles, and Robert Blizzard, Baltimore.

Immunization, with special emphasis on the viruses, will be covered on Tuesday's program, along with cancer of the breast.

Outstanding authorities in the diagnosis and treatment of breast cancer will exchange ideas and discuss the newest forms of treatment. The Physicians are Ian Macdonald and Richard Martin of the M.D. Anderson Hospital in Houston, and Dr. Maurice Lenz, emeritus professor of radiology at Columbian Presbyterian Hospital, New York.

#### Aspects of Infection

Also on Tuesday a number of outstanding specialists will discuss the surgical aspects of infection. The doctors include William Kirby of Seattle; Jacob Fine of Boston; and Edwin J. Pulaski of Washington, D. C. They along with J. E. Dunphy, of Portland, president-elect of the American College of Surgeons, will close this portion of a program with a panel discussion.

Another highlight of the scientific program will be a day-long Tuesday program on kidney problems, including the newest thoughts on kidney acid-base control. A renal symposium will include an airing of the principles of intermittent dialysis as well as the socio-economic problem associated with keeping such chronic uremic patients alive. Speakers and panel discussants include William B. Schwartz, Jr., Boston; Belding Scribner, S. T. Boen, and John S. Murray, all of Seattle.

A symposium Wednesday will deal with the practical approaches to every-day problems in adolescent patients. Evaluation of the adolescent patient will be discussed by Frank H. Douglass of Seattle, and other subjects and the speakers include: dermatology, J. L. Fromer, Boston; nutrition, Felix P.

Heald, Washington, D.C.; growth, Solomon Kaplan, Los Angeles; gynecologic disorders, Janet McArthur, Boston; social habits and delinquency, Adolph Christ, Seattle and the adolescent athlete, Donald B. Slocum, Eugene, Oregon.

Other scientific subjects to be covered by speakers during the four-day meeting include:

Heart and blood vessel surgery; peptic ulcer; the practical clinical approach to anticoagulants, metabolic obesity, anemia, edema and undiagnosed fever; urology; obstetrics and gynecology, and trauma as it relates to everyday noises, smoking in relation to morality and morbidity, and causes of death in automobile accidents.

#### Guest Lecturer From England

Prof. C. H. Stuart-Harris, director of the Department of Medicine of the University of Sheffield, Sheffield, England, will appear as a guest lecturer on the scientific program on Wednesday morning. He will deliver an hour-long paper on "Shortness of Breath."

Prof. Harris, who has written numerous books and papers on pulmonary disease, is particularly interested in the infecious and viral diseases and chronic and non-specific pulmonary disease.

#### Instructive Television

Joseph B. Trainer, of the University of Oregon Medical School, working closely with the AMA Committee on Medical Motion Pictures and Television, announced a varied and extensive live, closed circuit television program which will be shown to physicians during the clinical meeting. Thirty physicians, most of them from Portland will take part in this program which will cover:

Eye examinations; resuscitation techniques and their utilization in surgery obstetrics, and in coronary diseases; psychiatric evaluation of the alcoholic; a tumor clinic session; the crippled child; and diagnosis and surgical approaches to the relief of deafness.

# ONE SUIT JUST WON'T FIT EVERYONE



... and it's the same with insurance

AT POWNALL, TAYLOR & HAYS DISABILITY INSURANCE IS FITTED TO YOUR PARTICULAR NEEDS!

Now you can choose your income protection up to \$250 weekly through Pownall, Taylor & Hays. Yes, you determine the amount of benefits, the waiting period before benefits begin, and how long benefits are to be paid. The low group cost is much less than comparable individual coverage. Learn all the details today!



## POWNALL, TAYLOR & HAYS

Inquiries invited by phone. Call collect 503—228-1131 Paul Walker, Bob Stanbery, Harold Hays, Jack McComb

1215 S.W. Broadway, Portland, Oregon 97205

## Occupational Health Conference Set for Multnomah Hotel

With the selection of an outstanding slate of speakers for the 10th Annual Pacific Northwest Occupational Health Conference, arrangements are now complete for the 2-day session, according to Mr. Lawrence Shaw, general conference chairman.

This year's conference will be held on September 9 and 10 at Portland's Multnomah Hotel.

Each year, the conference has been devoted to the promotion of better understanding of all facets of an occupational health program. This year's theme asks the question "What Is A Basic Occupational Health Program And Who Profits By It?"

Mr. E. D. Mairs, vice president and general manager of personnel, Alcoa, will speak on "What is a Basic Occupational Health Program and Who Profits By It?"

Irving R. Tabershaw, professor of occupational medicine and head of En-



vironmental Health and Safety at the University of California, Berkeley, will discuss: Is There Profit in Knowing the Physical and **Emotional Condition** of Employees?" Dr. Tabershaw was graduated from the

Dr. Tabershaw Long Island College of Medicine in 1933 and spent five years at Kings County Hospital, Brooklyn, as an intern and resident. He was in private practice and has an extensive background in public service.

The subject, "Is There Profit in Taking Care of Injured, Sick and Partially Disabled Employees?" will be covered by John Turner, consultant to the Division of Industrial Mental Health at the Menninger Foundation, San Francisco. Dr. Turner formerly was staff psychiatrist to the same organization. He also

is currently in private practice in San Francisco. He earned his M.D. degree from the University of Lausanne, in Switzerland

Weyerhaeuser Company Vice President Mr. Lowry Wyatt will speak on "Is There Profit in Improving the Industrial Environment?"

At this conference, the popular workshop format has been expanded. Ten separate discussion groups will cover each subject, with the smaller groups offering individuals more opportunity to express ideas.

Registration requests should be directed to Mr. Guy Leonard, Portland Chamber of Commerce, 824 S.W. Fifth Avenue, Portland, at CA 8-9411. Registration fee for the two-day event is \$10 per person.

(See story on page 25, also.)

# Hammel's

PHARMACY

CA 6-2579

838 S.W. 10th Ave. Portland, Oregon

## Colonial Manor Sanitarium Inc.

OWNED and OPERATED BY MR. and MRS. PAUL G. CONREY

Specializing in Continual and Considerate Nursing Service for the Elderly Confused.

Listed and Registered by A.H.A. Member, A.N.H.A. and O.N.H.

6821 S.E. 112th Ave.

PR 4-8526

# You Are the Medical Society

Whenever I visit our busy Society office or observe its many exciting functions and community projects, I am impressed by the worthwhile accomplishments. These are often the result of significant personal sacrifice of

time and money, on the part of our membership.

Your good work must surely give you a deep sense of satisfaction, whether it is primarily designed to assist your fellow physicians or to correct a community health problem. Future dividends will result from your participation and promotion of the course in "Medical Aspects of Athletics," your influence on sound health legislation, the educational television and radio programs, the Speakers' Bureau, Medical Careers program, and the many other Society activities.

The more active you become in Medical Society affairs, the more you realize that you are the Society. Without you, there would be no County Medical Society. By your participation, you can help make it what you want it to be. Our Society, like a precious jewel, has many facets. There is a place

for each of you to help keep it sparkling.

I invite you to contact me, or the Society office, if you would like to have your name included in the list of Society officers, Trustees, delegates, commissions, or any of its principal committees. -G. Prentiss Lee, M.D.

Judicial and Business Commission

E. G. Chuinard, Chairman; George A. Nash, Russell L. Johnsrud, Laurence K. MacDaniels, John R. Montague, Thomas R. Montgomery, Wililam A. Fisher, Alfred J. Kreft, Werner E. Zeller.

**Public Health Commission** 

Lawrence M. Lowell, Chairman; LeRoy E. Casperson, Herbert E. Goldsmith, Jack E. Battalia, F. Douglas Day, Clifford L. Peasley, Howard L. Cherry, Robert L. Hare, John D. Welch.

Public Relations and Public Policy Commission George R. Satterwhite, Chairman; James B. Hampton, W. Rich Warrington, William M. Ross, Milton Singer, Lendon H. Smith, John W. Bassett, John F. Hayes, Donald F. Kelly.

**Medical Service Commission** 

Ernest H. Price, Chairman; Marion R. East, F. Keith Markee, Donald McKinley, Walter C. Reiner, DeNorval Unthank, C. Louise Clancy, C. H. Hagmeier, Warren E. Nielsen.

Professional Relations and

Community Affairs Commission Robert S. Dow, Chairman; Robert J. Condon. Philip A. Snedecor, William L. Hartman, J. Cliffton Massar, Joseph L. Miller, Jr., LeRoy E. Groshong, William O. Thomas, Jr., Ceilous L. Williams, Jr.

#### STANDING COMMITTEES

Grievance

George M. Robins, Chairman; Morris L. Bridgeman, Donald P. Dobson, Laurence R. Langston, Joseph C. Mitchell, David P. Paull, William M. Rosenbaum, Harry E. Sprang, Marvin J. Urman, Edward E. Wayson. Special Advisors: George H. Lage, Russell L. Johnsrud.

Regional Blood Center

Bernard Pirofsky, Chairman; Stanley F. Bergquist, Terence H. Cochran, Warren C. Hunter, John A. Larrabee, E. Colton Meek, Albert A. Oyama, C. W. VanRooy.

Supervisory Committee of the

Oregon Physicians' Service H. D. Colver, Chairman; James A. Mason, Vice-Chairman; G. Alan Fisher, Joseph E. Gambee, C. H. Hagmeier, Alfred C. Hutchinson, Ivan I. Langley, Willard L. Mathiesen, John W. Partridge, J. Richard Raines, Charles H. Sparks.

Program

Willis J. Irvine, Chairman; Jack E. Battalia, Athrur W. Berg, Quinten W. Cochran, Richard H. Kosterlitz, Arthur J. Seaman.

School Health

Paul Campbell, Chairman; Charles Bradley, David B. Franck, Norman M. Janzer, L. Kimball Page, Robert G. Pittenger, Edgar M. Rector, Thomas E. Talbot, Gordon F. Wolfe, Gregg D. Wood. Special Advisor: John F. Abele.

**Medical Careers Committee** 

A. O. Uhle, Chairman; John W. Bassett, Milton Brunkow, Duncan A. McLauchlan, Mildred M. Thomas.

(Continued on next page)

(Continued from preceding page)

Trustees to the Oregon State Medical Society
John W. Stephens, James V. Woodworth, Alfred C. Hutchinson, H. D. Colver, J. Scott
Gardner, Otto C. Page.

**United Good Neighbors** 

Lawrence J. Cohen, Chairman; D. J. Molenkamp, Gordon Myers, Laurence K. MacDaniels, Guy W. Gorrell, Richard P. Andrews.

Doctors' Official Telephone Exchange William H. Thayer, J. Cliffton Massar, Laurence R. Serrurier.

Doctors' Official Service Bureau, Inc.
Donald F. Kelly, J. Scott Gardner, Harry S.
Irvine, Jr.

Representative to The Visiting Nurse Association Lendon H. Smith

The Hospital Planning Council

for the Metropolitan Portland Area
J. Scott Gardner

**Housing Committee** 

Verner V. Lindgren, Chairman; Joseph F. Paquet, Ernest T. Livingstone, A. G. Bettman.

**Emergency Medical Care** 

Louis O. Machlan, Jr., Chairman; Roderick L. Johnson, Co-Chairman; Paul R. Burgner, Robert J. Condon, Henry H. Dixon, Jr., Myron R. Grover, Jr., Robert W. Kullberg, Laurence K. MacDaniels, J. Cliffton Massar, Roy R. Matteri. Special Advisor: Russell H. Kaufman.

Cancer Society

LeRoy E. Groshong, Chairman; William P. Galen, Harvey W. Baker, Willard L. Mathiesen, E. Colton Meek, Jr.

The Multnomah Foundation for Medical Care Harold D. Paxton, President; Dale C. Reynolds, Robert L. Hare, John W. Bussman, James P. Whittemore, Charles H. Sparks, John F. Hayes, Eldon W. Snow.

Oregon Tuberculosis and Health Association Lawrence M. Lowell

Multnomah County Tuberculosis Association Wililam M. Ross

Portland General Hospital
J. Houghton Todd, Dugald H. Grier, Jr.

# **GLADSTONE**PHARMACY

PRESCRIPTION LABORATORY CONSULTANTS

GLADSTONE, OREGON

Phone: OLive 6-2901

#### Western TB Conference Here In September

Medical sessions of the 1963 Western Tuberculosis Conference are scheduled for Friday, September 13, at the Sheraton Motor Inn, Portland, reports John E. Tuhy, chairman of the Medical Sessions committee.

The day-long medical program will include a number of noted speakers, Dr. Tuhy said. Registration is from 8 to 9 a.m., with the scientific programs starting at 9.

Highlights and featured speakers in the morning session include:

"Re-infection Tuberculosis: The Enemy Within?" Davis J. Sencer, USPHS.

"The Epidemiology of Mycobacterial Infections," E. Runyon, V.A. Hospital, Salt Lake City.

"The Treatment of Drug-Resistant Tuberculosis," Armin Fischer, National Jewish Hospital, Denver.

"Prophylaxis and Treatment of Primary Disease," K. Kaseuga, J. Wilson, Martha Wilson and G. Sperry, USPHS Indian Health Service.

"Saturation TB Control—Yuma County, Arizona," J. W. Birss, TB Control Officer, Arizona.

The afternoon sessions will feature:

"Pulmonary Cystic Disease—Physiological and Surgical Correlations," A. R. Grant, Phoenix, Arizona.

"A Hard Look at the Round Lesion," John Steele, V.A. Hospital, San Fernando, Calif.

"Mucoviscidosis: Current Trends in Investigation and Treatment," George Dana, Div. of Pediatrics, U. of Oregon Medical School.

Symposium on Pulmonary Emphysema.

Further information on the 1963 Western Tuberculosis Conference may be obtained from the Oregon TB & Health Association, 811 S.W. Washington Street, Portland; CA 7-5414.

# Doctors' Official Telephone Exchange Records New High in Service

More than 180,000 calls were recorded by the Doctors' Official Telephone Exchange during 1962. This represents an average of 317 calls per user.

"Recorded calls—those which require a written record—represent approximately one-sixth of the total volume of the Exchange," according to Robert H. Elsner, general manager. "This means that during 1962, more than one million calls were actually handled by the women who are on duty around-the-clock in the basement of Society head-quarters."

The Telephone Exchange also serves both the Multnomah County Medical Society and the Oregon State Medical Society offices, which account for a large volume of the un-recorded calls. The actual number of 1962 recorded calls was 180,672, which when divided by the 570 physician-dentist Exchange members, averages out to 317 calls each. By comparison, in 1961, there were 166,379 recorded calls, for 545 subscribers; an average of 305 calls per user.

In 1954, with 424 subscribers, the Exchange recorded 106,053 calls, for an average of 244 calls per subscriber.

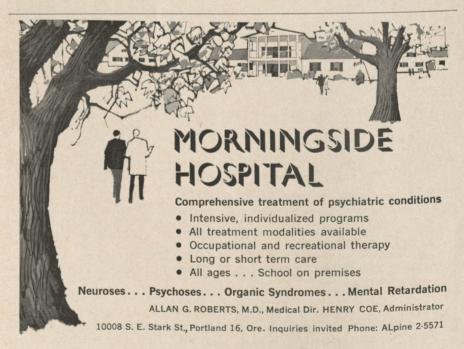
#### **POWERS & ESTES**

**Prescription Specialists** 

OPEN ALL NIGHT

CApitol 8-2341

Morgan Bldg. 724 S.W. Washington St.



Largest private psychiatric hospital on the west coast. Est. 1893

# HAXSEN

for relaxin'...

#### REDUCES ANXIETY TENSION

PROPERTIES: Haxsen combines muscle relaxant properties of mephenesin with sedative action of secobarbital sodium presenting a balanced, safe, prompt acting prescription.

**Fach Tablet Contains** 

Mephenesin N.F. . . . . . . . . . . 6 grs. Secobarbital Sodium U.S.P...... 1/2 gr.

INDICATIONS: To relax the tense, anxious restless patient, so-called anxiety-tension state . . . gives pleasurable relaxation, tranquility.

SUPPLIED: Bottles of 100 and 1000 tablets.

DOSAGE: Usual adult dose: One tablet every four hours, after meals. Economical to use.

HAACK LABORATORIES, INC. · PORTLAND 1, OREGON



# OMPAC Membership Offers Good Survival Insurance

By Mr. Robert O. Bissell

AMPAC and the Oregon Medical Political Action Committee have come of age. OMPAC, an independent, unincorporated body of physicians, their families and friends was organized to promote political education and political action in the interest of better government.

The Board of Directors of OMPAC is appointed annually by the Board of Trustees of the Oregon State Medical Society. OMPAC is nonpartisan in composition and absolutely independent from the OSMS or any other organization in relation to its activities. However, OMPAC has a verbal working agreement with AMPAC to solicit memberships and to provide local political information.

The National PAC participates in direct candidate support on the Congressional level. Membership dues are divided between the state and national organizations. A portion of every mem-

bership dollar is retained to support State legislative candidates and to encourage physicians and their wives and friends to become active in politics.

Every OMPAC member is encouraged to take an active part in the political party of his choice.

OMPAC already has been effective. More than 50% of the members of the recent Oregon Legislature received some assistance. OMPAC's objective is not to "buy" votes, but to create a political atmosphere receptive to medicine. The physician or physician's wife is eligible for OMPAC membership. Active membership dues are \$20; Sustaining Membership dues are \$149.00.

Physicians are well aware of the amount of money they invest annually for malpractice insurance. But not enough of the physicians of Oregon have given consideration to their investment in SURVIVAL INSURANCE!

Politics is your business—and you can do something about it!

(Cut out and use the form below)

OMPAC Oregon Medical Political Action Committee P.O. Box 394 Beaverton, Oregon
Please find attached my check as a voluntary contribution to the Oregon Medical Political Action Committee for 1963.
For Active Membership\$ 20.00 minimum
For Sustaining Membership\$149.00 minimum
In addition, I wish to contribute annually to OMPAC. Please bill me yearly.
Signed
Address

## Medical Society - Endorsed Bureau Offers Ethical Collection Results

by Connie Singer, Contact Representative Doctors' Official Service Bureau, Inc.

(Editor's note—This is the first in a series of Bulletin articles dealing with the subject of medical collections. Its author, Miss Singer, will offer regular tips and suggestions to doctors—and their medical assistants—for improving collections.)

One of my primary functions at the Doctors' Official Service Bureau is to maintain personal contact with the medical assistants in this area, and discuss ways how they might effectively utilize our services. We attempt to provide more than a mere collection service.

We also act as advisers to help solve the business and collection problems of medical practice that may arise before they are turned over to us.

#### Medical Society-Endorsed

The Doctors' Official Service Bureau, endorsed by the Multnomah County Medical Society, offers an ethical, "personalized" type of service not found in many purely-commercial collection agencies.

One guiding fact we attempt to point out regarding patient-collection problems, is that, like the medical assistants, most of these patients are also working people—with the same problems, worries and desires to stay debtfree.

All too often, we come across delinquent patients who were alienated the first time they entered the doctor's office.

#### Cold Attitude Alienates

Frequently, people will complain that they were treated coldly—or outright rudely—by a doctor's receptionist who may have been rushed or otherwise preoccupied. This has happened on several occasions, and the doctor's aide was not even aware of her attitude toward the patient.

This first contact — even before the patient sees the doctor—is far more important to a happy relationship than we might realize.

A patient with misgivings about the doctor, or his assistant, is much more likely to "let them wait for it" when the bill is due. On the other hand, if a patient has been treated courteously and made to feel important by the receptionist, chances of prompt payment are tremendously increased.

That white uniform on the girl in the outer office should not serve as a shield in the eyes of an ill, and sometimes frightened, patient. It should be associated with a warm, friendly, and courteous greeting.

#### **Ethical Collection Results**

We at the Doctor's Official Service Bureau attempt to maintain a similar relationship with our debtors, as well as our clients. We don't believe in the "get tough" approach—which can often be harmful to the patient-physician relationship—when an ethical, professional collection approach has proven just as efficient in getting results!

Our organization can be an effective extension of the physician-client's office staffs, particularly on special problems.

This individual service is available now. I am in the office between 8:30 and 4:30 daily, to assist in any way with collection problems and questions. There's no obligation, of course.

The number is CA 8-8585. Just ask for Connie Singer.

#### HAACK BROS.

exclusive
PRESCRIPTION PHARMACY
Since 1908

MEDICAL DENTAL BUILDING CApitol 3-1155

# Meeting, Examination Dates Told by Medical Examiners

Applicants for Oregon licensure, based upon reciprocity or endorsement by the National Board of Medical Examiners are reminded that the next regular meeting is scheduled for October 3, 4, and 5, 1963. Filing date for this meeting is September 3, 1963, and applications will not be accepted after this deadline, according to the State Board of Medical Examiners.

The Oregon Basic Science Certificate must be filed prior to the meeting date. The next Oregon Basic Science examination will be given on **September 7**, 1963. Inquiries regarding this Certificate should be directed to: Oregon Basic Science Examining Committee, State Board of Higher Education, Eugene.

Application forms, rules and regulations may be obtained from the Board of Medical Examiners, 609 Failing Bldg., Portland; phone 226-2161.

# Top Speakers Set by OSMS

Featured guest speakers of the 89th annual session of the Oregon State Medical Society are Sir Arthur Porritt, president, Royal College of Surgeons, London, England; Preston A. Wade, professor of clinical surgery, Cornell University Medical College, New York City, and Francis C. Wood, professor of medicine, University of Pennsylvania School of Medicine, Philadelphia.

Thic 37th series of lectures is made possible by the Sommer Memorial Lecture Fund, a perpetual endowment by the late Ernst August Sommer of Portland which brings Oregon a semi-annual series of lectures.

"Talk to a man about himself and he will listen for hours."

- Benjamin Disraeli



# Special Industrial Health Meeting Set September 8

A special one-day meeting to complement the 10th Annual Pacific Northwest Occupational Health Conference, will be held at the Multnomah Hotel, Portland, on Sunday, September 8, according to Forrest E. Rieke, co-chairman of the event.

Sponsored by the Northwest Association of Occupational Medicine and the Pacific Northwest section of the American Industrial Hygiene Association, the program, reports Dr. Rieke, is "open to all persons interested in conservation and constructive health service for our working population.

"Especially invited," Dr. Rieke emphasized, "are practicing physicians, nurses in industry, those in industrial hygiene, safety and personnel roles, the insurance industry, attorneys, those in counseling, guidance and other special services directed toward those who live and toil in industry."

There is no registration fee for the September 8 meeting, which begins at 8:30 a.m.

Meeting highlights and guest speakers include:

"A Constructive Health Program in a Chemical Industry," H. W. Lawrence,

medical director, The Proctor and Gamble Co., Cincinnati.

"Psychologic Factors in Occupational Dermatoses," Raymond R. Suskind, University of Oregon Medical School.

"Air Force Industrial Medicine in Action—Toxic Chemical Agents"

"Heat Stress—Climatic and Occupational," Mr. E. J. Largent, Industrial hygienist, Reynolds Metals Co., Richmond, Va.

Pharmacogenetics — One Explanation of Chemical and Drug Idiosyncrasy," Robert D. Koler, University of Oregon Medical School.

"Health and Safety at Los Alamos," Mr. Ray Reider, safety engineer, and Thomas Shipman, health division leader both of the University of California's Scientific Laboratory, Los Alamos, N. M.

"National and Local Responsibility for Atomic Energy," Mr. John Vaden, Atomic Energy Commission, Washington, D. C.

For copies of the full program, or other information, contact Dr. Forrest Rieke at CA 6-6744 or Society headquarters, CA 8-4175.



400 S. W. 12TH AVENUE PORTLAND ,OREGON CA 8-6439

EUGENE BRANCH 1233 Alder St. - DI 3-0031

Robert Frasier

Salem Representative

363-0700

Roy Hageman

Medford Representative

SP 2-9276

#### Household Bleach Can Be Dangerous

Household bleach, sold under various trade names, is a solution of sodium hypochlorite. If any acid substance is added, it will release poisonous chlorine gas.

Recently, two cases were reported where housewives were using a well-known cleaner in their toilet bowls. Not satisfied with the way the cleaner was working on stains, each of these ladies added some household bleach and stirred the mixture with a toilet bowl brush. Death came in a few minutes to one of these women. The other, younger, one survived but needed a long period of hospitalization and treatment.

To avoid combining bleach and cleaners, it is best to keep both well away from medical supply and food storage areas.

Oregon TB & Health Assn. Bulletin

#### Surgeons to Meet In San Francisco

The largest and most widely instructive meeting of surgeons in the world, the annual Clinical Congress of the American College of Surgeons, is scheduled for October 28 through November 1, 1963 in San Francisco.

More than 11,000 Fellows of the College and guests from throughout the world will gather to discuss surgical developments of benefit to thousands of patients.

On the evening of October 31, J. Englebert Dunphy, professor and chairman of the department of surgery at the University of Oregon Medical School, will deliver the incoming presidential address.

One wife to another: "Don't worry if your husband flirts. My dog chases cars, but if he caught one he wouldn't know what to do with it.

# What Do You Want, Doctor?

Central Location
Contiguous Garage
Air Conditioning

Newly Equipped Hospital Restaurant and Pharmacy Electronic Elevators

Reasonable Rentals

Frank J. Quinlan, Manager

# MEDICAL DENTAL BUILDING

833 S.W. 11th Ave.

CA 8-5625

# Why Support Blue Shield?

Hundreds of organizations today offer ways for people to meet the expenses of surgical and medical care. Among these, Blue Shield Plans are not only the best known, but they are the only ones to have the official approval of the doctors' own local medical societies.

This approval is no mere formality or courtesy. Blue Shield Plans, individually, have to earn it. Among other achievements, they must demonstrate their dedication to serving the community interest. They must meet rigid rules of ethical conduct and managerial efficiency.

Of course, in meeting such standards, Blue Shield Plans do receive special help—the active, personal support of doctors themselves. For along with civic-minded leaders from every field, hundreds of doctors donate their own time to serving as trustees in helping to plan and guide Blue Shield programs.

Because of the doctors' intimate understanding of the entire problem of illness, their support and guidance have helped Blue Shield to achieve unusually practical programs that do the most for the most people.

Blue Shield help has never been restricted to so-called "good risks." Its aim is to serve everyone. And that includes senior citizens. In fact, today, of all those 65 and over who have some type of help with medical expenses, 2 out of every 3 have Blue Shield. There are approximately 12,000 senior citizens covered by OPS - Blue Shield in Oregon.

The success of Blue Shield in providing broad benefits at the lowest possible cost is clearly evident in its phenomenal growth. In just 15 years, it has expanded from 9 million members to more than 50 million. Yet, while it grows daily in size, the primary objective of Blue Shield is to grow in service. This is why Blue Shield is continuously being broadened to keep pace with people's changing needs brought about by today's rapidly advancing medical progress.

It is interesting to note that Oregon Physicians' Service, Oregon's Blue Shield Plan, has the distinction of being one of the fastest growing plans in the United States for the second straight year. It deserves the full support of the medical societies of the state to help it do the job expected of it.

## Physician's Datebook

#### PORTLAND ACADEMY OF MEDICINE

September 19, Social Hour 6:15; Dinner 7 p.m., University Club

Speaker: K. Alvin Merendino, M.D., Professor of Surgery, University of
Washington School of Medicine

#### AMERICAN MEDICAL ASSOCIATION Council on Occupational Health

23d Annual Congress on Occupational Health September 25-26, Jack Tar Hotel, San Francisco

#### OREGON STATE MEDICAL SOCIETY

89th Annual Session September 25-26-27, Memorial Coliseum, Portland

## AMERICAN COLLEGE OF CHEST PHYSICIANS, COUNCIL ON INTERNATIONAL AFFAIRS

8th International Congress on Diseases of the Chest October 11-15, Mexico City

Write: Mr. Murray Kornfeld, Executive Director, American College of Chest Physicians, 112 E. Chestnut St., Chicago, III.

#### AMERICAN COLLEGE OF OBSTETRICS AND GYNECOLOGY

Annual District VIII Meeting October 13-16, Phoenix

#### MEDICAL DENTAL HOSPITAL BUREAUS OF AMERICA

Annual Convention

October 21-24, Mountain Shadows Resort, Phoenix

#### AMERICAN HEART ASSOCIATION

Annual Heart Meeting and Scientific Sessions October 25-29, Hotel Biltmore, Los Angeles

#### PAN-PACIFIC SURGICAL ASSOCIATION

Ninth Congress

November 5-13, Honolulu

Tour Arrangements: Churchill Tours, Inc., 729 S.W. Alder, Portland

#### AMERICAN MEDICAL ASSOCIATION

Clinical Session December 1-4, Portland



CA 8-9294 Lois Lucas—Director 1033 S.W. Yamhill MEDICAL DENTAL CLINIC
Hawthorne Blvd. bet. 25th & 27th

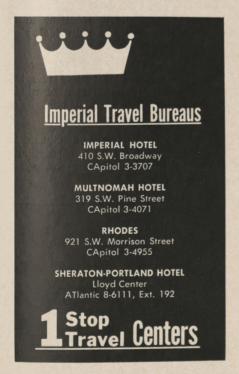
#### 15 MODERN SUITES

Leasing Agents
Brewster Scholz & Burnett
CA 7-2654 A. L. Green
Portland

#### OPS Adds Two to Staff

Two men have been added to the OPS-Blue Shield sales staff, according to Don Chapman, executive vice-president.

They are Neil R. Butler, administrative assistant, and Bobby L. Schilling, field representative, both in the sales department.



#### Postgraduate Courses Offered to GPs

The 48th annual Scientific Assembly of Interstate Postgraduate Medical Association, to be held at the Palmer House, Chicago, October 21-24, offers 19 and 34 hours of varied teaching (and A.A.G.P. Category II credit) for a registration fee of \$10. The program is especially suited to the needs of generalists, as all lectures, panels and clinics are closely related to medical problems familiar to the physician who does not devote his time to a single specialty. Panels on "Neck, Shoulder And Arm Pain," "Fractures And Dislocations in Children" and "The Pros And Cons in The Use of Anticoagulants" are important parts of the three and one-half day program.

Interstate is not a "membership organization," but offers an annual teaching program for practitioners interested in a varied review of new developments in the major branches of medicine. The 1963 Assembly program offers educational exposure to more than 50 prominent medical educators, as teachers.

Those interested in full details of the program are urged to write for a brochure, by addressing a postal to N. A. Hill, M.D., Secretary, Interstate Postgraduate Medical Association, Box 1109, Madison 1, Wisconsin.

CApitol 7-7559

Portland 9, Oregon

1005 N.W. Sixteenth Ave.

# Corvek Medical Equipment Company



SPECIALIZING IN ELECTRO-MEDICAL SERVICE AND SALES

- AUDIOMETERS: Complete line.
   Calibration facilities.
- I.A.C. Sound and Research Rooms.
- Hydrocollators and Steam Packs.
- SANBORN COMPANY: ECG's and BMR's.
   Diagnostic and Research Instruments.
   All Supplies and Service.

# New Survey Provides Profile Of 'Typical' Young Doctor

A recently completed depth survey of high school, pre-med and medical students, drop-outs, and interns and residents, indicates that the junior and senior years in high school are the critical times in career choice.

The survey, conducted by the Student American Medical Association under a grant from Merck, Sharp & Dohme, Inc., provides an interesting profile of the "typical" young physician.

- He chose medicine as a career because of the humanitarian aspects of the work.
- He was influenced by others in making his choice—primarily his family, with other physicians, including his family doctor, a close second.

- Few people have counseled him against a medical career.
- It's a 50:50 chance he considered dropping medicine during pre-med training.
- He believes the burden for recruiting new people to medicine rests primarily with the individual physician.
- He feels that the major deterrents to the study of medicine are the time, effort and amount of study necessary, with financial burdens of secondary consideration.
- He would encourage others to choose medicine as a career, and would make the same choice again himself.

Cooperating with the Medical Profession

For more than a half century...



- COMPLETE LABORATORY CONTROL
- FOREMOST IN DAIRY RESEARCH
- FIRST IN QUALITY

**Carnation Company** 

3342 S.E. MORRISON

BElmont 2-2131

# Hospital Costs Double in 10 Years

The average cost for each day a patient spends in a hospital has more than doubled in the last ten years, increasing from \$18.35 to \$36.83 a day, the American Hospital Association points out.

The total expense of an average stay in the hospital . . . slightly more than a week . . . increased during the same period from \$148 to \$279, the association said.

The rise in costs is detailed in a report in the annual Guide Issue of Hospitals, Journal of the American Hospital Association, released this month to hospital and medical personnel throughout the United States.

The figures were based on nonfederal short term general hospitals, which admit patients with all types of illnesses or injuries.

Short term general and special hospitals constitute 79% of the health care institutions in the United States and receive 92% of the admissions. However, they contain only 40% of the total number of beds. The remaining beds are in long term hospitals, which care for patients suffering from chronic or long term illnesses.

Steadily rising labor costs were cited in the report as the major cause of increased expenses. Hospitals last year employed 66,825 more persons than in the previous year to meet the heaviest patient demand in history. A total of 1,762,957 persons were employed in all hospitals, making the field one of the nation's largest areas of employment. For each 100 patients in a short term general hospital, 237 employees are required.

"New services and equipment that didn't exist ten years ago have also accounted for the rise," explained Dr. Edwin L. Crosby, director of the Association. "As hospitals become vastly more complex, they need more and more personnel to care for patients. It is expected expenses will continue to rise."

All hospitals registered with the AHA spent \$10,129,216,000 last year to provide health care for 26,531,365 patients. This sum is 7.3% higher than in 1961, when \$9,387,242,000 was spent by hospitals. However, 1,056,630 more patients were cared for in 1962 than in 1961, the report shows.

Payroll expenses are by far the single most important item in the operation of hospitals, accounting for nearly 67% of the total budget of all hospitals, the report shows. Since 1952, the average payroll expense for each employee has risen 56%, the report indicates.

Since 1946, hospital labor costs have increased more than 333% while nonlabor costs have increased slightly more than 200%. But the cost of fringe benefits paid to employees is not reported as a part of wage costs, making the payroll expense of hospitals even greater than statistics would indicate.

One of the busiest hospital facilities, the report shows, is the outpatient clinic. where patients are treated who do not require hospitalization. Nearly 100 million persons used outpatient facilities in all hospitals registered with the AHA.

SAFETY - SERVICE - COURTESY

CApitol 7-1234

"The Taxi Number You Shouldn't Forget" BROADWAY DELUXE CAB CO.



# Krebiozen Controversy Continues

Recent polls conducted by 20 members of the House in their districts show constituents oppose King-Anderson type of legislation by more than 2-1 (134,973 to 58,121). Only one poll (Udall, D-Arizona) showed K-A to be ahead, where the count was 1,375 for, and 1,019 against.

Sixteen states across the nation were represented in the polls carried on by 16 Republicans and 4 Democrats. Apparently, King-Anderson backers' hopes for a ground swell have not materialized. At the end of the last Congress, the total of all Congressional polls taken showed 54% in opposition. The total to date make the current opposition to be 64%.

The value of Krebiozen as an anticancer drug seemed to be on its way to being finally determined when Dr. Steven Durovic announced that he was withdrawing the new drug application filed with the Food and Drug Administration. At the time the application was withdrawn, it was under study by the FDA, which, it appears, was critical of the manufacturing processes used by the developers. The FDA also seemed dissatisfied with the adequacy of the information supplied in accordance with regulations.

New life was injected into the controversy when 10 senators, led by Paul Douglas (D-Ill.), introduced a resolution which would require the National Institutes of Health (HEW) to under-

take a fair, impartial control test, under the direction of "competent clinical investigators," of the safety and efficacy of Krebiozen.

In spite of a letter from Senator Douglas calling for the impartial study by the NIH, Governor Otto Kerner (D) of Illinois instructed Dr. Frank Yoder, director of the State Department of Health, to appoint a 10-man Krebiozen study committee. This committee, chaired by Dr. Edward A. Piszczek, president-elect of the Illinois State Medical Society, includes eight prominent Illinois physicians and two prominent lay members.

Further difficulties for Krebiozen in Illinois—the manufacturing home of the substance—are likely. The state has a Uniform Drug Device, and Cosmetic Act which prohibit distribution of a drug which does not have FDA approval.

The House Ways and Means Committee has agreed to eliminate the 1% of income, tax floor on drugs for the aging.

The Committee also agreed that whenever a taxpayer has duplicate health coverage, payments in excess of actual costs would have to be declared as ordinary income on tax returns. This action reflects a feeling that the measure would reduce duplicate coverage and overall premium costs of health coverage.

Your Prescription Headquarters for the Eastmoreland-Westmoreland District

#### WESTMORELAND DRUG COMPANY

7201 S.E. Milwaukie E. E. Alford 9:30 to 9:30 daily 12 to 4, Sundays and Holidays

BElmont 4-6519

# Drug Manufacturers Assn. Protests To FDA Over Advertising Controls

The Pharmaceutical Manufacturers Association joined with forty-four U.S. drug producers last month in filing with the Food and Drug Administration objections to "invalid" regulations over drug advertising.

The industry declared that rules issued by the agency in June go beyond the law and the intent of Congress.

Industry sources found no prior record of challenge by prescription drug producers of FDA regulations in the 25 years since enactment of the Food, Drug, and Cosmetic Act.

One regulation of special concern subjects virtually all drug advertisements in professional journals to possible federal pre-publication censorship. The petition addressed to the FDA states that this "disregards the statutory command."

In the Drug Amendments of 1962, Congress specified that, except in "extraordinary circumstances," no advertisement should be subject to prior governmental approval.

Also, according to the petition, the Food and Drug Administration has gone beyond powers granted by Congress by trying to specify how prescription drug advertisements should be designed and written and where certain information should be placed. The law requires such advertisements to carry information in "brief summary" relating to side effects, contraindications and effectiveness, but it does not give the Department of Health, Education and Welfare power over the entire layout, typography and content, the industry asserted.

"The main difficulty is that the Food and Drug Administration, in these regulations, treats advertising as labeling." Dr. Austin Smith, president of the Pharmaceutical Manufacturers Association. stated, "Congress made a clear distinction between the two. Prescription drug advertisements, which are directed exclusively to the health professions, are essentially product reminders. It is to medical literature, package inserts, labeling, company brochures and elsewhere that the physician goes to find full information about a drug."

The companies involved in the action include nearly all major manufacturers of prescription drugs throughout the country.



#### SICKROOM EQUIPMENT

24 HOUR SERVICE 7 DAYS A WEEK

Hospital beds • Crutches Walkers • Wheel chairs Traction equip. • Oxygen Lamps • Whirlpool baths

1500 N.E. Sandy Blvd.



# 'Barnstormer' Movie Presented To Audiences Throughout State

A series of special showings of the "The Barnstormer" — a full-color full-length, Hollywood-produced documentary has been shown by the Oregon Medical Political Action Committee throughout the State.

"The Barnstormer," a two-hour production, which is of award-winning quality, is designed to awaken physicians and their wives to become active

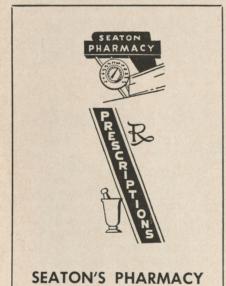
in politics. Its message could be directed to any business or professional person who believes in doing what he can as an individual to promote free enterprise.

Each showing was hosted by one or more physicians and physicians' wives. Participating in the two August Portland showings at the Portland Civic Theatre were: Dr. and Mrs. Max H. Parrott, Dr. and Mrs. Ernest T. Livingstone, Dr. and Mrs. Guy R. McCutchan, Dr. and Mrs. J. Cliffton Massar, Dr. and Mrs. Ray Reichle, Dr. and Mrs. David Taylor, Dr. and Mrs. G. Prentiss Lee, and Dr. and Mrs. C. H. Hagmeier.

Hosts for the Salem showing at the Leslie Junior High School Auditorium were: Dr. and Mrs. Raymond Erickson, Dr. and Mrs. James Seacat, Dr. and Mrs. Joe Much.

Dr. and Mrs. William Post, Dr. and Mrs. Donald Brinton and Dr. and Mrs. Willis B. Shepard of Eugene presented "The Barnstormer" at the Eugene Hotel.

In Bend, the hosts were: Dr. and Mrs. Neal Goldsmith and Dr. and Mrs. Roger Stack. The Medford showing was presented at the Girls' Community Club on August 26 by Dr. and Mrs. John Weisel of Medford and Dr. and Mrs. John R. Boe of Grants Pass.



BE 6-8517, 2-2997

S.E. Belmont at 60th Ave.

INTRAVENOUS SOLUTION: FREE DELIVERY

WIK'S AIR SERVICE, INC.

Hillsboro Airport

U.S. and Canada

AIR AMBULANCE

Single and Multiple Engine

MI 4-2292

#### When Is \$10,000 Only Worth \$4,666?

The following table demonstrates the year-end purchasing power of \$10,000 held in Fixed Dollars since 1938:

1938\$10,000	
1730\$10,000	
1939 10,157	
1940 10,069	
1941 9,592	
1942 8,658	
1943 8,151	
1944 8,024	
1945 7,842	
1946 7,232	
1947 6,318	
1948 5,870	
1949 5,924	
1950 5,870	
1951 5,438	
1952 5,315	
1953 5,210	
1954 5,256	
1955 5,265	
1956 5,192	
1957 5,020	
1958 4,887	
1959 4,843	
1960 4,774	
1961 4,720	
1962 4,666	

## Legislative Q & A

Q. How does the cost of the Administration-endorsed King-Anderson Bill compare with the cost of the Kerr-Mills Law?

A. The King-Anderson Bill would cost taxpayers millions of dollars more a year than Kerr-Mills, and would provide fewer health care benefits for the elderly. Kerr-Mills helps only those who need help, but it gives them a wide range of benefits including drugs and doctors' services.



SCHOLARSHIP WINNER Judith Rae Spurgeon receives \$350 scholarship award from board members of the Douglas Medical Education Foundation, from left, Mr. George Neuner and J. A. Colbrunn. The 18-year-old winner will begin nursing training this year at Good Samaritan Hospital, Portland.

#### Scholarship Winner To Become Nurse

Recipient of the first Douglas Medical Education Foundation Foundation scholarship intends to become a nurse. Judith Rae Spurgeon, 18, of Glide, Oregon, has been accepted for nursing training this fall at Good Samaritan Hospital, Portland.

She recently was awarded the \$350 scholarship by J. A. Colbrunn, president of the Douglas County Medical Society and Mr. George Neuner, Roseburg attorney. The scholarship was made possible because of a surplus from the Sabin Oral Sunday Polio vaccination program in Douglas County last year.

The Foundation was organized early this year to put the surplus funds from the clinic to use, in providing one or more scholarships each year for qualified students who wish to enter the fields of medicine, nursing or pharmacy.



Serving the profession since 1935

CORRECT FOOTWEAR FOR WOMEN

CA 3-9322

# New Radiologic Value Scale Ready

The American College of Radiology has released a new Relative Value Scale for radiologic diagnostic and therapy services. It was revised and approved by the College for use by radiologists in dealing with national insurance programs.

Copies have been sent to members of the College. Others are available on request from the ACR, 20 N. Wacker Drive, Chicago 6, Ill.

#### BUCK Ambulance Service

Portland's Oldest Est. 1911

NEW CADILLAC EQUIPMENT

**OXYGEN EOUIPMENT** 

2 BLOCKS FROM UNION DEPOT

CApitol 7-2424

714 N.W. GLISAN PORTLAND, 9

# Are You a Candidate For Coronary Club

"Are you a candidate for the Coronary Club?," asks the Oregon Heart Association in a wallet-sized handout card currently being circulated. These are the "Club's" requirements:

- 1. Your job comes first; personal considerations are secondary.
- 2. Go to the office evenings, Saturdays, Sundays and Holidays.
- 3. Take the briefcase home on the evenings when you do not go to the office. This provides an opportunity to review completely all the troubles and worries of the day.
- 4. Never say NO to a request. Always say YES.
- 5. Accept all invitations to meetings, banquets, committees, etc.
- Do not eat a restful, relaxing meal -always plan a conference for the meal hour.
- 7. Fishing and hunting are a waste of time and money you never bring back enough fish or game to justify the expense.
- It is a poor policy to take all the vacation time which is provided for you.
- Golf, bowling, pool, billiards, cards gardening, etc., are a waste of time.
- 10. Never delegate responsibility to others. Carry the load at all times.
- 11. If your work calls for traveling, work all day and drive all night to make your appointment for the next day.

# KELEKET J. R. FRIEND X-RAY CORPORATION OF OREGON

1036 Northeast Sixth Avenue • Portland 12, Oregon • BElmont 5-8658

PROFEXRAY Equipment • Complete X-ray Supplies • Sales and Service

# **NURSING HOMES**

The following Homes have requested physician referral and meet the standards established for advertising in THE BULLETIN. All are under R.N. supervision and all invite inspection at any time by members of the Society.

#### Allison

#### CA 6-6341

Northwest Portland at 1111 N.W. 25th Anabel T. Allison, President (12 yrs. exp.) Intermediate Care Facility 20 beds, 12 employees

#### Colonial Manor PR 4-8526

Southeast Portland at 6821 S.E. 112th Mr. and Mrs. Paul G. Conrey, owners (9 yrs. exp.) Specializing with Elderly Confused 56 beds, 30 employees Listed and Registered by A.H.A.

#### Columbia Manor AL 4-5535

Monta Villa District at 10135 S.E. Stark Zena A. Ewing, Administrator (32 yrs. exp.) Mr. and Mrs. Herman Wolfe, owners General Convalescent Care 60 beds, 30 employees

#### Hazelwood

#### AL 2-2427

Northeast Portland at 13007 N.E. Glisan Glenn L. Allen, Administrator (9 yrs. exp.) Intensive Nursing Care Facility 119 beds, 60 employees —See details inside back cover—

#### McMinnville Convalescent Home 472-5012

McMinnville, Ore., at 421 S. Evans Fred D. Stabler, Owner (17 yrs. exp.) Accredited Skilled Care Facility 70 beds, 38 employees

#### Sandy Boulevard AT 8-5869

Hollywood District at 1954 N.E. 45th Anabel T. Allison, President (12 yrs. exp.) Intermediate Care Facility 28 beds, 13 employees

#### Selby

#### PR 1-2335

Southeast near Holgate at 10435 S.E. Cora Mr. and Mrs. Wm. V. Selby, Owners (15 yrs. exp.) General Nursing Care, 1 floor modern bldg. 60 beds, 27 employees

#### Wallway

#### AL 3-0707

Gateway Area at 9750 N.E. Glisan Mr. and Mrs. O. G. Wallway, Owners (16 yrs. exp.) General Convalescent Care 37 beds, 16 employees

"Everything Surgical" Doctors' SUPPLY CO

HOSPITAL EQUIPMENT and SUPPLIES

YOUR DEPENDABLE SUPPLIER
Prompt Delivery Service
Mail Orders given immediate attention

527 S.W. 12th Avenue (BETWEEN WASHINGTON AND ALDER STREETS)

PORTLAND 5, OREGON

E. EINAR RASMUSSEN, Manager

CApitol 8-9381

#### BULLETIN HUMOR

**Daffynition** (actually given on a college student exam paper): "Autosexuality means having sex relations in a car."

Father—"When I was a young man, girls knew how to blush."

Daughter — "Why, father, whatever did you say to them?"



"You say it's a stethoscope and I say gadgetry in medicine is getting out of hand."



MODERN SUITE FOR LEASE. Lynn Park Medical Dental Bldg. at S.E. Powell and 127th. Ideal location to develop practice. Ample parking. Inquire about ren-tal plan. Call G. H. Fraser or W. W. Wyse, CA 8-8545, CH 4-7858, PR 1-2030.

WOMAN LABORATORY TECHNICIAN wanted: Qualified for Internist. Best working conditions. Pay to match ability. Call CA 6-6994.

MEDICAL OFFICE FOR LEASE: Southgate Medical Dental Bldg. Off street parking. 7851 S.E. King Road. Phone 775-7451.

FOR SALE OR RENT: Large, Colonial residence that has been converted into 3 modern, 3-room medical has been converted into 3 modern, 3-room medical suites. Large, well-equipped apartment on second floor with two baths. Patient parking lot. Building newly-wired for high voltage modalities. Only a few blocks from Good Samaritan and Portland Medical Hospitals. Near new high-rise Geriatric Center. Excellent investment at \$59,500, or will rent with option to buy. F. W. and Jessie L. Brodie, M.D.; phone AT 8-5141, Sayles Realty Co.

FOR SALE: Soundscriber dictating and transcribing equipment. All units in excellent condition. Price \$75 per unit. Oregon Farm Bureau Insurance Co., 1730 Commercial St., S.E., Box 2209, Salem, Oregon.

VIEW PROPERTY FOR SALE: 20 miles S.W. of Port-VIEW PROPERTY FOR SALE: 20 miles S.W. of Port-land; 40 acres, mostly timber. 4 acres affalfa, 6 acres pasture. Will accommodate 12 cattle. School bus at door, on blacktopped highway. Three-bedroom home partially finished. Spring water, new water system installed. \$37,000 includes bulldozer and some farm machinery. Taxes \$118 per year. Call or write Frank W. Boone, Rt. 2, Box M6A, Sherwood, Oregon. JA 7.8324 7-8336

NOW AVAILABLE: Highly experienced receptionist and bookkeeper. CH 4-7703.

MEDICAL-SURGICAL movie photography. CA 7-7087.

FOR LEASE: Excellent downtown location, to clinic or doctors' group. 9-unit, side by side; garden court; 32 rooms in all. Each unit has bath, front, and rear door. Hot water heating system. Phone for appointment, CA 2-4643.

MEDICAL ASSISTANT: Some experience, worked with EKG; wants regular secretarial work. Sally Mackie, 4719 N.E. 50th Pl. Call 284-3686 after 4 p.m.

MEDICAL OFFICE SPACE AVAILABLE: 33rd Avenue Medical-Dental Building at N.E. Knott. Of brick construction; just completed and ready for occupancy. Ideal for specialist or GP. Off-street parking. Intersection served by two bus lines. Added features: Air cond., intercom, piped music and basement storage. Call 282-2543.

POSITION: For full-time physician immediately avail-able, staff Student Health Service, University of Oregon, Eugene. Physicians with minor physical dis-ability would be considered.

SWEET HOME, OREGON: General practice immediately available due to death of physician; 80% insurance claims; excellent practice; fully-equipped office; terms flexible. Charles O. Porter, 858 Pearl St., Eugene. Telephone 342-1218.

# Hazelwood

AL 2-2427

#### CHRONIC AND CONVALESCENT HOSPITAL

Admission by Physician Referral Only

LONG TERM NURSING CARE

Hazelwood Chronic and Convalescent Hospital has been surveyed and found to meet the professional standards of care and administration established by the National Council for Accreditation of Nursing Homes and Related Facilities, Inc. as an Intensive Nursing Care facility.

MEMBER, STATE AND NATIONAL NURSING HOMES ASSOCIATIONS

13007 N.E. Glisan St. PORTLAND 30

GLENN L. ALLEN, Administrator

BULLETIN of the MULTNOMAH COUNTY MEDICAL SOCIETY 2164 S.W. Park Place Portland 5, Oregon

Bulk Rate U.S. Postage

PAID

PERMIT 645 Portland, Oregon

RETURN REQUESTED

#### DOCTORS OFFICIAL SERVICE BUREAU, INC.

MULTNOMAH COUNTY MEDICAL SOCIETY

A Specialized Collection Service for the Medical Profession

Ethical Management of Your Delinquent Accounts



Affiliate of: Medical-Dental Hospital Bureaus of America

WRITE OR CALL:
DOCTORS OFFICIAL SERVICE BUREAU, INC.
307 WOODLARK BUILDING
CApitol 8-8585