



the

BULLETIN

Oct.
1965

multnomah county medical society

Dr. Albert B. Sabin To Speak Here Nov. 4



Inside

**Prevailing Fees
Principle Explained**

BECAUSE . . .

we at Reedwood

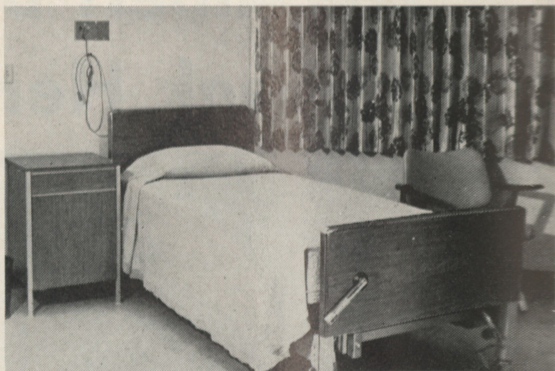
stress close cooperation with the physician and family . . . Because Reedwood was designed with the patient's ultimate comfort in mind . . .

You may recommend

Reedwood Convalescent Home

With
Confidence

- **RN Available 24 Hours**
- Drive-On Wheel Chair Scales
- Rehabilitation Facilities
- Floor Heating, Indirect Lighting
- Private, 2, and 4 bed Wards
- 4 Living Rooms with TV
- Intravenous Therapy, If Required
- **Short Term Patients Welcomed**



REEDWOOD

CONVALESCENT HOME

3540 S.E. FRANCIS STREET

PHONE 232-5767

WITHIN
15 MINUTES
BY CAR
FROM
ANYWHERE
IN THE
CITY

News 'n' Views

Break or bend those disposable needles, doctor. Reliable reports indicate that local school-age children are salvaging these needles and syringes from rubbish containers behind medical buildings and using them for darts and squirt guns.

* * *

"It's un-American for the federal government, by law literally to force people to join any organization—labor, fraternal, political, religious, or other—as a condition for taking a job."—Sen. Harry F. Byrd (D-Va) on repeal of Section 14b of Taft Hartley Act.

* * *

The average physician in the U.S. works 60 to 70 hours a week, sees 20 to 30 patients a day, takes 14 telephone calls from patients daily, and makes hospital rounds and house calls. He treats, without charge, 400 needy patients a year, donates 100 hours a year to civic affairs, and devotes 200 hours to professional meetings and research.—Eli Lilly & Co., in 1964 Report to Shareholders.

* * *

Letter from a delinquent patient to his Portland physician:

"I usually divide my bills into three categories . . . those which I will pay promptly; those which I intend to pay some time; and those which I never intend to pay.

"You sent me such a fine and friendly note of request for payment that I have promoted you from the third group to the second group. I'm sure you will be happy to know this."

All is not well for Canadian physicians. The government has announced sweeping proposals regarding health care, probably to become effective July 1, 1967. The Canadian Medical Association has protested not having been consulted prior to the announcement being issued. Some Canadians have also indicated that the words "compulsory" and "universal" were used loosely by Prime Minister Pearson, as if he thought they were synonymous. Several provincial government heads are reportedly enthusiastic about the proposed plan, which thus far has been limited to Saskatchewan.

* * *

The Swedish program of cradle-to-grave welfarism has been expanded still further. Newly married couples are given a 5,000 kroner (\$1,000) grant with which to buy furniture. Swedish officials justify "furnicare" on these grounds: "The government considers it part of its duty to help the high costs of starting a family."

Your Dream Clinic

We will help you build your professional building located in

- Fast growing suburban area
- Multnomah County
- Near Freeway
- Quick access to hospitals

Write or Call

Berton Investment Co.
1004 Jackson Tower Bldg.
228-8531

Electronic Billing and Ledger Records

Speed Accuracy Increased Collections

ALL YOU NEED IS A BALLPOINT PEN
PROFESSIONAL MACHINE ACCOUNTING

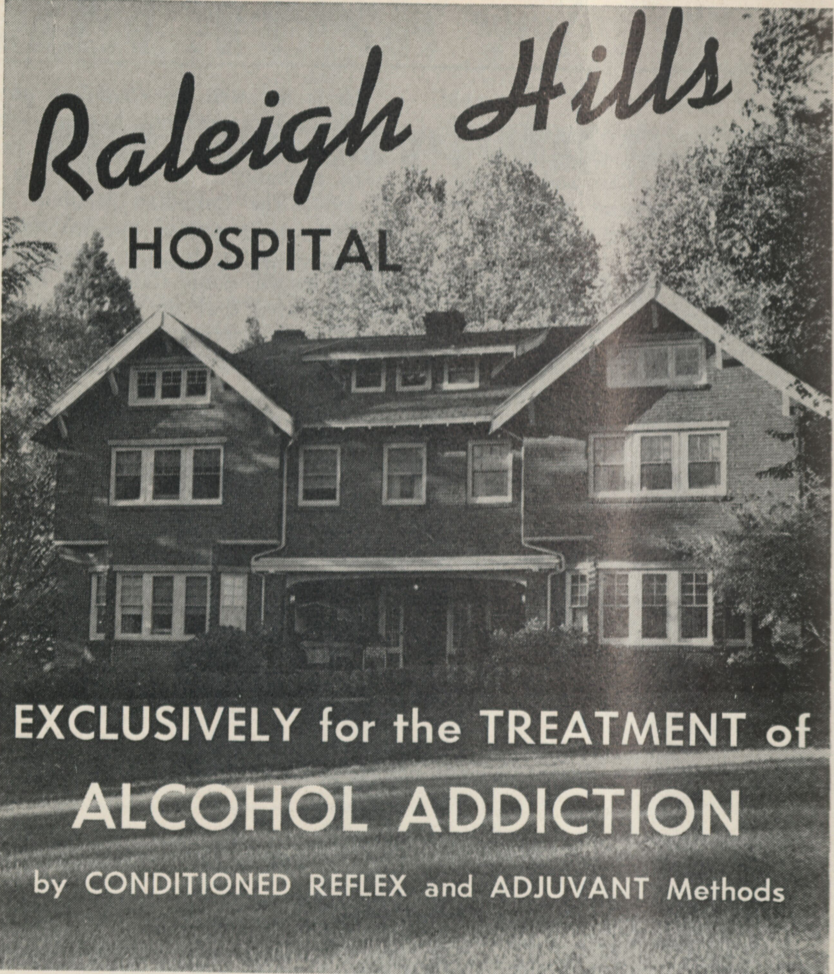
Since 1958

● Business Control Through Automation

VANCE L. TAYLOR
● 228-4783

Raleigh Hills

HOSPITAL



**EXCLUSIVELY for the TREATMENT of
ALCOHOL ADDICTION**

by **CONDITIONED REFLEX** and **ADJUVANT** Methods

Member American Hospital Assn.

RALEIGH HILLS HOSPITAL

Larrae A. Haydon, Administrator
6050 S.W. Old Scholls Ferry Road
Mailing Address: P.O. Box 366
Portland, Oregon 97207
Telephone: (503) 292-6671

MEDICAL STAFF

John R. Montague, M.D.
Merle M. Kurtz, M.D.
Marvin J. Weinstein, M.D.
Norris H. Perkins, M.D.
John W. Evans, M.D.—
Consulting Psychiatrist

Physicians

... We are happy to extend Consultation on any of your problems relating to Alcoholism as a courtesy to the Profession. Telephone at any hour. Illustrated literature on request.

THE BULLETIN

Monthly News Magazine of
more than 1,000 Oregon Physicians



VOL. XX OCT., 1965 No. 10

*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.

Kenneth C. Wilhelmi, Chairman
G. Alan Fisher
Gerhard B. Haugen
Huldrick Kammer
Paul Burgner
Merle Kurtz
S. Spence Meighan

Mr. Robert H. Elsner Executive Secretary
Mr. William R. Stewart _____ Editor
and Advertising Manager

SUBSCRIPTIONS: \$1.00 per year
(Included in dues for members of
Multnomah County Medical Society.)

Second Class Postage Paid at
Portland, Oregon

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.

Editorial and Advertising Offices:
2164 S.W. Park Place
Portland, Oregon 97205
Telephone 228-4175

1965

OFFICERS

VERNER V. LINDGREN _____ *President*
RAYMOND M. REICHLER _____ *Past President*
J. RICHARD RAINES _____ *President-Elect*
STANLEY A. BOYD _____ *First Vice President*
GEORGE M. ROBINS _____ *Second Vice President*
LOUIS O. MACHLAN _____ *Secretary*
JOHN W. BUSSMAN _____ *Treasurer*

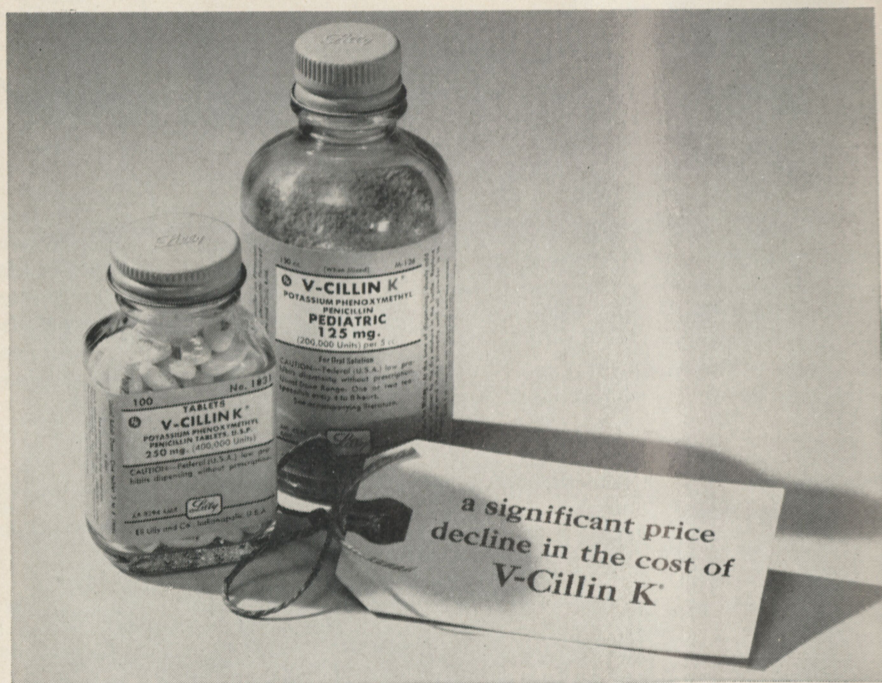
TRUSTEES

Term expires 1965: Clarence H. Hagmeier, Lawrence M. Lowell, F. Keith Markee, J. Clifton Massar, Ernest H. Price, George R. Satterwhite.

Term expires 1966: Lawrence K. McDaniels, Joseph L. Miller, Jr., Clifford L. Peasley, Lendon H. Smith, Jack E. Batalia, Marvin J. Urman.

In this Issue

OMA Annual Session Recap _____	7
Dr. Sabin To Speak Here _____	9
Prevailing Fees Explained _____	10
Citizen of Month _____	23
OMA Photo High lights _____	25-28
Miss Hallam Retires _____	34
OMA Delegate's Action Summary _____	37
Medical Ethics _____	40
New U. of O. Librarian _____	44
AMA Plan Utilization Conference _____	46
Physician's Datebook _____	49
Bulletin Classified _____	54



V-Cillin K now costs approximately 21 percent less. This significant price decline constitutes a substantial saving and still offers these important benefits over penicillin G:

The effectiveness of intramuscular penicillin. Just three 250-mg. doses daily provide total twenty-four-hour penicillin blood levels equal to those achieved by injection of 600,000 units of procaine penicillin G. A fourth dose increases daily penicillemia to levels 35 percent above those achieved by injection.

Consistent dependability—even in the presence of food. Comparative pharmacologic data show that V-Cillin K produces peak blood levels *twice* as high as those of penicillin G, with *half* the dose.

New, thin coating . . . new size and shape. The new coating eliminates the characteristically bitter taste of oral penicillin and makes V-Cillin K tablets easy to swallow. The new shape makes them easy for physicians and pharmacists to identify.

Indications: V-Cillin K is an antibiotic useful in the treatment of streptococcus, pneumococcus, and gonococcus infections and infections caused by sensitive strains of staphylococci.

Contraindications and Precautions: Although sensitivity reactions are much less common after oral than after parenteral administration, V-Cillin K should not be administered to patients with a history of allergy to penicillin. As with any antibiotic, observation for overgrowth of nonsusceptible organisms during treatment is important.

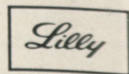
Usual Dosage Range: 125 mg. (200,000 units) three times a day to 250 mg. every four hours.

How Supplied: Tablets V-Cillin K, 125 or 250 mg., and V-Cillin K, Pediatric, 125 mg. per 5-cc. teaspoonful, in 40, 80, and 150-cc.-size packages.

V-Cillin K[®]

Potassium Phenoxyethyl Penicillin

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



500990

The Bulletin

MULTNOMAH COUNTY MEDICAL SOCIETY

VOL. XX

OCT., 1965

No. 10

Dr. Tysell President-elect

Dr. Livingstone Installed as President, Annual Session Activities Recapped

John E. Tysell of Eugene was named president-elect and Ernest T. Livingstone, Portland, was installed as president at the 91st annual meeting of the Oregon Medical Association, held in Portland last month. Dr. Tysell will become OMA president in September, 1966.

An internist, Dr. Tysell has served on the OMA's Board of Trustees and Executive Committee, and is a past-president of the Lane County Medical Society. He and his wife, Helen, have three sons. John, Jr., the oldest, is a junior at the University of Oregon Medical School.

Other newly-elected OMA officers for 1965-66 include: William C. Scott, re-elected vice-president; Alfred C. Hutchinson, secretary-treasurer, and Clinton S. McGill, speaker of the House of Delegates. All are from Portland.

Max H. Parrott of Portland re-elected to another two-year term as one of Oregon's two delegates to the American Medical Association. James H. Seacat of Salem was named an alternate delegate to the AMA. The OMA House of Delegates also gave unanimous support to the candidacy of Dr. Parrott for the AMA's Board of Trustees. Oregon has a member of the AMA Board, Raymond M. McKeown of Coos Bay, but his third three-year term expires next June, and he is not eligible to run again.

"Doctor Citizen of Year"

Other OMA annual meeting highlights included the selection of Merle Pennington of Sherwood, "a country doctor who has demonstrated exemplary actions in his community, both within and outside his profession," as Oregon's "Doctor-Citizen of the Year" for 1965.

Special OMA tribute was paid to Miss Bertha Hallam, who retired last month as head librarian at the University of Oregon Medical School after 46 years of service. In her honor, the

OMA plans to commission an artist for an oil portrait of Miss Hallam to be hung in the UOMS Library as a tribute to the woman who unselfishly contributed toward the medical education of young and old physicians for nearly half a century.

Special OMA recognition went to 16-year old Robert Benson Drake, a Portland student, whose quick first aid action last summer is credited with saving the life of a severely cut four-year old boy. Young Drake is the grandson of the late Robert Benson, and early-day member of the OMA.

Outstanding Exhibit

The Aesculapius Award for the outstanding scientific exhibit at the OMA meeting went to Richard F. Drake, Portland internist. His exhibit featured the Drake-Willock artificial kidney for home dialysis which Dr. Drake developed. The award is presented annually by Mead Johnson Laboratories.

More than 1,000 physicians registered for this year's OMA annual meeting.

* * *

Read Complete Summary
of Delegates Actions
On Page 37 This Issue



**MT. TABOR
CONVALESCENT
HOSPITAL**

7100 S. E. Division St. • Portland, Oregon
Tel.: 775-8601

ATTENTIVE CARE...

under responsible professional direction

**MT. TABOR and GATEWAY
CONVALESCENT HOSPITALS...**

provide full professional nursing for your geriatric patients who need long term care for illness or physical impairment. Short term convalescent cases not requiring general hospital facilities (post-operative, orthopedic, etc.) are *welcomed, even if only for a few days or weeks.*

These hospitals are owned and operated now by George F. Brice, Jr. and D. A. Clack, responsible businessmen who, five years ago, founded WOODBURN SENIOR ESTATES Oregon's successful and *nationally famous retirement community.* These community leaders are also President and Vice President of Security Bank of Oregon, respectively.


You, as a private physician, can count on ready and willing cooperation of management and staff at Mt. Tabor and Gateway Convalescent Hospitals.

ADMITTANCE BY PHYSICIAN REFERRAL ONLY.

LOOK AT THESE IMPORTANT ADVANTAGES FOR YOUR PATIENT:

- 24 Hour Registered Nurse Service
- Operations Supervised by Physician
- Diets Planned by Consulting Dietitian
- Selective Menus—All Types of Special Diets
- Oxygen Piped to Every Room
- X-Ray Facilities Right in Hospital
- Modern Automatic Sterilizing Equipment
- TV, Recreation Lounge
- One Story, Fireproof, Alarm Protected Buildings
- Choice of Private, 2 Bed or 4 Bed Rooms

Folders, fully illustrating all facilities at Mt. Tabor and Gateway Convalescent Hospitals, mailed gladly. Your inquiry and inspection is welcomed. For more information, please phone the Administrator, 775-8601.



Gateway
**CONVALESCENT
HOSPITAL**

39 N. E. 102nd Ave. • Portland, Oregon
Tel.: 252-2461

Dr. Sabin to Address MCMS; Dr. Luther Terry Due in Dec.

Two of the nation's best known medical names will appear at successive membership meetings of the Multnomah County Medical Society this fall.

Albert B. Sabin, who discovered the oral polio vaccine, will be guest speaker at the Thursday, November 4 Society meeting in the Benson Hotel. The following month, Luther Terry, who resigned recently as U.S. Surgeon General, will be speaker at the Society's annual meeting and installation banquet, Tuesday evening, December 7, at the Sheraton Motor Inn.

Dr. Sabin, whose Portland visit is being underwritten by the Oregon Division, American Cancer Society, is Distinguished Service Professor of Research Pediatrics at the University of Cincinnati College of Medicine. He will be in Portland for approximately 12 hours, enroute to the International Congress of Pediatrics in Tokyo.

A doctor 11 times over, with 10 honorary doctorates plus his M.D., Dr. Sabin was born in Patterson, N. J. He received his undergraduate and medical training at New York University. He has been a Research Fellow at the Lister Institute in London, a staff member at the Rockefeller Institute for Medical Research, and during World War II he served on the Board of Investigation of Epidemic Diseases.

Following the war, Dr. Sabin returned to the University of Cincinnati as a professor of research pediatrics. It was in this capacity that he made his famous breakthrough of B virus, a discovery which later led to the virtual eradication of poliomyelitis through the Sabin oral vaccine.

Physicians, their wives and guests are invited to attend the November 4

meeting to hear Dr. Sabin discuss: "Recent Studies on the Possible Role of Viruses in Human Cancer."

A social hour will begin at 6 p.m., followed by dinner at 7. Tickets will be \$4.00 per person. Reservations are recommended, and may be made through Society headquarters, 228-4175.

LOOK INTO LEASING

Yes, Doctor, why not look into leasing? Several recent articles in Medical Economics have told you the advantages of leasing, why not look into leasing for yourself. Ask your accountant, and then call us for a detailed explanation. Remember, you can lease everything from automobiles to office equipment. Call today.

NO OBLIGATION

**OREGON
PACIFIC**

**LEASING
COMPANY**

Don Moore • Bob McNally

222-1027

The Prevailing Fees Principle

By MR. JOE MITCHELL

Assistant Vice-President

OPS Blue Shield

The 20th century is the century of the profile. Barrymore, FDR, DeGaulle, Bob Hope, and, of course, the moribund, Alfred Hitchcock. . . and soon maybe every physician in Oregon.

Wait a minute! Before you stick out that noble chin. The physician profile we're talking about has to do with the most equitable, practical fee payment plan yet devised by medical insurance, and not anybody's physical characteristics.

It all has to do with the "prevailing fee" principle approved for a pilot program in one Oregon county, with the cooperation of the local medical society, by the Oregon Medical Association's House of Delegates held last month.

Just what the "prevailing fee" principle is, is really very simple. It is a system of fee payment by which OPS-Blue Shield could establish a separate fee schedule for every participating physician based on what his current charges are. The catch is also a simple one: To be a participating physician, the doctor must have a set of charges that fall within the 90 percentile of all other physicians within his area and for the identical procedure.

What does this have to do with profiles? A fair question. Under the plan, each physician is asked to submit a list of charges for procedures. This provides a "fee profile" for him. This list is computerized with those of his colleagues and an average rate is established for each separate procedure. If the individual's fees fall within the rates charged by 90% of his colleagues, in his specialty he could be paid by OPS at his full rate. An example is shown on the chart below of hypothetical charges for a procedure labeled "Procedure 1234." By totaling the percentage of physicians charging amount, you get the 90% figure.

(Continued on page 21)

☆ CORONARY SCLEROSIS ☆

MYOCARDIAL INFARCT

☆

INTERMITTENT CLAUDICATION

☆

LIPO-K
with Heparin*

for treatment of

**CIRCULATORY
DISTURBANCES**

**Through Effective
Decholesterolization
of Tissue Depots**

by the Lipolytic Action of the
Natural lipotropic Agent "Lipo-K"
Successfully Isolated
from Mammalian Pancreas

*Available with or without Heparin
in Capsules, Tablets, or Intra-
muscular Solutions.

Literature On Request

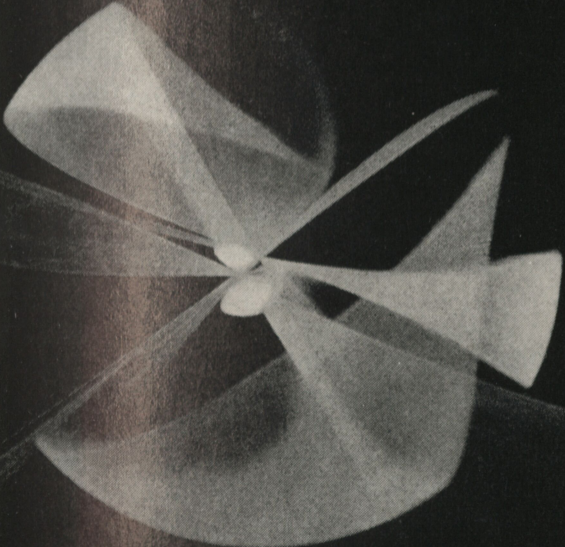
Exclusive
Northwest
Distributor
For
Marcen
Labora-
tories

**ARDEN
PHARMACAL**

4504 SE Milwaukie 234-8481
PORTLAND

VITREOUS OPACITIES

☆ ANGINA PECTORIS ☆
☆ FATTY CIRRHOSIS ☆
☆ ARTERIOSCLEROSIS ☆



new
MEASURIN[®]
the first 8-hour aspirin

for continuous relief
of pain and stiffness in
rheumatoid arthritis
up to 8 hours
with each dose

new
MEASURIN[®]

(timed-release aspirin)


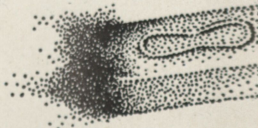
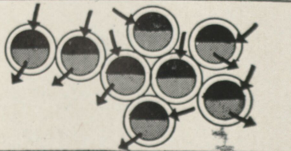
the first
8-hour aspirin

MEASURIN provides full aspirin benefits promptly and for up to 8 hours... with each oral dose.

MEASURIN is the only long-acting pure aspirin arthritic patients can take at bedtime for analgesia throughout the night... and prevailing relief of pain and stiffness upon arising.

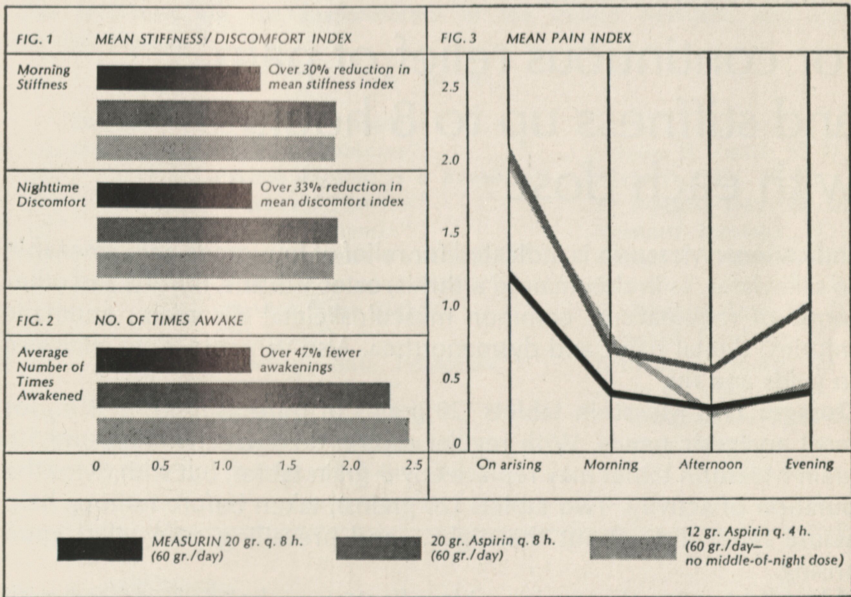
MEASURIN is the aspirin of choice for chronic, low-grade pain.

The unique mechanism of new Measurin

<p><i>Unlike enteric coatings or capsules of delay-action pellets, a Measurin tablet is composed of over 6,000 microscopic reservoirs of aspirin.</i></p>	
<p><i>Each reservoir is an individual aspirin granule enclosed by an inert polymer, insoluble in body fluids. Upon ingestion, the tablet immediately breaks apart and the reservoirs disperse.</i></p>	
<p><i>Gastric fluids (black) diffuse into reservoirs through semipermeable walls; dissolved aspirin (gray) diffuses out at a controlled rate (governed by wall thickness) designed to provide optimum 8-hour blood levels.</i></p>	

The prolonged benefits of new Measurin

Less nighttime discomfort, less morning stiffness, fewer nighttime awakenings, less pain upon arising with new Measurin compared to two bedtime dosages of regular aspirin—shown in double-blind, crossover study of 26 patients with rheumatoid arthritis and fibrositis.*



Results clearly indicate the superiority of Measurin timed-release aspirin to two bedtime dosages of regular aspirin. Measurin patients had significantly less nighttime discomfort, significantly less morning stiffness (fig. 1), and significantly fewer nighttime awakenings (fig. 2).

Measurin patients also displayed significantly less pain upon arising, lasting into the morning (fig. 3). During the afternoon and evening, both 8-hour Measurin and regular q. 4 h. aspirin proved superior to 20-gr. regular aspirin q. 8 h.—the difference reaching high statistical significance in the evening.

*Clinical reports on file, Chesebrough-Pond's Inc., New York, N. Y.

new
MEASURIN[®]
(timed-release aspirin)

for continuous relief of pain
and stiffness up to 8 hours
with each dose

Indications: Measurin is indicated for relief of low-grade pain amenable to salicylates, as in rheumatoid arthritis, osteoarthritis, bursitis and other forms of rheumatism; common musculoskeletal disorders; traumatic injuries; dental pain; and dysmenorrhea. Also valuable as an analgesic in colds and flu.

Dosage: Two Measurin tablets (20 grains of pure aspirin), *q. 8 h.*, for most analgesic needs. With regular aspirin dosage schedules, one 10-grain Measurin tablet may replace any 5-grain tablet, but with twice the duration of activity. Two tablets (20 grains), taken before retiring, help assure relief throughout the night...and prevailing pain relief upon arising.

Side Effects: Regular aspirin side effects may be encountered with Measurin. Tinnitus and dizziness at saturation dosage may be encountered.

Contraindications and Precautions: Measurin is contraindicated in patients with marked aspirin hypersensitivity, and should be given with extreme caution to any patient with a history of adverse reaction to salicylates. It may cautiously be tried in patients intolerant to aspirin because of gastric irritation, but the usual precautions for any form of aspirin should be observed in patients with gastric ulcers, bleeding tendencies, or hypoprothrombinemia.

Chesebrough-Pond's Inc.
485 Lexington Ave., New York, N. Y. 10017

"Call The Doctor" Returns For Fifth Season on KGW

Returning this month for its fifth consecutive year is the popular medical society sponsored radio panel show, "Call The Doctor." Heard every Sunday evening on KGW at 8 p.m., the show runs weekly from October through May.

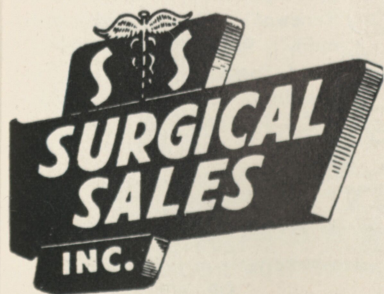
Topics range over a broad spectrum of health problems. Included this year are such diverse topics as "School Problems," "Blood Transfusions," and "Problems of the Foot."

Each week a different physician-moderator and his panel handle the show. Listeners may phone the station with generalized health questions. Specific diagnosis is always avoided. Persons indicating problems of a serious nature are always advised to see their private physician, or to call the Society for referrals.

The programs are the responsibility of the Public Relations and Public Policy Commission.

★ ★ ★

date	topic	moderator
Oct. 3, 1965	"School Problems"	Lendon H. Smith, M. D.
Oct. 10	"When Alcohol is a Problem"	Alvin O. Uhle, M. D.
Oct. 17	"Venereal Disease"	F. Douglas Day, M. D.
Oct. 24	"What is Anemia"	Bernard Pirofsky, M. D.
Oct. 31	"Vitamins and Food Fads"	Harold T. Osterud, M. D.
Nov. 7	"Flu and Immunizations"	Donald F. Kelly, M. D.
Nov. 14	"Saving Your Sight"	F. Douglas Day, M. D.
Nov. 21	"Diabetes"	Bernard Pirofsky, M. D.
Nov. 28	"Teenage Skin Problems"	Lendon H. Smith, M. D.
Dec. 5	"Relief of Pain"	Alvin O. Uhle, M. D.
Dec. 12	"You and Your Diet"	F. Douglas Day, M. D.
Dec. 19	"Blood Transfusions"	Bernard Pirofsky, M. D.
Dec. 26	"Sports and Your Child"	Donald F. Kelly, M. D.



400 S.W. 12TH AVENUE
PORTLAND, OREGON
228-6438

EUGENE BRANCH
1233 Alder St. - DI 3-0031

Gary Vestal Salem Representative 362-6023
Pat Talarico Medford Representative 773-2963



Jobst Leotard,
5th month of pregnancy.

Varicosities of Pregnancy Relieved by JOBST One-Piece Waist Height Garment

Years of clinical experience has proved the Jobst Waist Height Venous Pressure Gradient Support (leotard) of great value when varicosities extend into the upper thighs, hips, buttocks and vulva. It is prescribed prophylactically and to control these problems after they have developed. This garment has found wide acceptance by the medical profession in combating the vascular problems attendant with pregnancy.

Jobst Venous Pressure Gradient Supports are custom made to each individual patient's measurements on the physician's prescription only. Costs no more than a pair of ordinary full length stockings and a maternity girdle. Cosmetically acceptable. Thin, lightweight and comfortable.

Copyright 1964, Jobst Institute, Inc.

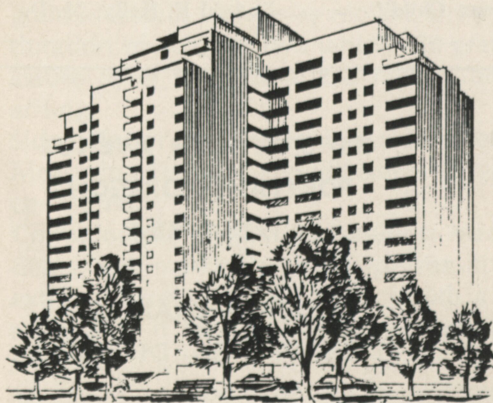


Jobst Leotard,
8th month of pregnancy.

Shaw Surgical Co.

HEALTH & COMFORT DEPARTMENT
S. W. 9th & Yamhill St., Portland • 227-3456
245 E. Broadway—Eugene—DI 3-9208

An Unusual Opportunity General Practitioner or Internist



Built-in Practice

More than just office space. This area needs doctors! Fast growing Portland State-Urban Renewal neighborhood with many Resident Apartments. Good space available in this building. EXCELLENT PRACTICE POTENTIAL FOR THE GENERAL PRACTITIONER OR INTERNIST.

**Call
228-9573
FOR INFORMATION
OR WRITE**

IONE PLAZA APARTMENTS

1717 S.W. Park Avenue — Portland, Oregon 97201

Face Lifting Begins At Med-Arts Bldg.

An extensive renovation program designed to put the Portland Medical-Arts Building in premium condition was announced recently by Mr. Harry Bruck, vice president in charge of property management for Commonwealth, Inc., operators of the building.

Already installed are four electronically controlled elevators. The building lobby has been completely made over, and colorful sidewalk awnings have been hung.

Adjacent indoor parking is available for tenants, patients and visitors. Also halls will be re-surfaced and carpeted and individual unit-controlled air conditioning installed.

The Medical-Arts, largest of Portland's exclusively professional service buildings is eight stories and occupies a full half block on S.W. Taylor Street between 10th and 11th.

Assistants Hold PR Banquet

More than 150 women attended the Multnomah County Association of Medical Assistants' public relations banquet held last month at the Anchorage.

Among those speaking were Mr. Robert H. Elsner, Executive Secretary of the MCMS. Also speaking was Jo Anne Jene—an M.D.—recently returned from duty on the hospital ship U.S.S. Hope. Another physician, Elizabeth Schirmer told the women about the modern conception of the menopause.

Mr. Elsner told the assistants of the need, and benefits of the medical society and their organization working together to promote better medical services in the area. Following his talk, Elsner introduced those medical assistants having passed the stringent certification tests administered by the organization.

Brazelton's Antioch Shoes

Serving the profession since 1935

CORRECT FOOTWEAR FOR WOMEN

524 S.W. 10th

CA 3-9322



Ross Hollywood Chapel
Portland's Most Unique Chapel

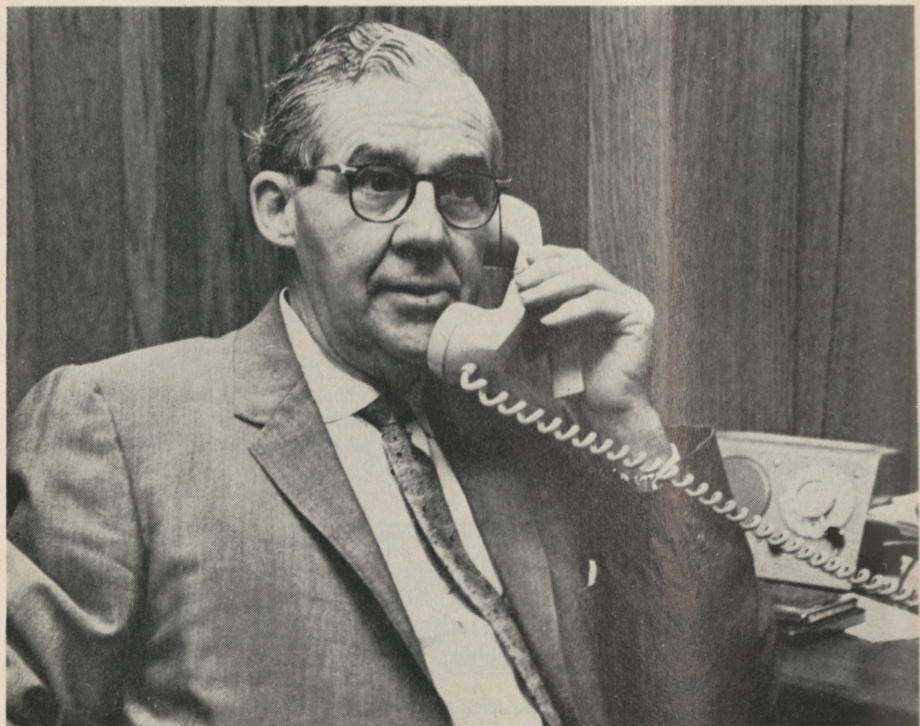
*A beautiful funeral in
the Ross Hollywood
Chapel is a lasting
tribute to the memory
of a loved one.*

282-4501

**N.E. 48th and Sandy Blvd.
Portland 13**

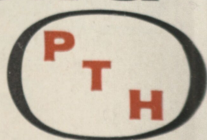
CONVENIENCE...

CALL COLLECT 228-1131 FOR ANY INSURANCE NEED



A professional man's time is a precious commodity. That is why we at Pownall, Taylor & Hays are ever ready to respond to your telephone call for counsel on your professional insurance needs. And, you will find that the PT&H fifty-year history of service to the professional men of Oregon has attuned us to a keen understanding of your problems and your needs. Whatever your professional insurance requirements—malpractice liability, income protection, property coverage—you can rely on the experienced counsel you receive from the men at Pownall, Taylor & Hays. Why not call one of these men today: Portland 228-1131. Call collect for convenience.

**POWNALL,
TAYLOR &
HAYS**



Paul Walker, Ron Love
Marion McCown, Harold Hays,
Jack McComb, Bob Stanbery

the officially designated plan for disability income insurance

INDICATIONS: Grand mal epilepsy and certain other convulsive states.
PRECAUTIONS: Periodic examination of the blood is advisable. Nystagmus in combination with diplopia and ataxia indicates dosage should be reduced.
SIDE EFFECTS: Allergic phenomena such as polyarthropathy, fever, skin eruptions, and acute generalized morbilliform eruptions with or without fever. Upon discontinuation of therapy eruptions usually subside. Rarely, dermatitis goes on to exfoliation with hepatitis, and fur-

ther dosage is contraindicated. Though mild and rarely an indication for stopping dosage, gingival hypertrophy, hirsutism, and excessive motor activity are occasionally encountered, especially in children, adolescents, and young adults. During initial treatment, minor side effects may include gastric distress, nausea, weight loss, transient nervousness, sleeplessness, and a feeling of unsteadiness. All usually subside with continued use. Hematologic disorders, including megaloblastic

anemia, leukopenia, granulocytopenia, pancytopenia, and aplastic anemia have been reported. Nystagmus may develop.
DILANTIN is supplied in several forms including Kapseals containing 0.1 Gm. and 0.03 Gm. diphenylhydantoin sodium.

PARKE-DAVIS

PARKE, DAVIS & COMPANY, Detroit, Michigan 48238



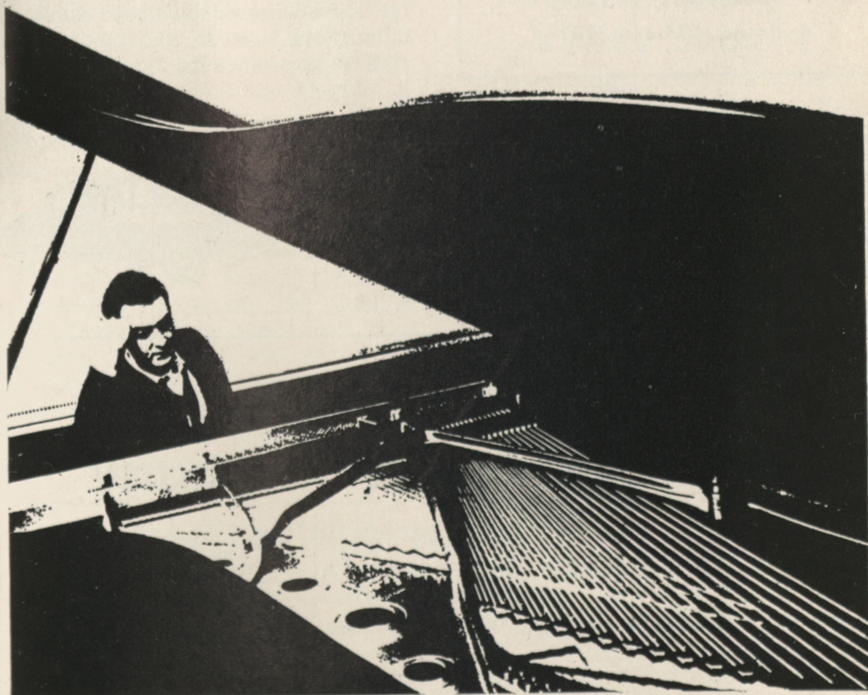
The color combinations of the banded capsules are Parke-Davis trademarks. 75945

**the epileptic... talent in eclipse
or fulfillment of potential?**

the difference is often

Kapseals[®]
Dilantin[®]
(diphenylhydantoin
sodium)

PARKE-DAVIS



Dr. Sichel Life Member

Martin S. Sichel was granted Life membership in the Society at the Board of Trustees meeting last month after completing 30 years as an active member.

Dr. Sichel, an obstetrician, joined the MCMS in 1929. He is a 1924 graduate of Columbia University College of Physicians & Surgeons, and interned at Minneapolis General Hospital before returning to his hometown to establish practice.

GLADSTONE PHARMACY

PRESCRIPTION
LABORATORY
CONSULTANTS

GLADSTONE, OREGON
Phone: OLive 6-2901

CMA Group Approves Six

Oregon's list of Certified Medical Assistants grew again last month with the addition of six more women who passed the intensive certification examinations administered by the American Association of Medical Assistants.

Certified as administrative assistants were: Mrs. Rosalie Morrow, Eugene; Mrs. Grace Vogt, Lebanon; Miss Ruth Sittner and Mrs. Dorothy Anderson of Portland.

Mrs. Evelyn Playfair, Portland, was certified as a clinical assistant. Already certified in the administrative category, Mrs. Harriette MacLean of Portland earned dual certification by acquiring her clinical certification.

Other CMA news includes a pending story of the MCMS Telephone Techniques Course in the AAMA Journal written by Mrs. Margaret Madill. Mrs. Madill assisted in the pilot program held last summer. The article tells of the value of good telephone public relations and of the Assistants responsibility in performing them.

SAFETY — SERVICE — COURTESY

Capitol 7-1234

"The Taxi Number You Shouldn't Forget"

BROADWAY DELUXE CAB CO.



Telephone **Capitol 7-0786**

Altstock, Fay & Company

exclusive dealers in

PHYSICIANS' AND HOSPITAL SUPPLIES

922 S.W. YAMHILL STREET

PORTLAND 5, OREGON

Prevailing Fees Explained

(Continued from page 10)

Ninety per cent was selected as the profile gauge because it has been found that in any given community only 10% of physicians have consistent charges above the prevailing level established by 90% of his colleagues. But because these rates are known, it is possible to pay the physician 100% of the charges he now makes for any given procedure.

Of course the plan is only in the pilot stages. There may be some bugs to be worked out, though we will capitalize on the experience of the

we attempt to provide a saleable product.

At last, we may have the answer. Labor, industry, and government have adopted a favorable attitude towards the prevailing fees principle. More important, physicians have found participation advantages by being fairly compensated — on an individual basis — and by being able to hold the line on the fight to keep medicine free and of the very highest quality.

County Societies wanting additional information on how the plan works should contact Mr. Mitchell. Ed.

Procedure 1234

Percentage of Physicians	20%	50%	20%	10%
Charges in Area A	\$100	\$110	\$120	+
Charges in Area B	110	125	140	+
Charges in Area C	130	140	150	+
Charges in Area D	150	160	175	+

many other plans now in effect in the nation. It should be remembered that any pilot program engaged in by OPS would be geared to determining the fair business advisability of the adoption of such a program.

Finally, the natural question of the physician is "why now?" Why can OPS now literally offer to give me my own fee schedule, but couldn't last year, or ten years ago? The answer is difficult. Basically, the closest I can come to answering is to say the time is right. Years of experience and trial and error have gone into developing this program. Labor and industry's needs had to be considered to make the plan work. From our point of view, we must also consider the physician when

MCMS Members Views Sought

Warren Neilsen, chairman of the Medical Services Commission, appointed Herbert L. Armentrout and J. Gordon Grout to serve with him on a special subcommittee to thoroughly examine the "prevailing fees" principle.

This is in accord with action requested of component societies to initiate "...full and unbiased discussion of the 'prevailing fee' principle," by the OMA House of Delegates last month.

Physicians wanting to express their personal opinions on this matter should contact Dr. Neilsen. The subcommittee meets later this month.

SELBY NURSING HOME

- R.N.s All Shifts
- One Level — No Steps
- Latest Safety Devices
- City Bus at Door
- Beautiful Garden Court
- Private Rooms Available

Privately Owned and Operated by Wm. V. and Lorraine E. Selby
10435 S.E. Cora St. (one block north of Holgate) PR 1-2335

Morningside Adds Doctor

W. Maurice Bowerman, has been appointed to the medical staff at Morningside Hospital, according to Wendell H. Hutchens, Medical Director.

A native Portlander, Dr. Bowerman was graduated from the University of Oregon Medical School.

He interned at Detroit receiving Hospital, Detroit, Michigan, and took a Public Health Residency at the State of New York Department of Health and the John Hopkins School of Hygiene and Public Health, where he received his Masters Degree.

Dr. Bowerman completed his residency in Psychiatry at the Menninger School of Psychiatry, Topeka, Kansas.

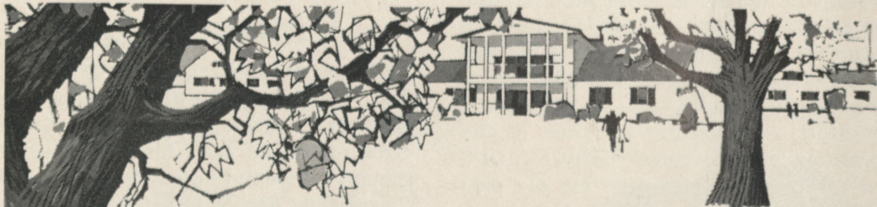
Industrial Health Conference Set

The 12th Annual Pacific Northwest Industrial Health Conference will be held in Portland on November 15 and 16th at the Sheraton Motor Inn, according to Forrest E. Rieke.

"The desire of the conference is to reach the widest possible audience of those directly concerned with health and safety of working people. This, of course, includes most physicians," Dr. Rieke said.

On Sunday, November 14, in connection with the conference, there will be an Occupational Health Seminar. Topics to be covered range from scientific medical papers on treatment, to medicine and the law.

All interested physicians are invited to attend the conference or seminar. For additional information contact Dr. Rieke.



**MORNINGSIDE
HOSPITAL**

Comprehensive treatment of psychiatric conditions

- Intensive, individualized programs
- All treatment modalities available
- Occupational and recreational therapy
- Long or short term care
- All ages . . . School on premises

Neuroses . . . Psychoses . . . Organic Syndromes . . . Mental Retardation

WENDELL H. HUTCHENS, M.D., Medical Director
Physician

HENRY COE,
Administrator

10008 S.E. Stark St., Portland 16, Ore. Inquiries invited Phone ALpine 2-5571

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

Saving Wilderness Areas Goal of Dr. Donald McKinley

"I played football at Reed College when they were still fielding an 11 man squad . . . of course, we only had 12 men on the entire team and one of them was the coach," Donald M. McKinley said recently.

But it wasn't football prowess that made Donald McKinley October's "Doctor-Citizen of the Month."

Don McKinley believes in the preservation of the wilderness areas as important man's psychological as well as commercial needs. An outgrowth of his own recreational pursuits, conservation has become one of Dr. McKinley's major interests outside of medicine.

"We need to preserve the wilderness not only from commercial exploitation, but from over utilization by those seeking recreation," he said. Not only does he talk conservation; he practices it. A member of the Mazamas, he is chairman of the group's conservation committee. As a member, too, of the Sierra Club, Dr. McKinley is one of nine members of the Executive Committee of the Pacific Northwest Chapter. No surprise! He is also vice-president of the Oregon chapter of the Federation of Western Outdoor Clubs.

What do these groups accomplish? "We hope through our efforts, and pressure, to preserve the many natural wilderness areas in this country," he said. "We let the governmental agencies know how we feel about their actions. But the job is not easy. You measure the gains in inches," he added.

Lest we forget, Don McKinley is also an urban man. In fact, he is so urbane as to be a longtime member of the City Club. In this group he has served on several study committees. However, he believes in bringing the city to the country, not through urban sprawl, but only through such work as Troop 10 of the Boy Scouts.

A former vestryman of Christ Episcopal Church in Oswego, both he and his wife Maude have served as Democratic precinct workers.

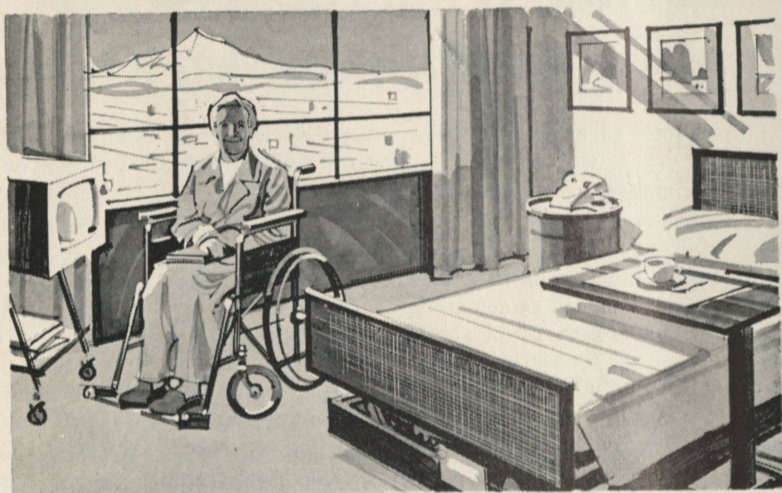
A psychiatrist, it is logical to find Dr. McKinley's name on the Board of Mental Health Association, and as chairman of the Professional Advisory Committee. He is also Board vice-president of the Community Child Guidance clinic, and a consultant to the Christie School.

His medical affiliations include several specialty groups: among these is the "Four Ps" (Portland Psychiatrists in Private Practice).

Maude McKinley is the mother of four, two boys and two girls. There is at once an active community worker as well as a bit of Thoreau in her. As community worker, she directs a Girl Scout troop, is a former American Field Service worker, and PTA stalwart. The Thoreau comes out in her role as a hiker. A member of a "non-exclusive woman's group who just hike." The organization has no formal organization and only one rule: "to get back before school lets out."

Both husband and wife feel the outdoors is therapeutic to modern man, and will be needed by his progeny tomorrow . . . if we preserve it today!

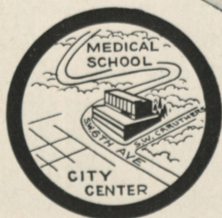
Park View Nursing Home



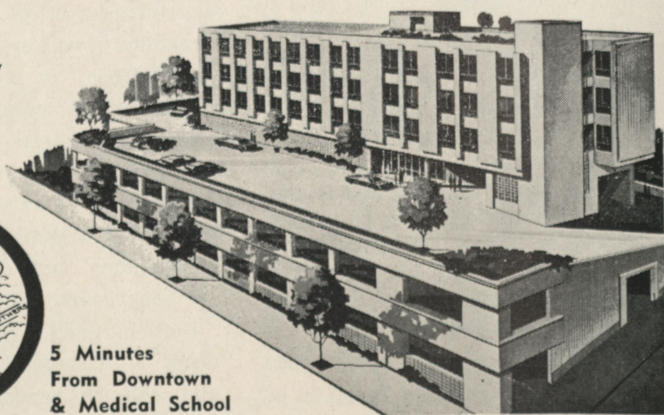
Open January First, 1966

54 bright, airy 2 Bed Wards . . . 12 private rooms in a handsome concrete structure offering an environment conducive to contentment and return to health. The finest of equipment, a spectacular setting and convenient location cost no more.

Reservations Now
Being Accepted
Phone 228-6684



5 Minutes
From Downtown
& Medical School



OMA Session Photohighlights

1965



President Livingstone admires Special Award winner Robert Drake's medal. OMA Citizen of the Year, Dr. Merle Pennington beams approval.

Summit meeting: Drs. Livingstone, President-elect, Ty-cell, and Speaker McGill confer.



MCMS President Lindgren seems to have lost interest in the girl talk between MCMS Auxiliary President Kathleen Parrott and his wife, Helen, Auxiliary president-elect.



Over 1008 physicians attended the OMA Annual Meeting at the Memorial Coliseum . . . record attendance of 1451.

Dr. William Galen (left) reviews his photography entries in the 6th Annual Physicians Art Exhibit with Lloyd Bunch and Dr. Richard Carter.



Mrs. Richard Sutter, National Auxiliary president, Dr. Charles Jarvis, guest speaker, Dr. C. H. Hagmeier, OMPAC chairman, are entertained by Mrs. Howard Emmerson, State Auxiliary president prior to the OMPAC banquet.



Lingerie fashions replaced the "stolen" wig show at Auxiliary's luncheon meeting at the Hill Hotel.



New system of medical billing procedures attract the attention of Doctors Thomas Griffith, The Dalles, David W James and Webster C. Brown, Portland.

. . . appreciation to the exhibitors . . .

New products of technical exhibitors add dimension to meet.



Installation Banquet at the Sheraton, Thursday, September 23, 1965 . . . was also the birthday anniversary for Miss Bertha Hallam and Roscoe K. Miller, OMA Executive Secretary.



Dr. Glenn Gordon, Speaker of the House, gives oath of office to new president Dr. E. T. Livingstone.



O.M.A. extends its love and roses to Librarian Bertha Hallam as she retires after 46 years of service.



Now past president Dr. James H. Seacat can stop wishing and go fishing!



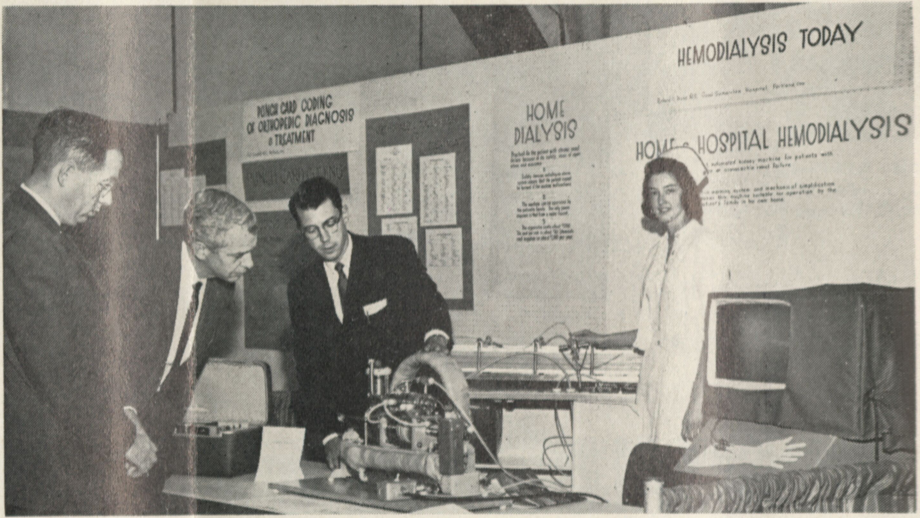
Arnall, Taylor and Hays "buttonholed" every physician . . . with a rose.



"Interprofessional Communications on Narcotic Drugs" was the exhibit of the O.S.P.A.

Aesculapius Award Winner

Recipient of the annual Mead-Johnson Aesculapius Award, Richard F. Drake explains his home dialysis machine to James Woodworth and Ian Brown.



"MY CHIROPRACTOR DOESN'T AGREE!"

Courtesy Medical Society Magazine Group.

Social Security Tax Rates Shown

Several inquiries have been received by Society headquarters about physician-inclusion and payments-under recent Social Security legislation. Physicians are now included in the Social Security act. They must pay their first social security taxes in early 1966 when filing their 1965 income tax return! At that time taxes will be exacted on the first \$4,800 of the physician's 1965 income, or at a rate of 5.4%.

Below indicates the amounts physicians will have to pay for themselves and for their employees.

YEAR	PHYSICIANS' TAX RATES		TOTAL Tax Rate	MAXIMUM TAX (Based on \$4800.00 in 1965, and \$6600 all subsequent years)
	OASI Tax Rate	MEDICARE Tax Rate		
1965 (Unchanged)	5.4 %	—	5.4 %	\$259.20
1966	5.8 %	.35%	6.15%	408.60
1967-1968	5.9 %	.50%	6.40%	422.40
1969-1972	6.6 %	.5 %	7.10%	468.60
1973-1975	7.0 %	.55%	7.55%	498.30
1976-1979	7.0 %	.60%	7.60%	501.60
1980-1986	7.0 %	.70%	7.70%	508.20
1987 and thereafter	7.0 %	.80%	7.80%	514.80

TABLE II
and for your Employees You Pay
(and Employees Match)

1965 (Unchanged)	3.625%	—	3.625%	174.00
1966	3.85%	.35%	4.20%	277.20
1967-1968	3.90%	.50%	4.40%	290.40
1969-1972	4.40%	.50%	4.90%	323.40
1973-1975	4.85%	.55%	5.40%	356.40
1976-1979	4.85%	.60%	5.45%	359.70
1980-1986	4.85%	.70%	5.55%	366.30
1987 and thereafter	4.85%	.80%	5.65%	372.90

Important: Remember

Nov. 4th -- Dec. 7th

(Thursday)

(Tuesday)

MCMS GENERAL MEMBERSHIP MEETINGS

FEATURING

Dr. Albert B. Sabin — Nov. 4

and

Dr. Luther L. Terry — Dec. 7

MAKE PLANS TO ATTEND

Faceless Voice, Faithful Worker



Mrs. Elizabeth Hooper

"Mr. Roscoe Miller hired me in 1948. In those days there was only one girl per shift. I don't think we had more than 100 subscribers," recalled Mrs. Elizabeth Hooper, who retired this month after 17 years with the Doctors' Official Telephone Exchange.

"Betty" Hooper is one of 15 women now working full or part time schedules around the clock to keep the physicians in contact with their patients.

"We consider ourselves only a stop-gap between the doctor and his patient. Our job is to find the doctor for the patient in the shortest possible time," she said.

"With most of the doctors calling the exchange to say where they are, or will be, is second nature. But a few never call in, and we may make as many as 12 calls to try to locate him. This means a delay in the patient reaching the doctor, and it also means the doctor isn't getting what he is really paying for," she said emphatically.

Asked to recall the most exciting emergency, Mrs. Hooper said there have been so many that no one incident stands out. But she said that the girls

on the board "really get into high gear" when there is a report of a construction cave-in "There is just something about it that makes our hearts beat faster," she said.

But during all emergency calls, the operator receiving the call is freed of her other duties until she has delivered the message to the doctor, she added.

"We work elbow to elbow. Our job is to expedite the call. The exchange is a marvelous service.....and not just because I work there," she said.

Asked what she plans to do now that she is retired, Mrs. Hooper replied that for the next several months she will work a part time shift at her old familiar board.

MEDICAL, DENTAL & PROFESSIONAL PLACEMENT SERVICE



- Pharmaceutical Sales
- Registered Nurses
- Office Nurses
- Dental Assistants
- Lab Technicians
- X-Ray Technicians
- Receptionists
- Medical Secretaries
- Other Qualified Positions

CA 8-9294

LOIS LUCAS—DIRECTOR
1033 S.W. Yamhill

Since 1950

Whitney's

Better Food for Better Living

Sucaryl Sweetened

Tree-ripened — Canned Fruit

Write for order form and price list

Whitney's Cannery & Distr. Co.

6955 S.W. Garden Home Rd.

Portland, Ore., 97223 CH 4-8603

Phone Course Due In January

Plans are now underway for continuation of the "Telephone Techniques Course" for medical assistants sponsored as a pilot program last summer by the Society.

Three consecutive classes, each lasting five weeks, are planned beginning in early January and running through April. As plans now stand, the courses will be separated by specialty. Costs of equipment expense will be defrayed by charging physician for each assistant enrolled.

A brochure with all pertinent information about the course is now being prepared and will be circulated to both physicians and their medical assistants sometime in late November.

SALISHAN

GOLF COURSE



OPEN THE YEAR AROUND

One of America's finest oceanside, tournament-play golf courses. This challenging 18-hole, par 72, 6,437 yard course is beautifully laid out among the wooded hills and dunes between Siletz Bay and the Pacific Ocean . . . bordering the spectacular new Salishan Lodge. Pete Cline, PGA, is resident professional. Daily greens fee admission. Practice greens, covered-tee driving range.

SALISHAN

VIEW HOMESITES

Own your own home at Salishan. Large lots, many with golf links or ocean frontage, ready for building. Private roads, sewage system, underground power, light, telephone facilities presently installed. Beach club membership. Protective restrictions. Low down-payments, attractive financing for homesites, construction. For details and information write or call Orin Thresher, General Manager.

SALISHAN PROPERTIES, INC.

*One of the most distinctive
beach developments anywhere*



GLENEDEN BEACH, OREGON 97388
Phone: 764-2472

it's practically

in your bag



SICKROOM EQUIPMENT

24 HOUR SERVICE
7 DAYS A WEEK

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

BE 4-0274

1500 N.E. Sandy Blvd.
Portland

**ABBAY
RENTS**

...and sells, too
easy budget terms

Providence Greet Sister Charles

Providence Hospital last month welcomed its new administrator Sister Charles Raymond at a tea given by the hospital's auxiliary.

The new administrator replaces Sister Ernestine Marie, who, after 20 years as Dean of the University of Portland School of Nursing at St. Vincent Hospital and six years as administrator of Providence has assumed duties as treasurer of the Sacred Heart Province in Seattle.

Prior to her assignment here, Sister Charles was administrator of Providence Hospital in Oakland, California.

HAACK BROS.

exclusive
PRESCRIPTION PHARMACY

Since 1908

MEDICAL DENTAL BUILDING
CApitol 3-1155

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

Think Group Begins Task

A special, Committee on the Future of Medicine, led by John Branford was appointed last month by MCO President, Verner V. Lindgren.

Purpose of the group is to examine the many facets of those elements effecting—or likely to effect—the practice of medicine. Included are such areas as medical school curriculum, local and national legislation, paramedical relationships, and socio-economic areas.

Work accomplished by the committee will be used as resource material for expediting the deliberations of Commissions and Trustees in determining positions and actions the Society will take.

Emanuel Rehab Series Opens

Emanuel Hospital's Third Annual Seminar on Rehabilitation held last month was attended by more than 200 persons.

Featured speaker was Paul C. Williams of Dallas, Texas, who developed the famed "Williams Exercises" used in physical therapy. Subject of this session was "Low Back Disorders." This series of seminars was instituted with the dedication of the five-story Emanuel Rehabilitation Center in 1962.

Doctors'

SUPPLY CO., INC.

Serving Only the Medical Profession

5714 N.E. Hassalo
PORTLAND, OREGON 97213

Just North of Banfield Freeway

282-2299
Area Code 503



“Remember, we started it all...”

That's right—a person couldn't buy complete health protection until the medical profession rose to the challenge. OPS was begun because commercial insurance companies said that medical service benefits could not be economically provided. And, some of the few health carriers of the day were not operating in the best interest of the patient or physician.

Since 1946, physician-sponsored plans have achieved stability and unity through Blue Shield and have set new standards for health protection by ex-

ample. The progress and example continue because the physician is (and always must be) the heart and strength of each Blue Shield Plan. After all, the 83 Blue Shield Plans “sell” the services of member physicians—and that's precisely what makes OPS-Blue Shield different: Hospital-Surgical *plus Medical!*

Two-thirds of the OPS Trustees are physicians and to date over 1,200 member physicians actively support OPS. Do you?



**OREGON
PHYSICIANS'
SERVICE**

619 S. W. 11th Avenue, Portland, Oregon

The nonprofit prepaid medical service plan sponsored by the Oregon Medical Association

Miss Bertha Hallam Retires Becomes Librarian Emeritus

Tributes, praises for loyalty, and hundreds of expressions of heartfelt thanks saw an end last month to a University of Oregon Medical School institution with the retirement of Head Librarian Bertha Hallam.

After 46 years, Miss Hallam will become "Librarian Emeritus", ending service that saw thousands of fresh young medical students mature through study and training into today's physicians.

No small part of that training was as a result of the efforts of a head librarian to keep abreast of every useful bit of medical information.

But long before her retirement, Miss Hallam's accomplishments were noted. In 1961, the MCMS selected her to "Honorary Membership" one of only seven persons to receive this title.

Further honored, the OMA last month announced that a portrait of Miss Hallam will soon hang in the UOMS library as a lasting tribute to one whose work has added so much to medical education.

The Bulletin, too, offers its congratulations and thanks. For not only was Miss Hallam interested in students, but she never forgot the need for continuing medical education of the private practitioner. To this end, new acquisitions were listed and mailed monthly for publication to MCMS members. An action above the call of duty for all but a not-so-common individual, Miss Bertha Hallam.



Cheerful Dedication . . .

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**

What Do You Want, Doctor?

Central Location

Newly Equipped Hospital

Contiguous Garage

Restaurant and Pharmacy

Air Conditioning

Electronic Elevators

Reasonable Rentals

**If These are Your Needs Call Me
Frank J. Quinlan, Manager**

MEDICAL DENTAL BUILDING

833 S.W. 11th Ave.

223-1680



FIRST with a workable plan to
relieve financial hardship
for patient, doctor and hospital
. . . . and we pledge our continued
efforts to keep pace with the
needs of the public and the
medical profession



NATIONAL HOSPITAL ASSOCIATION

Home office — 1501 S.W. Taylor St.,
Portland, Oregon 97205

In the lethargic overweight patient



Dexedrine[®]

brand of dextroamphetamine sulfate

Spansule[®]

brand of sustained release capsules

- encourages normal energy and activity
- controls appetite all day—both at and between meals

'Dexedrine' combats the two most obvious symptoms of obesity—overeating and underactivity. Perhaps this is why, through the years, 'Dexedrine' has become the standard agent in the treatment of overweight.

The 'Dexedrine' Spansule capsule offers the ultimate in dosage convenience—the patient need not remember to take medication before each meal; there are no "forgotten" or skipped doses. What could be simpler than 1 capsule a day (usual dose) for effective appetite control?

Summary of principal contraindications, precautions and side effects

Contraindications: Hyperexcitability; agitated pre-psychotic states. **Precautions:** Dexedrine (dextroamphetamine sulfate, SK&F) should be used with caution in patients hypersensitive to sympathomimetic compounds; in cases of coronary or cardiovascular disease; and in the presence of severe hypertension. **Side effects:** Insomnia, excitability and increased motor activity. Before prescribing, see SK&F product Prescribing Information. **Supplied:** Spansule[®] capsules (in three strengths), tablets and elixir.



Smith Kline & French Laboratories

Active Schedule Completed By OMA House of Delegates

Potential impact of the soon-to-be-effective Public Law 89-97 (Medicare) was the basis for several actions at the 91st annual meeting of the Oregon Medical Association's House of Delegates last month in Portland. The association's policy-making body approved the principle that all charges to patients for services provided by physicians practicing in hospitals be billed separately and directly to the patient by the physician. The House members also officially recognized the possibility of hospital over-utilization, as well as a severe shortage of beds for acutely-ill and elective patients not covered under Medicare.

The delegates authorized a pilot study in a specific Oregon county of the "prevailing fee" principle, requesting Oregon Physicians' Service to initiate such a study on approval of the component society involved. OPS was asked to explore the feasibility of adopting the "prevailing fee" principle as a method of determining its allowances to be paid physicians rendering service to OPS subscribers.

Each component society was urged to conduct a "full and unbiased" discussion of the "prevailing fee" principle before the end of the year. This prin-

(Continued on page 39)



**SEATON
Pharmacy**

SEATON'S PHARMACY
232-6171
S.E. Belmont at 60th Ave.
INTRAVENOUS SOLUTIONS
FREE DELIVERY

An Automobile Is Necessary Owning It Is Not!

Investigate the Roy Burnett Leasing Program. Let us show you how we can save you money . . . whether you prefer the INCOMPARABLE Imperial, Chrysler, Plymouth or Valiant, or any fine competitive car — Thunderbird, Impala, Cadillac, etc.

Roy Burnett Leasing Inc.

39 years of Quality Service

210 N.W. Broadway 222-1801



Doctor,

Have You Tried Our Special "PRE-COLLECTION" SERVICE?

It's a special 30-day service, during which we contact your delinquent patient at least twice. If payment is made within the first 15 days, our commission is only 10%. If payment is made during the second 15 days, our commission is just 15%.

Let us show you how effective this
'Pre-Collection' Service can be. Call Today.

Now Available – Free!

Multnomah County Physicians' Directory

Handy, 4-page physician referral guide tells you the location and phone number by GEOGRAPHICAL AREA, and the SPECIALTY of your MCMS colleagues.

SAVES TIME

EASY TO USE.

Call Mr. Frank Wall Today

Compliments, Doctors' Official Service Bureau

Remember -- You Get All 3 From D.O.S.B.

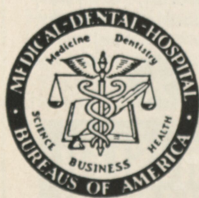
- Proven Collection Results
- Ethical Management
- Personalized Service

**Doctors Official Service Bureau
Inc.**

4105 N.E. Tillamook
282-3207

Endorsed by the

MULTNOMAH COUNTY MEDICAL SOCIETY



OMA Delegate Actions . . .

(Continued from page 37)

ciple would provide for a differential in compensation based on geographic areas and different fields of medical practice.

Other Actions Taken

Other actions by the House of Delegates included:

—Supported Joseph Treleaven, administrator of the Oregon Mental Health Division, following “unwarranted criticism” by the president of the Oregon Psychological Association.

—Authorized an increase in the subscription prices to Northwest Medicine of from \$3 to \$5 annually, to be deducted from each physician’s OMA dues.

—Granted the OMA Committee on Oregon Medical History the authority to solicit up to \$1,200 from Oregon physicians to commission an artist to paint a portrait of Miss Bertha Hallam, retiring University of Oregon Medical School librarian, to be hung in the UOMS library.

—Authorized an increase in the premium increase, effective November 1, 1965, for the OMA-sponsored profes-

sional liability (malpractice) insurance program.

—Recommended that all physicians re-examine their limits of professional liability insurance.

—Asked the State Board of Medical Examiners to provide every Oregon physician with a copy of the resume’ of the Oregon statutes which apply to those licenses by the Board, as soon as the material is up-dated to include legislation enacted by the 1965 Legislative Assembly.

Support Dr. Parrott

—Approved strong OMA support for the candidacy of Max H. Parrott for an open position on the American Medical Association’s Board of Trustees in June, 1966.

—Gratefully acknowledged and commended the conscientious and meritorious services of Raymond M. McKeown, Coos Bay, who has served as an AMA Trustee for the past 10 years, and who is no longer eligible for re-election.

—Selected the dates of September 27-October 1, 1966, for the next OMA annual meeting, to be held in conjunction with the 26th Congress on Occupational Health of the AMA and the Pacific Northwest Occupational Health Conference in Portland, September 24-28, 1966.

—Authorized AMA membership, on an optional basis, for Junior and Association members of the OMA. (AMA dues are \$45 annually, in addition to the county and state association dues.)

A complete summary of actions taken by the OMA House of Delegates is available to any physician member upon request.

New “VISTA HILLS”

Custom Built Homes
FROM \$30,000

Open daily 1 til dark

Drive out S.W. Canyon Road, take Beaverton underpass to Malcolm Drive, at 96th and S.W. CANYON ROAD. FOLLOW SIGNS OR CALL CY 2-3515.

MEL HANSEN REAL ESTATE
CY 2-3515, 9655 S.W. Canyon Rd.

WALLWAY NURSING HOME

Mr. and Mrs. O. G. Wallway, Owners and Administrators

Member, OREGON and AMERICAN NURSING HOME ASSOCIATIONS

We seek to rehabilitate


RN Care

37 Beds

9750 N.E. Glisan

AL 3-0707

medical ETHICS CLOSE UP



What, How to Disclose Insurance Information

Disclosure of Information to Insurance Company Representative

History, diagnosis, prognosis, etc., acquired during the physician-patient relationship may be disclosed to an insurance company representative if patient has consented to the disclosure. A physician's responsibilities to his patient are not limited to the actual practice of medicine. They also include the performance of some services ancillary to the practice of medicine. These services might include certification that patient was under the physician's care and comment on the diagnosis and therapy in the particular case.

(AMA Judicial Council, 1958)

Experimentation: New Drugs or Procedures

In order to conform to the ethics of the American Medical Association, three requirements must be satisfied (in connection with experiments involving new drugs or procedures):

1. The voluntary consent of the person on whom the experiment is to be performed;
2. The danger of each experiment must be previously investigated by animal experimentation; and
3. The experiment must be performed under proper medical protection and management.

(AMA House of Delegates, 1946)

Discussion of Medical Facts with Patient's Lawyer

Patient's history, diagnosis, treatment and prognosis may be discussed with the patient's lawyer with consent of the patient. The Principles of Medical Ethics recognize that the physician has obligations to society as a whole in addition to his obligations to his patient as an individual. In many instances, the peculiar knowledge and attainments of the physician are indispensable to patients or others in the administration of business and government and in the usual conduct of certain daily affairs. When this knowledge, acquired during the course of the physician-patient relationship, is necessary to enable the patient to obtain his just due the physician should make it available for patient's benefit under proper conditions.

Discussion with or report to the patient's attorney may be proper and necessary in order for patient to perfect a claim. The attending physician may ethically discuss a patient's history, etc., with the attorney providing, of course, the patient has consented to the discussion.

(AMA Judicial Council, 1958)

S.S. Official Upset About Work

Mr. Paul F. Johnson, district manager of the Social Security office in Portland, said recently that 184,000 over 65 Oregon residents will be covered when Medicare's coverage begins.

Of these, 130,000 now are receiving old-age benefits.

Johnson said his office mailed notices with the September social security checks telling recipients how the Medicare law will work and how to apply for voluntary old-age medical insurance.

His only comment about the law: "We're going to be swamped."

Rheumatism Symposium

Set This Month

A graduate symposium on rheumatic diseases will be held at the Hilton Hotel, October 21, 22, and 23 sponsored by the Northwest Rheumatism Society.

Among those on the program from Portland will be Daniel M. Bachman, Arthur C. Jones, E. G. Chuinard, Richard W. Olmstead, and Robert H. Persillin. Yoshio Shimazaki, a Fellow in Rheumatology at the University of Oregon Medical School.

Practice In

GLADSTONE

LONG ESTABLISHED MD MOVES
TO HIS OWN CLINIC LEAVING A
NO COMPETITION
SUBURBAN PRACTICE AREA
IN A RESIDENTIAL CITY

Air Conditioning Heat
Parking
Good Lease Terms

The Simms Company

Mr. Ball

228-5187

DON'T

THROW

AWAY

Drug Samples!

SAVE THEM

For The Women's Auxiliary
annual charity collection

Call

Mrs. Helen Allen
292-1973

or

Mrs. Marcia Dixon
292-3990

DEADLINE: NOV. 1, 1965

Captiol 7-7559

Portland 9, Oregon

1005 N.W. Sixteenth Ave.

Corvek Medical Equipment Company

- AUDIOMETERS: Complete line. Calibration facilities.
- I.A.C. Sound and Research Rooms.
- Hydrocollators and Steam Packs.



- Medtronic Implantables
Pacemakers and
Telemetering Equipment.
- Diagnostic and Research
Instruments.
All Supplies and Service.

SPECIALIZING IN ELECTRO-MEDICAL SERVICE AND SALES

We Service What We Sell

Portland San Shows Care Unit



All Patients Within Ten Steps of Nursing Station

Improved nursing service is the object of the new Intensive Care Unit at Portland Sanitarium and Hospital.

The Intensive Care Unit is equipped to handle most emergencies. Included in the inventory is a complete medication supply, built in oxygen to each bed, suction adapters for gastric, toracic, and tracheal suction. A Mark 17 Bird Respirator is in use now, and plans include a four patient Cardiac Monitoring System designed to give continuous information of heart rate with EKG and electrocardioscope. Also included is a cardiac pacemaker and a direct current cardiac defibrillator. The unit has 11 beds all within ten steps of the nurses station. Two beds are in sound proof rooms for isolation with the intensive care feature.

Sales, Ad Man Joins OPS Staff

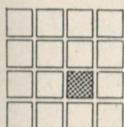
Mr. Allen O. "Monk" Carden was named sales and advertising manager of OPS-Blue Shield last month. Carden, who held a similar position with National Hospital Association from 1954 to 1961, has wide experience in advertising and sales promotion in prepaid medical care.

A native of Pendleton, Mr. Carden is married and has two daughters.

KELEKET
X-RAY CORPORATION OF OREGON

J. R. FRIEND

We've Moved to:
2737 S.W. CORBETT AVENUE • PORTLAND, OREGON 97201 • PHONE 226-1551
PROFEXRAY Equipment • Complete X-ray Supplies • Sales and Service



BREWSTER. SCHOLZ BURNETT & BAILY

COMMERCIAL PROPERTY SERVICES

Telephone 227-2654

SALES and LEASES

- Commercial
- Industrial
- Apartments

Press Awards Recipients Told

Recipients of the Oregon Medical Association's annual Press Awards, presented at last month's annual meeting, were both from Eugene.

Dan Wyant, reporter on the Eugene Register-Guard, won the newspaper award for a feature article entitled "Doctors Deplore an Epidemic on Wheels." Broadcast media award went to Mrs. Shirley Pape' of KEZI-TV for her bi-weekly television program which features local physicians regularly.

HEAR

Dr. Albert B. Sabin

MCMS Membership

Meeting

Nov. 4., Sheraton Inn

ABIDING CARE CONSIDERATION



Lincoln MEMORIAL

ANY OF THE FOUR SERVICES



PARK

CEMETERY
CREMATORY
MAUSOLEUM
COLONNADES

10500 S. E. MT. SCOTT BLVD., PROSPECT 1-1117

Meet Miss Margaret Hughes New Medical School Librarian

Miss Margaret E. Hughes was appointed head librarian of the University of Oregon Medical School library last month succeeding the retiring Miss Bertha Hallam.

Miss Hughes is no stranger to the library. She brings to her new post 26 years of experience, having been on the staff since 1937. A graduate of the University of Minnesota, she is a member of the National Medical Library Association and has served as chairman of a number of the Association's major committees. She is also a member of the Special Libraries Association, having held office in the Biological Sciences Division.



In 1963 she participated in the International Congress on Medical Librarianship held in Washington, D. C.

The Medical School Library serves physicians throughout the Pacific Northwest in addition to students and staff members on the Marquam Hill campus.

TERENCE H. COCHRAN, M. D.

JOHN C. SMITH, II, M. D.

DANIEL M. BAER, M. D.

PATHOLOGISTS—PHYSICIANS

Announce the Opening of

PROVIDENCE MEDICAL LABORATORY

545 N.E. 47th Avenue

Portland, Oregon 97213

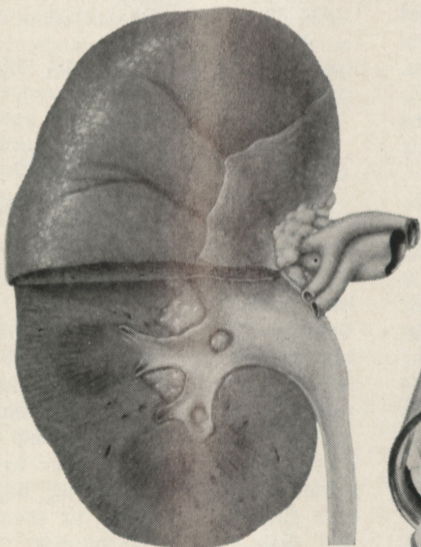
Anatomic Pathology

Clinical Laboratory

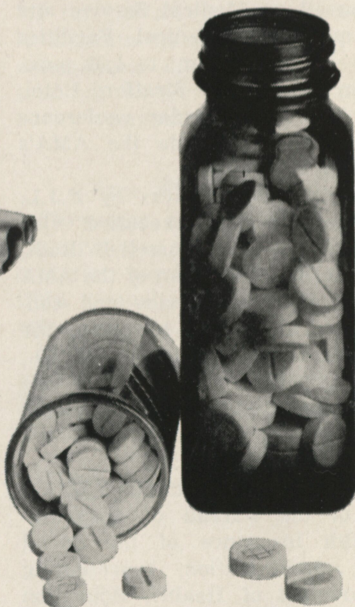
Cytology

Veterinary Pathology

at Merck Sharp & Dohme...



understanding...



precedes development

The development of chlorothiazide and probenecid were events of major importance, but perhaps even more important for the future was the Renal Research Program by which they were developed. When Merck Sharp & Dohme organized this program in 1943, it was expressing in action some of its basic beliefs about research:

- Many problems connected with renal structure and function were still undefined or unsolved. The Renal Research Program would begin its basic research in some of these problem areas.
- From knowledge thus acquired might come clues to the development of new therapeutic agents of significant value to the physician.

For example, the Renal Research Program put fifteen years into this search before chlorothiazide became available. But because these years had first led to a greater understanding of basic problems, the desired criteria for chlorothiazide existed before the drug was developed.

Along with other research teams at Merck Sharp & Dohme, the Renal Research Program continues to add new understanding of basic problems—understanding which will lead to important new therapeutic agents.

MERCK SHARP & DOHME Division of Merck & Co., Inc., West Point, Pa.

where today's theory is tomorrow's therapy

Utilization To Be Topic Of A.M.A. Med. Services Meet

The dynamics of hospital utilization review programs will be discussed in depth at the Seventh Annual Medical Services Conference entitled "Medical Staff in Action — 1965, Utilization Review."

The one-day meeting sponsored by the AMA Council on Medical Service and its Committee on Medical Facilities will be held from 9 a.m. to 4:30 p.m., Nov. 27 in the Bellevue-Stratford Hotel, Philadelphia. The Saturday conference will immediately precede the AMA's 19th Clinical Convention.

After welcoming remarks by F.J.L. Blasingame, M. D., executive vice president of the AMA, Russell B. Roth, M. D., Erie, Pa. chairman of the AMA Council on Medical Service and conference chairman, will introduce the participants; John M. Rumsey, M. D., San Diego, Calif., chairman of the AMA Committee on Medical Facilities, will present a statement of the problem.

Arthur E. Hess, Washington, D. C., director of the Bureau of Disability and Health Insurance of the Social Security Administration, representing the Department of Health, Education and Welfare, will discuss statutory responsibilities specifically assigned to HEW and the responsibilities delegated to state agencies, providers of services, intermediaries, etc. A description of current utilization review programs of hospitals, medical societies and third parties will be presented.

The afternoon session will open with a description of the total organizational structure essential for an effective hospital utilization program. A description of systematic methods of data gathering and the need for management tools in any utilization review program.

A presentation of three varied approaches to appraisal of utilization—relating use to the expert opinions of physician-surveyors; relating use to pre-established criteria; and relating use to group norms or profiles.

For pre-registration write to American Medical Association, Department of Hospitals and Medical Facilities, 535 North Dearborn, Chicago, Ill. 60610.

Craft Group Relieves Problem

A simple answer to one of the physician's often encountered dilemmas has been presented by the Senior Craftsmen of Oregon. That question is: how to help older patients find an interest in life, and remain a participating member of the community?

"The Senior Craftsmen help people fifty years of age and over use their creative abilities to bring happiness and financial benefits to themselves and their family," according to Mrs. Clifford E. Zollinger.

Senior Craftsmen is a non-profit organization which markets high quality articles handcrafted by its membership. Such articles are sold on consignment with 75% going to the individual, and 25% to the store. The shop is staffed by volunteers.

Many persons now actively participating in Senior Craftsmen work might well be the patient who, not so long ago, would make endless trips to the doctor's office from lack of anything else to do.

Any person of any age is eligible for membership, but only those over age 50 can sell articles in the shop.

Physicians seeking further information about Senior Craftsmen or wanting to place information about the program in their reception rooms should contact the shop at 228-2254, or stop in at 1128 S.W. Alder.

Evidence Suggests Private Physicians Abdicating Role

More than 700,000 Americans were blood tested for diabetes in 1964, and almost a million persons will be tested during the present year, the Public Health Service reports.

Despite the increase in screening, an estimated two million persons still have undetected diabetes in this country.

Bringing these statistics into better focus, Robert L. Hare, chairman of the Physicians Supervisory Committee of the Multnomah County Diabetes Detection Program says that there are an estimated 6,000 undetected diabetics in Multnomah County alone.

"Most of these people see a physician at varying intervals for a check-up. At this time, however, many physicians are not routinely giving them blood sugar, or urine tests after a meal high in carbohydrates, Dr. Hare said.

"The results are plainly seen in the amount of public testing being done

compared to private testing", he added. "If the private practitioner continues to abdicate his proper role in diabetes detection, it will be (and to some extent has been) taken over by public health agencies."

Free Photos Available

Physicians and their wives who had their pictures taken in the Meyer Laboratories hospitality room during the OMA Annual Session are advised that complimentary copies are available.

Pictures may be obtained by contacting Mr. Alex S. Holmes, 4520 S.E. River Drive, Milwaukie, Oregon, phone 659-2143.

*Cooperating with the
Medical Profession*

For more than a half century . . .

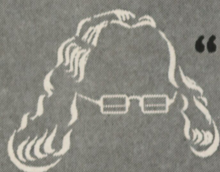


- COMPLETE LABORATORY CONTROL
- FOREMOST IN DAIRY RESEARCH
- FIRST IN QUALITY

Carnation Company

3342 S.E. MORRISON

BEI mont 2-2131



***“waste neither time
nor money but make
the most of both”***

... BENJAMIN FRANKLIN, 1748

THE PROVEN EFFICACY OF PENTIDS
SAVES YOUR TIME AND SPARES
YOUR PATIENT'S PURSE

PENTIDS[®]
SQUIBB PENICILLIN G

SQUIBB



Squibb Quality — the Priceless Ingredient

Physician's Datebook

October-November, 1965

MCMS BOARD OF TRUSTEES

Oct. 20, 6:15 p.m. Society Headquarters

NORTHWEST RHEUMATISM SOCIETY GRADUATE SYMPOSIUM

Oct. 21-23; Hilton Hotel Registration begins 8:15 a.m.

MEDICAL SERVICE COMMISSION

Oct. 25; 12 noon Society Headquarters

NEW MEMBER ORIENTATION DINNER

Oct. 27; 6 p.m. Society Headquarters

JUDICIAL & BUSINESS COMMISSION

Nov. 1; 12 noon Society Headquarters

MCMS General Membership Meeting

Nov. 4; (Guest Speaker, Dr. Albert B. Sabin)

6 p.m. Benson Hotel

PUBLIC RELATIONS & PUBLIC POLICY COMMISSION

Nov. 8; 12 noon Society Headquarters

PROFESSIONAL & COMMUNITY AFFAIRS COMMISSION

Nov. 12; 12 noon Society Headquarters

PUBLIC HEALTH COMMISSION

Nov. 15; 12 noon Society Headquarters

NORTHWEST OCCUPATIONAL HEALTH CONFERENCE

Nov. 15-16 (free seminar Nov. 14) Registration begins 8 a.m.

Monday, Sheraton Motor Inn

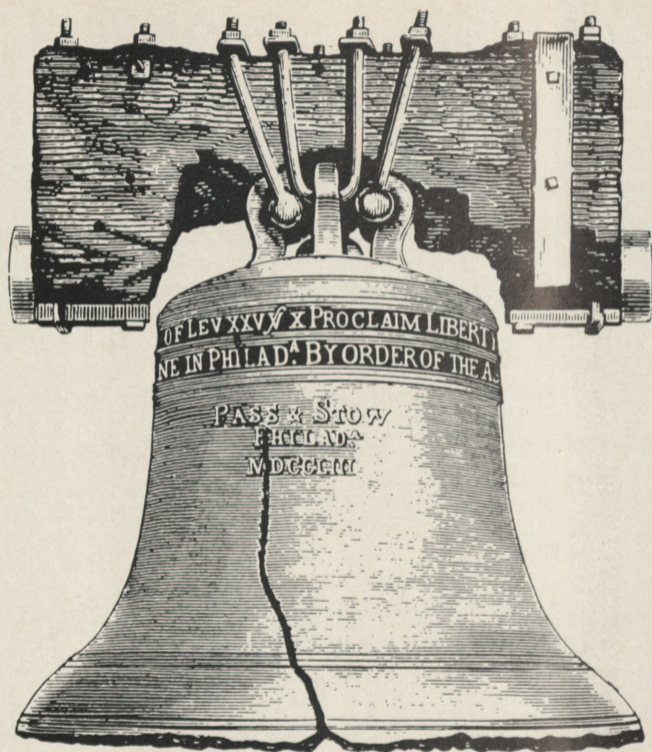
MCMS BOARD OF TRUSTEES

Nov. 17; 6:15 p.m. Society Headquarters

MCMS-OMA HEADQUARTERS CLOSED

Nov. 25-26 (Thanksgiving Day)

19th CLINICAL CONVENTION OF THE AMA



PHILADELPHIA, PA.—NOV. 28-DEC. 1, 1965

Plan to attend the world's most comprehensive four-day postgraduate course in recent developments in medical science, and participate in the observance of the founding of the first medical college established in this country—the Medical School of the University of Pennsylvania.

This postgraduate refresher course, conducted by the nation's outstanding medical authorities, will be presented for you in historical Philadelphia. Philadelphia has many luxurious hotels and colorful restaurants. Mail the enclosed registration and room reservations coupons now!

TWO POSTGRADUATE COURSES: Gynecology and Obstetrics; and Cardiovascular Therapeutics (each to be presented in 3 half-day sessions) **BREAKFAST ROUND-TABLE DISCUSSIONS:** Gynecologic Difficulties in the Adolescent • Early Management of Traffic Accident Patients • Common but Worrisome Pediatric Problems • The Nature of Chronic Bronchitis and Pulmonary Emphysema • Prevention of Long Term Illness: A Practical Approach • Clinical Uses of Electroencephalography **SCIENTIFIC SESSIONS:** Ulcerative Colitis • Pediatrics • Chemotherapy of Cancer • Preventive Surgery in Cancer • Bacterial Infections • Ultraviolet Irradiation in Medicine • Genetics • Current Status of Drug Therapy in Rheumatology • Psychiatry • Urology • Gastrointestinal Surgery • Cardiovascular Surgery • Current Concepts of Shock • Computers in Medicine • Pain in the Back • Orthopedics • Common Otolaryngology Problems • Eye Problems and the Non-Ophthalmologist • **CLOSED CIRCUIT COLOR TELEVISION • MOTION PICTURE PREMIERES • Hundreds of SCIENTIFIC AND INDUSTRIAL EXHIBITS**

The complete scientific program, plus forms for advance registration and hotel accommodations, will be featured in JAMA October 25

TO ASSURE YOUR ACCOMMODATIONS AT THE 19th CLINICAL CONVENTION

Fill In The Coupon Below: AND MAIL DIRECTLY TO: AMA HOUSING BUREAU
 c/o Philadelphia Convention Bureau
 16th St. & John F. Kennedy Blvd.
 Philadelphia, Pa. 19102

Blocks of rooms are held in the hotels and motels listed below for the American Medical Association.

These rooms are available only through the AMA Housing Bureau.

FOR ROOM RESERVATIONS PLEASE PRINT OR TYPE FOUR CHOICES

1st _____ Room will be occupied by:

2nd _____ Name _____

3rd _____ (Please print or type)

4th _____ Street _____

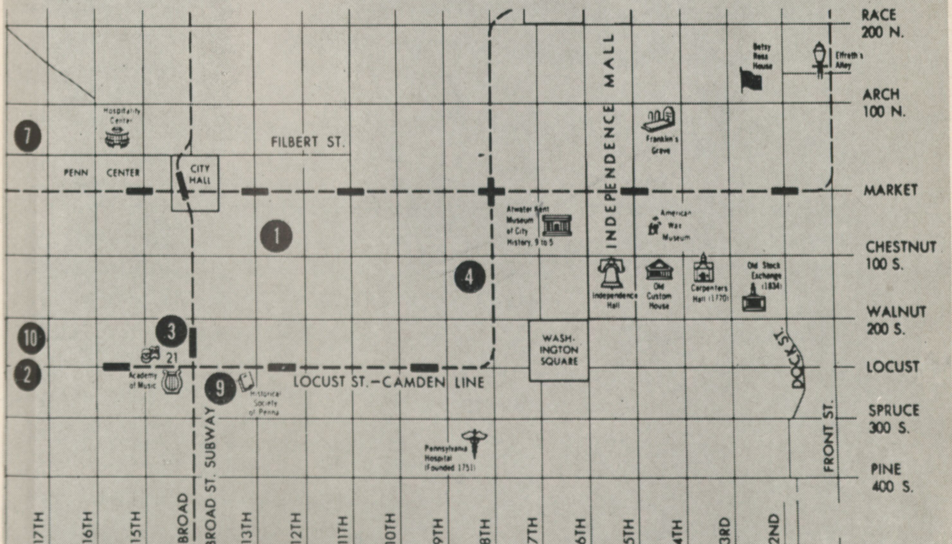
Please enter my reservation at the above hotel for _____ City _____ State _____ Zip Code _____

Single (s) @ \$ _____ Double (s) @ \$ _____ Twin (s) @ \$ _____ Suite (s) @ \$ _____ Additional Occupants _____

Date Arriving _____ AM _____ PM _____ Hour _____ Departing _____

Name	Singles	Doubles	Twins	Suites
1. Adelphia	8.00-11.00	12.00-16.00	13.00-16.00	32.00-36.00
2. Barclay	16.00		18.00-23.50	35.00-60.00
3. Bellevue-Stratford	9.50-17.50	15.00-22.50	15.00-24.50	32.00-62.00
4. Benjamin Franklin	9.00-14.00	12.50-17.00	13.50-18.00	25.00
5. Penn Center Inn	(HEADQUARTERS HOTEL—NO ROOMS AVAILABLE)			
6. Franklin Motor Inn	12.00		16.00	32.00
7. Philadelphia Sheraton	(HEADQUARTERS HOTEL—NO ROOMS AVAILABLE)			
8. Philadelphia Marriott Motor Hotel	13.00-15.00	12.00-14.00	17.00-20.00	25.00-60.00
9. Sylvania	8.00-10.00		13.00-15.00	30.00
10. Warwick	14.00-16.00		17.50-20.50	32.00-42.00

- If rate requested is not available, next highest will be assigned.
- Be sure and specify time of arrival as well as date.
- If you are an Industrial Exhibitor, please specify firm name and list of all occupants for all rooms reserved.
- Please **DO NOT** send your request directly to the hotel; it will only delay your confirmation.
- Please make all changes and cancellations with the Housing Bureau.



TO ASSURE YOUR REGISTRATION AT THE 19th CLINICAL CONVENTION

Fill In The Coupon Below: PLEASE RETURN TO: Circulation and Records Dept.
 American Medical Association
 535 North Dearborn Street
 Chicago, Illinois 60610

FOR ADVANCE REGISTRATION OF PHYSICIANS

(PLEASE PRINT)

Name _____
 (Each Physician Must Register in His Own Name)

Street _____

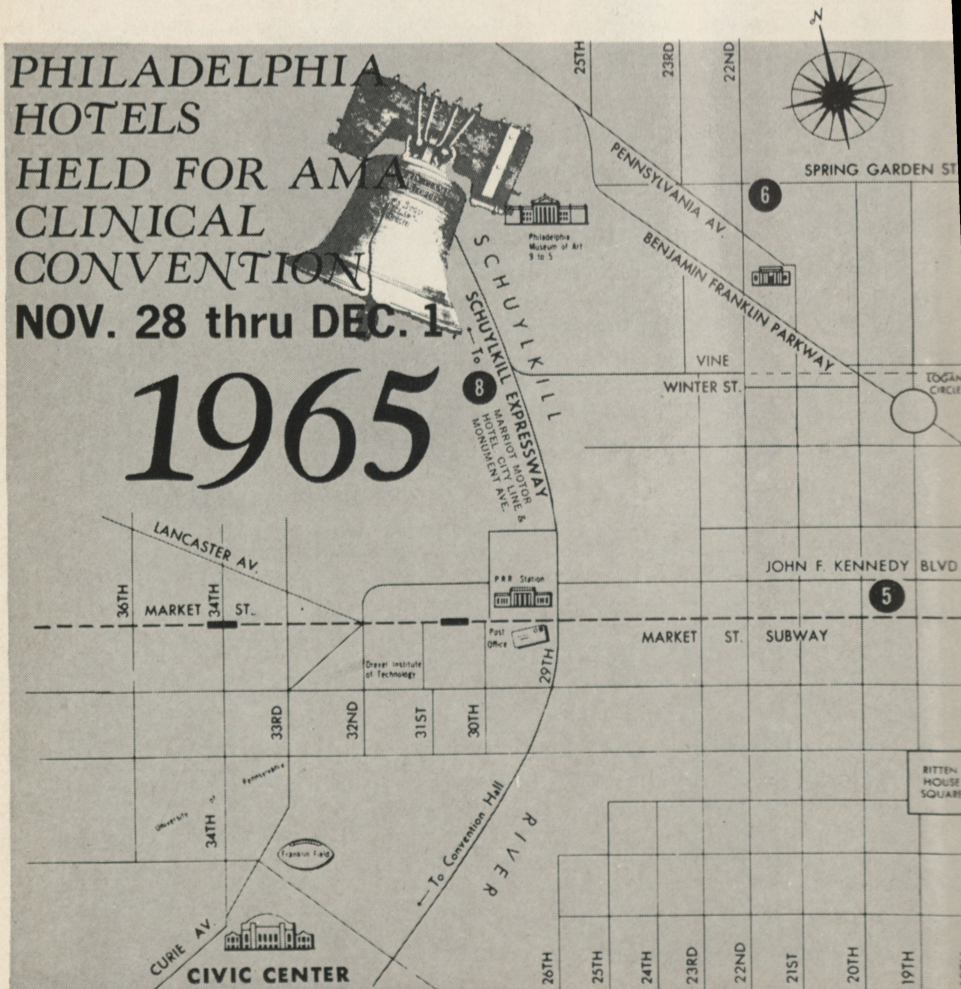
City _____ State _____ Zip Code _____

I am a Member of the AMA thru the _____ State
 Medical Association or in the following government service _____

This coupon must be returned before Nov. 15, 1965 to receive your Advance Registration Identification Card Philadelphia. Your card will be sent to you on Nov. 18 unless you request an earlier mailing date.

**PHILADELPHIA
 HOTELS
 HELD FOR AMA
 CLINICAL
 CONVENTION
 NOV. 28 thru DEC. 1**

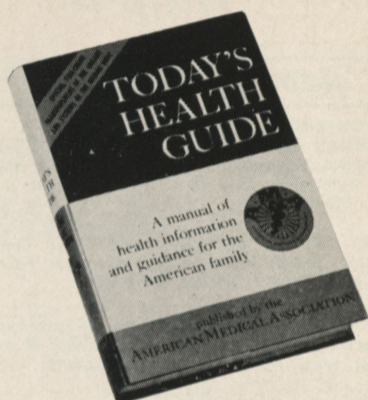
1965



Hippocrates

The "Archives of Internal Medicine" is ordinarily a poor source of humor. A recent issue, however, provides some interesting quotations from the great Hippocrates. These gems were allegedly discovered by a scholar named S. N. Gano in a Hippocratic text overlooked by other students of the famous man.

1. Absence of respiration is a bad sign.
 2. It is unfavorable for the patient to be purple, especially if he is also cold. The physician should not promise a cure in such cases.
 3. Hemorrhoids are not improved by horseback riding or by riding on an ass.
 4. Drowsiness and the itch are incompatible.
 5. To pick at the coverlet indicates alienation of the mind, unless the bed contains small fragments of food.
 6. Fevers of 80 days where no cause is apparent produce alienation of the mind in the physician.
 7. Where symptoms are severe and protracted, it is good if the patient's relatives are few, and best if they be absent altogether.
 8. Discoloration of the neck, which has been produced by a rope, cannot be treated with barley water.
 9. Life is short and the art long; patients are inscrutable; their ignorance is impenetrable, and their relatives are impossible.
- "The Bulletin of the San Diego County Medical Society"



a good friend for YOUR Patients

**Answers Questions
the way you do!**

The medical profession's answer to the family's need for a complete, yet inexpensive, home health guide. Prepared by the
American Medical Association

● 640 Fact-filled Pages
RECOMMEND THIS BOOK
TO YOUR PATIENTS
ONLY \$5.95

Send
Check or Money Order to
American Medical Association
535 N. Dearborn Street
Chicago, Illinois 60610

Bulletin Classified Ads

MEDICAL ASSISTANTS

EXPERIENCED WOMAN seeks work in physician's office or clinic. Prefer west side or downtown. Background in hospitals, EKG, BMR, etc. References available. Mrs. Elizabeth Ackroyd, 292-4545.

GOOD OFFICE WORKER seeks Lloyd Center location. Shthd, type, bkkpg, Insurance Forms. Call Mrs. Gladys Bricker AV 6-5252.

INTERN'S WIFE needs income, gd refs exper as secretary in microbiology department of med school. Mrs. Mary C. Kayser, 228-4988.

PHYSICIAN CLOSING office, well trained woman seeks new medical office work. Good, current references. Norma G. Winder, AL 3-5756.

IN-HOME NURSING work sought by experienced, reliable woman. Can handle ambulatory cases . . . but no lifting. Reasonable rates. Call Mrs. Heger, 236-6262.

BUSINESS SCHOOL Grad desires medical secretary job. No experience, but willing to learn. Miss Nancy Calcagno, 254-7883.

X-RAY TECHNICIAN, medical student's wife. Needs employment, can do secretarial work. Excellent physician refs. Call Allyson McKay, 223-7138.

ALL RECEPTIONIST background. Secretarial skills. Call Ardis Ann McGuire 226-7941.

PHYSICIAN REFERENCES, Multnomah College Medical Course. Hospital and Nursing background. Miss Fanchon Killian. 284-5973.

PHARMACY, HOSPITAL experience. Training in Terminology. Call Mrs. Helen C. Brower. 235-5890.

MED STUDENT'S wife needs work to help with expenses. Good sec'y backgrd. M.D., & employer references. Mrs. Kathleen Combs. 224-8744.

DOCTOR CLOSES office leaving me without a job, but with excellent references. Rec. EKG, Bkkpg. Mrs. Audrey Olson. 232-8776.

CONVALESCENT hospital background. Seeks receptionist, general medical office work. Reliable worker. Miss Karen Dingeldein. 227-7919

HAVE PART TIME work but need fulltime job. Hospital background. Type. Good in Public Contact. Mrs. Janet Bray. 644-5653.

FIVE YEARS on present job. Full X-ray, lab & EKG, injections. Bkkpg, type, insurance and filing. Dorris M. Curtis 656-2281 after 6 p.m.

OFFICE SPACE

MODERN, air cond. suite available, next to expanding, major hospital. All utilities, janitor service, parkg, painting furnished. R. Marcum, 910 N.E. 47th. 232-6228.

FOR LEASE: Medical suite in newly-constructed medical-dental clinic, 65th and N.E. Sandy Blvd. Available Now. AT 4-8639 days, or PR 1-9549 eves.

EXCELLENT LOCATION N.E. 82nd and Broadway for Doctor or Dentist office. Also medical-dental building. Ample off street parking. WILL BUILD and lease back. Charlie Clark, Halberg Inc. 252-1436.

FOR LEASE modern medical suite in bldg occupied by internist and Dentist. See at 2480 N.E. Fremont. Call AT 8-1272 eves AL 2-4189.

TWO MODERN SUITES for lease in building now occupied by internist and 2 dentists. Lynn Park Medical Dental Bldg. at S.E. Powell and 127th. Ample parking. Inquire about rental plan. Call G. H. Fraser or W. W. Wyse, CA 8-8545, CH 4-7858, PR 1-2030.

EUGENE Medical Arts Building is now complete and has several delightful air-conditioned suites available to be designed to your needs. Downtown Eugene location with free parking. Reasonable lease terms in a prestige building. Contact Dean Vincent Inc., Portland 228-3181, Eugene 345-0558.

600 SQ. FT. of well arranged space in Lloyd Center Medical for sublease. Contact: W. H. Hutchens, M.D., 242-5571 or 236-8224 or Mr. Sundt at Lloyd Ctr. office, 282-2511.

AFTERNOON HOURS available in beautiful, well-equipped downtown office. Contact Mrs. Herman at Medical Society, 228-4175, for details.

MEDICAL SUITE now available in new medical building in one of Portland's fastest-growing suburban areas. In large suburban shopping center, plenty of free parking. Will alter to suit tenant. Call 254-5517, Mr. Glenn.

X-RAY EQUIPMENT

FOR SALE used chest vertical x-ray machine with fluoroscope and accessories 60 MA. Good Condition. Good Price. AL 2-5744.

NURSING HOMES

MODERN 100 beds. Priced to Sell. Call George Sutherland, Broker, 3725 N.E. Alameda, Portland, AT 4-4136.

LABORATORY TECHNICIAN

MALE MED TECH Full lab and X-ray experience needs Part time work. Reliable. Call Leroy Lamoreaux, M.D. 226-7994.

Considering a downtown office?



Portland Medical Center

S.W. 10th and Washington

Portland's newest and finest professional address. Fully equipped, air conditioned throughout. Houses a 55 beds, licensed, type I general hospital. For information about available offices and suites, call

223-8567



Medical Arts Building

S.W. 10th and Taylor

A well-known, established Portland professional address. Convenient parking. Spacious offices and suites available. For information call

223-5815

MANAGED BY

COMMONWEALTH, INC

421 S.W. Sixth Ave., Portland, Oregon, 97204, 228-8141

**BULLETIN of the
MULTNOMAH COUNTY MEDICAL SOCIETY
2164 S.W. Park Place
Portland, Oregon 97205**

Return Requested

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.

Bide-A-Wee

656-1646

Gladstone, Ore., at 340 First
Frank and Dorothy Gilman, Owners
(11 yrs. exp.)
General Convalescent Care
72 beds, 40 employees

Columbia Manor 246-8811

Vermont Hills District at
6010 S.W. Shattuck Rd.
Zena A. Ewing, Administrator
(33 yrs. exp.)
Mr. and Mrs. Herman Wolfe, owners
General Convalescent Care
60 beds, 30 employees

Colonial Manor PR 4-8526

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

Selby

PR 1-2335

Southeast near Holgate at
10435 S.E. Cora
Mr. and Mrs. Wm. V. Selby, Owners
(16 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
(17 yrs. exp.)
General Convalescent Care
37 beds, 16 employees