

*The*  
**MAHONING COUNTY  
MEDICAL SOCIETY  
BULLETIN**

—  
**PUBLIC EDUCATION  
NUMBER**  
—

*"I think I am safe in saying that the medical education of the public is the one certain method of overcoming the evils of quackery, of cultism, and of medical fraud."*

Morris Fishbein, M. D.

YOUNGSTOWN, OHIO

**APRIL**

NINETEEN THIRTY-ONE

VOLUME ONE

NUMBER FOUR

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Our invalid coach is, as its favorite title implies, a veritable "Hospital on Wheels."



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FREDERICK F. TISDALL, M.D.  
T. G. H. DRAKE, M.B.  
AND  
ALAN BROWN, M.B.  
WITH THE TECHNICAL ASSISTANCE OF ELIZABETH MCNAMARA  
TORONTO, CANADA

Reprinted from the American Journal of Diseases of Children  
October, 1930, Vol. 49

AMERICAN MEDICAL ASSOCIATION  
515 NORTH DEARBORN STREET  
CHICAGO

from  
The Research Laboratories  
of the  
Hospital for Sick Children  
and the  
Department of Pediatrics  
University of Toronto

Read before the  
forty-second annual  
meeting of the American  
Pediatric Society, Mont-  
real, June 18th, 1930,  
and the eighth annual  
meeting of the Canadian  
Society for the Study  
of Diseases of Children,  
Brockville, Ontario,  
June 20th, 1930.

Reprint now available  
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## MEAD'S CEREAL

Specially indicated for infants, children and adolescents.

IT is the great privilege and responsibility of the Mead Johnson Research Laboratory to be chosen to produce this new cereal which is different from all other cereals in that it furnishes *in addition to protein, fat, carbohydrate and calories* — four necessary vitamins and nine important minerals in substantial

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... DETAILED  
LITERATURE  
AND SAMPLES  
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MEAD JOHNSON & CO., Evansville, Ind., U.S.A.  
*Pioneers in Vitamin Research and Specialists in Infant Diet Materials*

**Experiments Conducted at Ohio State University by Drs. Scott and Erf, in Feeding Natural and Pasteurized Milk to White Rats Reveal the Following Conclusions:**



The upper figure represents one of the rats fed upon the milk from specially fed cows. The lower, a rat fed upon the same milk after having been heated to 62 degrees C. for 30 minutes.

1. These experiments tend to prove that the milk of cows fed upon a diet rich in minerals and vitamins is a more nutritious food than the usual commercial milk.

2. Milk from properly fed cows that is subjected to heat loses in its hematogenic and growth promoting properties.

3. Rats fed upon commercial pasteurized milk fortified by codliver oil and tomato juice failed to equal in growth and development rats fed upon the milk of cows given a diet high in mineral and vitamins.

4. The unpasteurized milk from cows fed upon the diets described in this report does not produce the anemia usually reported as occurring in the albino rat following an exclusive milk diet.

5. The results of these experiments correspond closely with those obtained by Lewis and by Ladd, Everts, and Frank in their infant feeding experiments.

*The findings of these latter experiments will be given in next month's issue.*

Milk from our healthy properly fed cows can be obtained at:

Raver's Buffet in Mahoning Bank Bldg.

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You may now obtain the highest quality ice cream, sodas, milk shakes and malted milks at Burt's Arbor Garden — all are made from our product.

**INDIAN CREEK FARM**

*Baby Milk a Specialty*

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The Mahoning County Medical Society

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APRIL MEETING

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The Counsels, Ideals and Recollections  
of Sir William Osler

GEORGE ZINNINGER, M. D., *Canton, Ohio*

Congenital Heart Disease

O. S. WILSON, M. D., *Canton, Ohio*

---

Tuesday, April 21, 1931, at 8:15 P. M.

Youngstown Club

Coming: The Annual Post Graduate Day — June 18, 1931



## Medical Education of the Public Through the Press\*

By MORRIS FISHER, M. D.

*Editor, The Journal of the American Medical Association, Chicago*

Medical news as it appears in the press may be classified into three types of material: (1) news matter; (2) syndicated health columns; (3) feature articles. The news matter arises today from many sources. Material is accumulated from medical congresses, public health associations, clip sheets of periodicals, medical organizations, and, in fact, from any medical activity whatever.

News naturally suffers more or less from handling by persons not well informed in medical matters. The reporter is compelled to depend on the source of his information, and the haste in publication of medical news coupled with news gathering methods, frequently permits large numbers of errors to creep into news reports in the press. The errors in medical news may be divided into groups. The typographical error, or the wrong use of medical words, is one. Such errors can be corrected only by familiarizing some person on the newspaper staff with medical material. The second type of error is more serious—this is the publication of "new" discoveries in medicine that are in no sense of the word either new or in any way established. The numerous unwarranted announcements of cures for tuberculosis, for cancer and for pneumonia have become the bane of medical life. The moment such announcements are broadcast, physicians are besieged by patients for information which they are unable to give, because the newness of the discovery does not warrant any accurate judgment. Moreover, the experience of the past has shown that none of these discoveries is in any way to be relied on, since the mere fact that they have appeared first in the press and not in the regular organs of publication of medical science is sufficient to stamp them with a certain amount of sus-

picion. After each of these announcements is made in the press, letters and telegrams pour into the headquarters of the American Medical Association asking as to the authenticity of the report, and in many instances inquiring whether a trip to the shrine of healing will be worth while. And it is a pitiful task to write the letters that will carry disappointment and the information that impending death cannot be ward-off.

Now let us contrast with these announcements, merely for the sake of contrast, two notable discoveries of recent years, which came through newspaper channels properly to the public—the discovery of insulin and the work on scarlet fever. In these cases, arrangements were made by authorities in the institutions in which the work was done to issue statements through authentic channels, hence such publicity as was given was sound as to content, and thoroughly considered as to any possible effects it might have. Contrast with the careful development of research and investigation in connection with these discoveries the utter lack of any basis for many of the "new discoveries" announced from time to time in the press, and you will see why medical news is being viewed with suspicion more and more by newspaper editors, and why physicians interested in publicity through the press are becoming more and more anxious to develop some routine method for securing the publication of authoritative material.

Let me turn then to some of the plans which have been devised at the headquarters of the American Medical Association for checking medical news at the source, and for providing newspapers with accurate facts regarding new medical discoveries. In the handling of medical conventions and congresses, which constitute matters of news arrangements are made to secure

\*Reprinted from the Bulletin of the Des Moines Academy of Medicine.

from each author, at least three weeks preliminary to the meeting, an abstract of from two hundred to five hundred words of the main points to be brought out in his address. These abstracts are assembled and then worked up into running accounts, which are sent to the large press services, including the Associated Press, Science Service, the United Press, the United News, the Consolidated Press and the International News Service, for issuing directly to newspapers. In this way the newspapers of the country are provided well in advance of the sessions with basic material, the accuracy of which can be guaranteed since it emanates directly from the authors of the papers themselves, and since the high lights are picked out and the general articles prepared at the headquarters office of the American Medical Association by persons familiar both with medicine and with newspaper methods.

If this method were to work ideally, newspapers which publish the material as issued through the large press services and the medical profession would be satisfied in every way as to the accuracy and character of the material published. However, the matter does not work out so simple as that. In each large city where such conventions may be held, local newspapers are anxious for special material of broader scope and interest than that issued through the regular press services. As a result, special reporters are assigned to cover the session, and each of these reporters is anxious for an individual story, a human interest story or some special material that will give his paper a special appeal. Not infrequently the reporter will misinterpret remarks heard indirectly, because of lack of scientific background, if the matter be a scientific one, or because of the lack of general knowledge of the history of trends of development of medical practice and of the relationship of medicine to the public, and queer results sometimes occur. On the whole, however, editors are beginning to realize more and more that medicine and

science are special topics demanding men of special training, and it is interesting to find the same reporters year after year assigned to cover medical conventions, attempting thus, through practical training, to develop special knowledge that will make them more competent.

Newspaper editors are, of course, confronted by a vast amount of publicity matter issued in the guise of news. One Chicago editor stated that his paper had received within a single week 3,000 pieces of mimeographed publicity, not including movies and the drama. Such publicity matter, representing, as it does propaganda, is viewed with suspicion by the majority of editors. And there are individuals, as well as medical organizations of little merit, that are willing, for individual gain or commercial exploitation, to take advantage of the public's desire for scientific news. It is in this connection that mention must be made of the "publicity hound." Owing to lack of scientific knowledge, the average reporter falls an easy prey to the medical exploiter of the press. It was Mr. Bingay of the Detroit News who said:

"When you find one of these notoriety seeking doctors and get him into contact with an irresponsible and sensational newspaper man, you have a combination that will do more than any other one thing to wreck all this effort to educate the public on the larger social values."

We know that there exist, on the borderline of medical practice, exploiters in the field of plastic surgery, and cosmetic therapy particularly, who are not above taking advantage of the foibles and vanity of men and women, and who are able, through the public's love of sensation, to secure space in many newspapers for details of miraculous results alleged to be accomplished. It is a question whether the newspaper is playing fair with its readers in the issuing of feature stories concerning such accomplishments without determining first whether such stories emanate from writers of known honesty or from publicity agents who are willing to collect from the physician



who employs them and from the newspaper to which the material may be sold. Editors will do well to scrutinize with care any newspaper item which gives undue prominence to the remarkable skill of any individual physician. After all, the medical procedures that live are not the property of any one man!

The only way in which any newspaper can protect itself against such material is to rely on a committee of a local medical organization, which will be able to provide information as to the scientific status of the men concerned and as to the actual basis for such discoveries. This recommendation has been made and put into effect in many communities, and in each case the committee of the county medical society is able to advise newspapers that are anxious to cooperate in avoiding the machinations of the publicity hound.

The newspaper health column is a significant development in modern health education methods. Perhaps twelve or fourteen such columns are being regularly syndicated today, in addition to individual columns that are published in but a single paper. Such columns as those of Dr. Evans and Dr. Brady represent the highest type of development of this form of medical education of the public. Frequently they announce new discoveries, but always with a note of caution as to the status of the work. Sometimes they promulgate individual notions, but always with a clear understanding that the notion is individual with the columnist. There can be no doubt that properly conducted columns of this kind are a valuable feature in the medical education of the public. It is significant in this connection that certain "patent medicine" advertisers make their advertising simulate the health column in order to attract the unwary. This exploiting of the health column brings in, in a hidden manner, the names of secret preparations which must be secured at a drug store, and the purchase of which results in profit to the advertiser. The advice is in no sense of the word disinterested or scientific.

More and more newspapers are now asking for complete consideration of special topics. In the preparation of such feature articles, it is, of course, desirable that the source of the material be competent and disinterested.

It is generally well known that feature articles are manufactured to fit special occasions, and their development frequently represents the work of weeks or of months. In many instances, such feature articles are written by men noted for their contributions to medical education of the public. The medical writer who respects the ethics of his profession will not build a feature article merely for the opportunity of selling it, but will limit himself to such matters as constitute actual education. It is a simple matter to exploit the half-baked discovery of some enthusiastic medical investigator as an achievement. It is a far more difficult matter to prepare in a form that is interesting and instructive to any lay reader the scientific developments that are on a thorough basis and that constitute established medical knowledge.

In a discussion of these matters before a society of newspaper editors in Washington, D. C., I called attention particularly to the difficulties in educating the public in such matters as venereal disease because of the attitude of some editors toward the use of even the names of these diseases. The inconsistency of the attitude which will refuse to permit the use of such terms in a sane discussion of matters of health but which will embark in the same paper on the most putrescent details of some shocking crime has been confusing to most rational brains. In this connection, a more sane attitude is developing on the part of the press. Indeed, many newspapers took exception to the criticism made on that occasion, and the Louisville Courier-Journal, in a comment, stated boldly, "This paper has never hesitated to use the word 'syphilis'."

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(Continued to Page 11)



## PRESIDENT'S PAGE

We have heard much, in recent years, about "educating the public" to the proper appreciation of achievements in various pursuits, both scientific and non-scientific. Citizens have been implored and beseeched to become "air-minded" and "tree-minded," etc., but one trouble has always been that Mr. Average Citizen and his wife have too often been "absent-minded" as far as taking interest in, and advantage of, measures which the medical profession has developed in an effort to prevent disease. And yet, one would think that avoidance of bodily disease would be interesting to these individuals from the standpoint of escape from pain and suffering if not from the economic loss incident to illness. It is a sad commentary that many persons insist upon using highly-refined gasoline and oil in a thousand-dollar car, and still have a serene disregard for what type of food and drink they themselves consume, and an attitude of indifference to proved methods of keeping their own bodies mechanically perfect. And, unfortunately, reminders by their physicians that typhoid vaccine, toxin-antitoxin and vaccination should be done, are too often interpreted as being simply solicitations for more revenue.

New advances in medical science have always been looked upon with suspicion, and the Creator never conferred upon us any boon or blessing which His Satanic Majesty did not immediately start disparaging.

But there is a vast number of intelligent people who would eagerly accept services which offer a reasonable chance of success in preventing illness, and who look to us to advise them when these services are available. They have no way of otherwise knowing. We are their *Health Counselors* and we must be worthy of their trust, and devise ways and means of acquainting them of what we have to offer. The comparatively few persons who "don't believe" in, and refuse to accept what we know to be good, may be disregarded, their disbelief perhaps being nature's way of eradicating them by disease and thus biologically raising the standard of intelligence. Far be it from us to interfere with nature in the case of some of these persons whose loud and raucous brayings influence only a few easily-persuaded folk, and them for only a short time.

The public is becoming educated in health matters, but what an education they are getting! They are being told through the printed word that one concoction will cure glandruff. That another is the long-sought remedy which will loosen their bonds of sluggishness. That sunshine does mellow and that without yet another mixture, their halitosis and "B. O." will lose them their friends. These and a thousand other fantastic claims are being brought to the attention of the readers of daily and weekly sheets, and are taken as having some scientific foundation because they carry the approbation of various famous doctors (with photographs) from other lands. We should be happy that the manufacturers of some of these products have had to seek endorsements in remote places where perhaps the line between truth and fiction is not as finely drawn among doctors as it is in America. But at present this is nearly the only kind of information which is being disseminated, and most of it is misleading.

Health Education, it occurs to me, should begin with the child. He should "be brought up in the way he should go." This means that health instruction should be taught in the public schools by *physicians only* and that much care should be used in planning a course which, while being comprehensive, should be well-limited in extent so that the pupil would not have the dangerous impression that he or she was capable of diagnosing or treating, and should not attempt these feats in the family circle. But if one has no other tangible possession, he is at least owner of his own body, and should have a general idea as to what constitutes proper care of it.

The public health committee and the publicity committee of our Society have not been idle, and in the near future we are expecting a report on this subject, with recommendations as to our policy.

If there is a campaign of "health education," this should come through the only ones who, by their training and experience are equipped to promulgate it,—the doctors of medicine.—*A. W. Thomas, M. D.*

# The Mahoning County Medical Society

## BULLETIN

Published Monthly at Youngstown, Ohio, by the Editorial Committee

JAMES L. FISHER, M. D.....Editor      W. M. M. SKIPP, M. D.....Advertising Mgr.  
MORRIS DEITCHMAN, M. D.....Asst. Editor      B. W. SCHLAFFNER, M. D.....Asst. Editor  
COLIN M. REED, M. D.....Asst. Editor      \*ARMIN ELSAESSER, M. D.....Consult'g Editor

Publishing Office.....228 North Phelps Street  
Advertising Office.....243 Lincoln Avenue

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### Save \$1,000,000 In Lives

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"A simple immunizing process, which costs the schools of Youngstown less than \$1,000 yearly, has saved close to \$1,000,000 in doctor bills and human life value during the past seven years. Cases of diphtheria in the city have been reduced 76 per cent and the number of deaths 56 per cent."— *The Youngstown Daily Vindicator*.

What striking facts these are! The medical profession is proud of this achievement in prevention of disease. Doctors are glad to give up whatever income they received from the care of diphtheria cases. There is never any regret felt or expressed by one of them when a disease is conquered. Rather a feeling of exaltation in victory and satisfaction in work well done.

Medical education of the public to the value of preventive health measures should go on. It should be promulgated by the individual physicians, by public health departments, by the schools and by the press. But why congratulate ourselves when there are 44 per cent of deaths remaining? *There should be no diphtheria and consequently no deaths from it.*

Parents are led to believe that the ideal time for this procedure is when the child starts to school. Why wait until the child is six years of age to immunize him when the proper time is from six months to one year of age? What is being done about the pre-school child?

Every school child in the first grade is given a slip to take home to his parents for their signature—the printed matter on this slip sets forth in a clear and concise manner the advantages of the treatment. It would cost nothing more to add a line saying that other children over six months of age in the home should be taken to the family physician for the same care.

In this way, and in other ways the school could be instrumental in spreading health education. We cannot consider ourselves enlightened, we cannot congratulate ourselves on our results until every child comes to school on his first day already examined, vaccinated for smallpox and immunized against diphtheria by his physician.— *J. L. F.*

## A Word To Our Druggist Friends

While we are educating the public in preventive medicine and explaining to them the money that can be saved in health, let us look to a group of professional men allied with us, the Druggists. While we are attempting to enlighten our patients in their health, the corner drug store is prescribing for them without medical qualifications. What drug store does not have its cough syrup, tonic, pain killer, aspirin tablet, and cold tablet, that purports to be an invention or at least the creation of that particular druggist?

Why is it that our patients are penalized for taking a prescription to their druggist? For instance, and this is just one of the many—Sodium Salicylate (BWCO) was prescribed, and the druggist charged one dollar and a half (\$1.50). The patient several days later went to the same drug store and bought the same drug for one dollar and a quarter (\$1.25). When the patient asked, why the decrease, the following reason was given, "Because you had a doctor's prescription, the first time." We ask our druggist friends, is this fair to us and our patients?

The above two conditions, brother practitioners, exist in our county to the detriment of both the doctor and our patients. As it is viewed by the patient, they feel they are being held up because they have a doctor, or the doctor is getting a split from this druggist, which is unfair to us and also the druggist.

Brother practitioners, how many times have your patients asked you this question, when you were about to write a prescription? "Doctor, can I get that medicine without a prescription, because you know I can get it cheaper by just asking my druggist for it without that piece of paper with your name on it? Or, will you please write it down so I can ask for it, if I do not remember the name?"

It is up to us who are treating the sick, to see that our patient is not over charged, because he is carrying a small piece of paper with our signature on it.—*W. M. S.*

## Don't Buy Tickets On Telephone Calls

It has come to our attention that there are a number of outside men working in Youngstown, who are using the professional list of doctors and dentists as "suckers."

These men pay a small percentage of their collections to such organizations as the Daughters of Veterans of the Civil War, Daughters of the American Revolution, the American Legion, etc. Also these telephone calls are an attempt to black mail to a certain extent, as they are attempting to use the names of the above organizations in order to make you buy tickets. These men use several names such as Richards and Smith, and they also state that prominent men in Youngstown, such as some of our judges, have told them to call in regard to the purchasing of these tickets. They are selling tickets for dances, and after paying a small percentage of the money to the above organizations, the greater part of the collections is theirs. It has been reported by one dentist that there was no dance given on the date they specified.

We are bringing this to your attention so that such telephone calls should be turned down, as they are not legitimate.

These men come into town and stay a few days and then disappear. We know that a telephone at 35 West Myrtle Avenue, is being rented and used for this purpose.—*W. M. S.*

## WHAT'S WRONG WITH PHARMACY?

In January, 1817, Dr. Lyman Spaulding submitted to the Medical Society of the County of New York a project for the selection of a "National Pharmacopoeia." The Society with the cooperation of many State Medical Societies, Colleges of Physicians and Surgeons, Medical Schools, Pharmacy Schools and a selected body of registered pharmacists, and after many months of arduous work, brought out what was then recognized as the first official book of standard formulas in practical use in the practice of medicine.

Since that time the U. S. Pharmacopoeia and National Formulary have been revised approximately every 10 years until these books are recognized by students of medicine and pharmacy as a basic medium in the practice of medicine and the practice of pharmacy.

The past year of 1930 was outstanding in two respects, namely: The decided falling off of patent medicine development and advertising to the laity and secondly to the remarkable increase of similar preparations produced by pharmaceutical manufacturers and offered to the physicians; with a corresponding compliance of the physicians of the country in accepting and prescribing these same preparations.

The modes of preparing and dispensing medicines have gradually developed and certainty, with the increased requirements and training, pharmacists are better prepared to anticipate the needs of the medical profession than ever before.

It is hoped that physicians generally will sense this condition and return to the practice of prescribing medicines of known ingredients as outlined by the U. S. P. and the N. F.



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AT ALL

## WHITE'S DRUG STORES

DEPENDABLE DRUGGISTS

WHERE : PRESCRIPTIONS : ARE : PARAMOUNT

(Continued from Page 6)

The medical profession today is attempting to form some organized method for supplying newspapers with material and yet preventing injustice through the over-advertisement of individual physicians, and through the furnishing of details concerning the personal lives of patients which the public should not have. If county medical societies and other medical organizations will arrange, through proper committees, to supply newspapers with dependable material and to have on their publicity committees men who will make it their business to find out what constitutes medical news, so that they may co-operate properly with the newspaper man, the good that will accrue from proper education, both to the public and to the medical profession, will be immeasurable. I think I am safe in saying that the medical education of the public is the one certain method of overcoming the evils of quackery, of cultism, and of medical fraud.

### Physicians Who Play Golf Know There's a Club For Every Stroke

Almost any player can swing around the course with a single club, dubbing drives, lifting fairway sods and bringing home a century mark or more for the final score. But the finished golfer needs a club for every shot — a studied judgment of approach or putt before the club is selected.

Similarly in artificial infant feeding. For the normal infant, you prefer cow's milk dilutions. For the athreptic or vomiting baby, you choose lactic acid milk. When there is diarrhea or marasmus, you decide upon protein milk. In certain other situations, your judgment is evaporated milk.

Dextri-Maltose is the carbohydrate of choice for balancing all of the above "strokes" or formulae and aptly may be compared with the nice balance offered the experienced player, by matched clubs.

To each type of formula (be it fresh cow's milk, lactic acid milk, protein milk, evaporated or powdered milk), Dextri-Maltose figuratively and literally supplies the nicely matched balance that gets results.

## CONTEMPORARY REVIEW

### What Price Bulletin?

The Bulletin of the Society is of great importance to its members. It contains abstracts of the scientific papers which have been presented at the weekly meetings. These abstracts represent a cross section of all the papers read at the Society portraying the ideas and the research work of our members and invited guests.

When members are prevented from attending a scientific meeting in which they are especially interested, they may later read the abstracts. One of the greatest problems of the physician is keeping abreast of the times through modern literature and the reading of these abstracts is of material aid in this arduous task.

The publishing of the discussions of papers is perhaps of paramount importance. By this means a vast amount of valuable experience is put on record.

The proceedings of the Society and other important items of current interest are published, which keep the members informed of the developments and progress of the Society. Announcement of scientific meetings, not under the auspices of our Society, are welcomed by the members and contain information of the related activities in other communities.

The Bulletin also carries advertisements which are carefully censored by the Bulletin Committee. The Bulletin is financed by these advertisements, which fact is of sufficient importance to the Society to warrant comment at this time. From this source considerable surplus is credited to the general funds each year over and above the expenses of the Bulletin.

The Committee, therefore, is making a plea to each and every member of the Society to patronize the advertisers whenever possible. Friends and business associates should be urged to advertise in the Bulletin, provided that such action be of mutual advantage.—*Weekly Bulletin of the St. Louis Medical Society.*

### When Doctors Dine, It's Their Own Good Luck

Dinners for doctors depend largely — too largely — on luck. Get a member of the profession comfortably seated at the table and set an appetizing meal before him — and it's dollars to doughnuts that some urgent patient will desire his presence before dessert is served.

Probably Mrs. H. W. Carter, wife of a Washington, North Carolina, physician, knew this all along. But if she didn't, she does now.

Not long ago, says an Associated Press dispatch from Washington, "she invited several of Dr. Carter's fellow practitioners to dinner." Reading on:

While the guests were awaiting the summons to the dining room, the telephone rang. It was an emergency call for Dr. DeWitt Kluttz, and he grabbed his hat.

Two minutes later Dr. P. A. Nicholson was called to the 'phone. He disappeared in the wake of Dr. Kluttz.

Just as dinner was served, a call for Dr. D. T. Taylor, and before the oyster cocktails had been finished, Dr. E. W. Larkin also had to leave.

"Well," began Mrs. Carter

Just then the telephone rang again.

Dr. Carter answered, seized his hat, and rushed out of the door.

Mrs. Carter finished the dinner in solitary state.—*Literary Digest*, Feb. 28, 1931.



CONTEMPORARY REVIEW (CONTINUED)

Public Health Coöperation In Cleveland

On April first, the public and parochial schools of Cleveland will start a spring round-up of approximately 12,000 children, of five and six years of age, who are to enter school for the first time next fall or winter. Schools will urge the parents, by letter, to take their children to their family physicians for:

1. Physical examinations.
2. Immunization against contagious diseases.
3. Correction of physical defects.

The Academy of Medicine is co-operating by supplying to its members examination blanks in carbon triplicate, one copy to be retained by the physician and the other to be given by him to the parents of the children for return to the school.

— Bulletin of the Academy of Medicine of Cleveland

Cleveland Programs of Interest

*Industrial Medicine and Orthopedic Section*

1. End Results of Treatment of Fractures of the Neck of the Femur . . . . . *Walter G. Stern, M. D.*
2. Eye Strain and Its Relation to Efficiency in Industry . . . . . *M. W. Jacoby, M. D.*  
Wednesday, April 15, at 8:15 P. M.—Herrick Room

*Ophthalmological and Oto-laryngological Section*

- Acute and Chronic Antrum Problems . . . . . *W. Mithoefer, M. D., Cincinnati, Ohio*  
Friday, April 24, 1931, at 6:00 P. M.—Cleveland Club

*Pediatric Section*

- Brain Tumors in Childhood . . . . . *Elliott C. Cutler, M. D.*  
Wednesday, April 29, 1931, at 8:15 P. M.—Herrick Room

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CONTEMPORARY REVIEW (CONTINUED)

The Medical Arts Building, Pittsburgh's new office building exclusively for physicians and dentists, will be ready for occupancy about May first. There will be garage accommodations within the building for four hundred automobiles. This parking space is distributed on its five floors permitting visitors to drive to their respective floors.

—*Pittsburgh Medical Bulletin*

Man has reigned supreme in the realm of vice for so many centuries that he casts a jealous eye in the direction of any encroachment on his preserves.

Almost every adolescent boy has experienced that period in life when his burning ambition was to chew tobacco and spray the amber-colored saliva through his teeth, demonstrating his manhood by his ability to hit a designated target—but our daughters

Man does not wish to be aped, and his imagination is fast becoming atrophied from lack of exercise.

An Associated Press dispatch from Paris implies that petticoats are to return to popularity and will be both seen and heard, and that the "fifty-seven varieties" of knees and bare legs are to be withdrawn from observation, in which event men will re-develop their ability to recognize faces.

Pediatricians agree that mothers who smoke during their period of lactation must develop considerable skill in the handling of their cigarettes, lest they drop ashes in the baby's eyes.

—*Bulletin of the Jackson County Medical Society, Kansas City, Missouri*

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## Famous Sayings of Famous Men

"No organized community program of preventative medicine can take the place of individual health assessment. The physician becomes a third parent in the household."—  
DR. T. WINGATE TODD.

"Some men use brains to take the place of education, but education will never make up for the lack of brains."— DR. H. E. PATRICK.

"Be true to your teeth or they will be false to you."— DR. FRANK GREER.

"Lugols solution to the patient with toxic goitre is like morphine in the acute abdomen."— DR. C. R. CLARK.

"You can't pull a muskellunge through a minnow incision."— DR. W. H. BUECHNER.

"The urologist has a great deal of curiosity. He is always trying to find out what makes it run."— DR. A. W. THOMAS.

"That family is poor minded that does not have a family doctor"— DR. GEORGE DAVID STEWART.

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Communicable Disease Report, Youngstown, March, 1931

Diseases	Cases	Diseases	Cases
Scarlet Fever	62	Cerebrospinal Meningitis	1
Influenza	40	Erysipelas	1
Chickenpox	40	Ophthalmia Neonatorum	1
Tuberculosis	27	Septic Sore Throat	1
Measles	16	Poliomyelitis	0
Pertussis	5	Typhoid Fever	0
Diphtheria	3	Smallpox	0
Syphilis	3	Mumps	0
Pneumonia	2		

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## Secretary's Report

● At the April meeting the names of the following applicants will come before the Society for ballot:

Dr. Van Buren, D. Viets, Youngstown, Ohio

Dr. James S. Mariner, Campbell, Ohio

● Born February 28, 1931, to Dr. and Mrs. L. H. Getty, a son -- James Nelson.

● At the Annual Banquet on March 10, 1931, at the Youngstown Club, there were 162 present. Dr. John L. Davis, of New York City, was the speaker of the evening, and gave a stirring and humorous address. We can recommend him to any society in the country as an after dinner speaker worth while.

● Will everyone kindly consider himself a committee of one to notify the Secretary of births, illness or deaths in the families of our members.

● Dr. John M. Russell of Hinrod Ave. was elected to membership on February 24, 1931.

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## Regional Section — American College of Surgeons

On April ninth the Regional Section of the American College of Surgeons held a meeting and conference in Youngstown to discuss fractures.

Under the capable direction of Dr. Sidney McCurdy an interesting program was arranged, which began at 2:00 P. M. at the South Side Unit of the Youngstown Hospital. The afternoon program was presided over by Dr. John Dickinson of Cleveland, Ohio, and the following papers were presented:

1. Fractures of the Skull — Dr. J. U. Buchanan.
2. Fractures in the Region of the Ankle Joint — Dr. R. R. Morrall.
3. Compression Fractures of the Body of the Vertebrae — Dr. Sidney McCurdy.  
(Including cervical, dorsal and lumbar cases)
4. X-ray Demonstration of Unusual Fractures — Dr. E. C. Baker.

The papers were carefully prepared and received an enthusiastic reception, provoking much interested discussion from the members and visitors.

In the evening, dinner was enjoyed at the Youngstown Club, following which a special showing of motion pictures, presenting the various processes in the making of steel, was given through the courtesy of the Youngstown Sheet and Tube Company.

The scientific program of the evening meeting consisted of a delightfully informal round table discussion on fractures, led by Dr. J. A. Sherbondy.

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## People Will Talk

You may get through the world, but 'twill be very slow,  
If you listen to all that is said as you go;

You'll be worried and fretted and kept in a stew,  
For meddlesome tongues must have something to do,  
And people will talk.

If quiet and modest, you'll have it presumed  
That your humble position is only assumed;  
You're a wolf in sheep's clothing, or else you're a fool;  
But don't get excited, keep perfectly cool.

For people will talk,  
And then if you show the least boldness of heart,  
Or a slight inclination to take your own part,  
They will call you an upstart, conceited and vain;  
But keep on straight ahead; don't stop to explain;

For people will talk,  
If threadbare your dress, or old fashioned your hat,  
Someone will surely take notice of that,  
And hint very strongly you can't pay your way;  
But don't get excited whatever they say;

For people will talk,  
If your dress is in fashion, don't think to escape;  
For they criticize still in a different shape;  
You're ahead of your means or your tailor's unpaid;  
But mind your own business; there's naught to be made --

For people will talk,  
Now the best way to do is to do as you please;  
For *your* mind, if you have one, you may hope to please;  
Of course you will meet with all kinds of abuse;  
But don't think to stop them; it ain't any use.

For people will talk.

— Anon

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## The Versatile X

- X is the Roman notation for ten ;  
 X is the mark of illiterate men ;  
 X is a ruler removed from his throne ;  
 X is a quantity wholly unknown ;  
 X may mean xenium, a furious gas ;  
 X is a ray of a similar class ;  
 X-mas is Christmas, a season of bliss ;  
 X in a letter is good for one kiss ;  
 X is for Xerxes, that monarch renowned ;  
 X marks the spot where the body was found.

-- *Kalends*

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