

— JOURNAL —

MISSOURI STATE MEDICAL ASSOCIATION

The official organ of the State Association and Affiliated County Societies. Published monthly under the supervision of the Publishing Committee.

PUBLICATION OFFICE, 534 N. VANDEVENTER AVE.

VOL. I.

JULY, 1904.

No. 1.

PUBLICATION COMMITTEE.

C. M. NICHOLSON, Editor and Chairman.

ASSOCIATE EDITORS.

C. LESTER HALL,
F. J. LUTZ,

WOODSON MOSS,
M. P. OVERHOLSER,

ROBERT T. SLOAN,
L. A. TODD.

REPORTERS OF COUNTY SOCIETIES.

ATCHISON COUNTY—A. McMichael, M. D., Rockport.
AUDRAIN COUNTY—C. A. Rothwell, M. D., Mexico.
BOONE COUNTY—J. M. Fisher, M. D., Columbia.
BUCHANAN COUNTY—Chas. Wood Fassett, M. D., St. Joseph.
BUTLER COUNTY—J. J. Norwine, M. D., Poplar Bluff.
CALDWELL COUNTY—Tinsley Brown, M. D., Hamilton.
CALLAWAY COUNTY—M. Yates, M. D., Fulton.
CAMDEN COUNTY—G. T. Myers, M. D., Macks Creek.
CARROLL COUNTY—R. F. Cook, M. D., Carrollton.
CASS COUNTY—J. S. Triplett, M. D., Harrisonville.
CHARITON COUNTY—C. A. Jennings, M. D., Salisbury.
CLARK COUNTY—A. C. Bridges, M. D., Kahoka.
CLAY COUNTY—F. H. Matthews, M. D., Liberty.
COLE COUNTY—G. Etmueller, M. D., Jefferson City.
CURRENT RIVER—Frank Hyde, M. D., Eminence.
DAVISS COUNTY—M. A. Smith, M. D., Gallatin.
GRUNDY COUNTY—Everett Allen, M. D., Hickory.
GASCONADE COUNTY
HENRY COUNTY—F. M. Douglas, M. D., Clinton.
HOWARD COUNTY—C. W. Watts, M. D., Fayette.
HOWELL COUNTY—H. C. Shutte, M. D., West Plains.
HOLT COUNTY—W. C. Proud, M. D.
JACKSON COUNTY—E. L. Chambliss, M. D., Kansas City.
JASPER COUNTY—C. C. Cummings, M. D., Joplin.
JOHNSON COUNTY—E. H. Gilbert, M. D., Warrensburg.
JOHN T. HODGEN DISTRICT—H. A. Rhoades, M. D., Foster.
LACLEDE COUNTY—J. A. McComb, M. D., Lebanon.

LINN COUNTY—D. F. Howard, M. D., Brookfield.
LIVINGSTON COUNTY—H. M. Grace, M. D., Chillicothe.
MCDONALD COUNTY—M. L. Sellers, M. D., Anderson.
MACON COUNTY—A. B. Miller, M. D., Macon.
MARION COUNTY—H. L. Banks, M. D., Hannibal.
MARIES COUNTY—Otto N. Schudde, M. D., Vienna.
MILLER COUNTY—G. D. Walker, M. D., Eldon.
MISSISSIPPI COUNTY—W. P. Howle, M. D., Charleston.
MONTEAU COUNTY—J. B. Norman, M. D., California.
MONROE COUNTY—W. B. A. McNutt, M. D., Monroe City.
MORGAN COUNTY—John T. Beale, M. D., Versailles.
NODAWAY COUNTY—F. R. Anthony, M. D., Maryville.
PETTIS COUNTY—W. S. Shirk, M. D., Sedalia.
PHELPS COUNTY—S. L. Baysinger, M. D., Rolla.
PLATTE COUNTY—G. C. Coffey, M. D., Farley.
PUTNAM COUNTY—J. A. Townsend, M. D., Unionville.
RANDOLPH COUNTY—D. A. Barnhart, M. D., Huntsville.
RAY COUNTY—C. B. Shotwell, M. D., Richmond.
REYNOLDS COUNTY—T. W. Chilton, M. D., Corridon.
SALINE COUNTY—D. E. Bell, M. D., Marshall.
ST. CLAIR COUNTY—E. D. Miles, M. D., Osceola.
ST. LOUIS—T. A. Hopkins, M. D., St. Louis.
ST. LOUIS COUNTY—H. G. Wyer, M. D., Kirkwood.
SCHUYLER COUNTY—H. E. Gerwig, M. D., Downing.
SCOTLAND COUNTY—O. F. Pile, M. D., Memphis.
SHELBY COUNTY—L. W. Dallas, M. D., Hunnewell.
SULLIVAN COUNTY—G. S. Milnes, M. D., Milan.

EDITORIAL.

With this issue the JOURNAL OF THE MISSOURI STATE MEDICAL ASSOCIATION makes its bow to the profession of Missouri. During past years the transactions of the State Association have been published in a single volume. This has not been altogether satisfactory, hence the advent of the JOURNAL.

The JOURNAL will publish the transactions of the State Association, and,

in addition, the transactions of affiliated county societies. A further object of the JOURNAL will be to cement into closer relationship the medical fraternity of Missouri.

Up to 1903, at which time the Association was reorganized, the membership was between two and three hundred. Since that time more than a thousand new members have been added, and, with the assistance of the

1904-2004

MISSOURI MEDICINE

A Century of Excellence in Publishing

Emboldened By Our Golden Anniversary

by John C. Hagan, III, MD

Since 1939, the complexity of the Journal's publication has increased. Its present esteemed status is testimony to the collective effort of many talent individuals working together as a journalistic team.



John C. Hagan, III, MD, is a Kansas City ophthalmologist and Missouri Medicine Editor. He is a 25-year Super-PAC contributor to the Missouri Medical Political Action Committee.

One hundred years ago this July, our physician forebears published the first issue of the *Journal* of the Missouri State Medical Association (MSMA). It was their desire to keep members better informed of the actions of the Association, disseminate scientific information, and promote a sense of fraternity among Missouri physicians.

Membership surveys taken over the years indicate these original goals have been admirably accomplished. *Missouri Medicine*, as the *Journal* has been known in recent years, is one of the oldest and most respected medical journals west of the Missouri and Mississippi rivers.

C. M. Nicholson, MD, was the first Editor. A year later in 1905, E.J. Goodwin, MD, was selected as the second Editor and MSMA Secretary. He held this position for 34 consecutive years. The 1939 *Journal* noted that Dr. Goodwin had attended MSMA annual meetings for over 40 consecutive years until his health failed. Goodwin was then designated Secretary-Editor, Emeritus for life. He died in 1941 and a bronze commemorative plaque was placed in MSMA headquarters in his honor. It is inconceivable that Dr. Goodwin's editorial reign will be surpassed and he is the most important individual in the *Journal's* history.

Since 1939, the complexity of the *Journal's* publication has increased. Its present esteemed status is testimony to the group effort of many talent individuals working together as a Journalistic team.

This issue we honor and commemorate MSMA's century of support to medical publication excellence and *Missouri Medicine's* contribution to the beneficence of Missouri citizens and their physicians.

We have also duplicated material from the *Journal's* first year to create a retrospective iteration of state of the art medicine, albeit a century ago. Many thanks to Liz Fleenor, our managing editor, for the time and graphic artistry she lavished on this centennial masterpiece. Also thanks to the other individuals and editors that help memorialize the evolution of *Missouri Medicine*.

My own tenure began December 2000, with a call from Cork Swarens extending an offer from the Publications Committee to serve as Editor. The estimable Editor J. Regan Thomas, MD, was leaving the state to Chair an academic program in Illinois. I had been the Ophthalmology Editorial Board member for about 20 years. I accepted the offer in a heartbeat and with a profound sense of honor and appreciation. Later I learned that my curriculum vitae, with over 100 peer-reviewed papers, a published series of non-medical essays, and political activism were deemed "Editor-worthy."

While *Missouri Medicine* had many strengths and assets, there were some immediate problems that needed attention. The number of submitted scientific manuscripts was falling, the peer-review process was poorly organized and administered, the monthly schedule meant the issue was often published late



E. J. Goodwin, MD, was the Journal's Editor for 34 consecutive years and the most important person in its history.

1904-2004
MISSOURI MEDICINE
A Century of Excellence in Publishing

Continued from cover page of this issue, the original editorial from July 1904.

Journal, the membership should be increased to at least three thousand within the next three years.

The Committee on Publication look forward to the co-operation of the physicians of the state to enable the *Journal* to reach the high standard of excellence it will be the aim of the committee to maintain.

and occasionally with uneven content. Finally *Missouri Medicine*, while critically important to MSMA, was not financially profitable.

Attention was first directed to attracting more scientific articles. Requests for papers were sent to major department heads at all the state's medical schools and residency programs. A large number of "request pieces" on medical, legislative, social topics and leisure activities were issued to appropriate experts. Among those responding was Joseph E. Murray, MD, a Nobel Prize winner, and Frances K. Conley, MD, the nation's first tenured Professor of Neurosurgery and a leading advocate of women physicians. Invitations to the Deans of Missouri's six medical schools to submit medical education essays were accepted and published. Liaisons with Missouri's medical schools, hospitals, health systems and medical organizations and agencies were nurtured.

The peer-review was redesigned and put under the Editor's control. Submissions were changed from paper manuscripts to all electronic, editable and emendable formats. The Editorial board has been expanded with dynamic, nationally known experts. The number of submitted manuscripts has risen each year and this creates higher standards for acceptance. Several of *Missouri Medicine*

articles have been re-printed in national publications.

Much of the continuing improvements in *Missouri Medicine* during my editorship are the work of our managing editor, Liz Fleenor. She has redesigned the fonts, interior formats, creates the covers, assembles and edits membership news, MSMA activities, Alliance reports, proof-reads and works with our long time printer Ovid Bell Press. She does this in addition to numerous other duties for MSMA.

Contributing Editor Alan Clark, MD, has been the other individual I would like to single out for the help he has given *Missouri Medicine*. He has expertise in an amazingly diverse number of medical and non-medical fields and has painted covers, contributed scientific articles, and editorials -all delivered on time and within the allotted word-count. He has been my personal Oracle when difficult decisions need to be made.

In September/October 2002, after much considered deliberation we transitioned from monthly to bimonthly publication. There were two equally valid reasons for this change. It allowed the construction of a better quality journal with more relevant content and a predictable mailing date. Second, it reduced printing and mailing costs. After various experiments at issue size

to publication cost ratios, we aim for a 72-76 page issue. This has lengthened our publication queue to as long as six months. MSMA members are given priority for both article acceptance and publication.

In November/December 2002, we published our first theme issue on "Care of the Dying Patient" from Missouri University-Columbia, School of Medicine. David A. Fleming, MD, coordinated the premier theme issue, as well as January/February 2003, "End of Life Issues." These are now under consideration for publication as a text on the subjects.

These themed issues were highly acclaimed by our readership and other faculties wishing to develop their own theme editions contacted us. Subsequently all four allopathic medical schools have signed on for future issues. In 2005, we anticipate starting a "Specialty Update" series of articles. We welcome proposals from academic departments at universities or teaching centers.

Fully accredited Continuing Medical Education (CME) was added to each issue in September/October 2003 with the inaugural article on "Transfusion Medicine-2003" by Jay E. Menetove, MD. The no-cost CME credits, necessary for medical licensure, have provided MSMA members with hundreds of hours of free CME. Benita Stennis of MSMA's staff has

skillfully coordinated obtaining material from authors and working to get topics accredited.

In 2003, we moved the annual Legislative Issue from January/February to November/December to be in members' hands before the legislative session begins. In the near future *Missouri Medicine* will explore partial or complete electronic publication. The medical publication world is moving in that direction and it would be a major cost saver.

My biggest disappointment has been in failing to generate enough advertising revenues to defray the costs, and eventually earn profits for MSMA. During the first two years of my editorship I wrote and called every major advertiser in national medical journals and "upscale" commercial state publications. These efforts did not obtain more than token paid advertising. We have retained several marketing agents with little success.

The problem is one national in scope and has been the major reason for some states abandoning their medical journals. Medical advertisers, for the

most part, have forsaken state journals for national publications, commercial medical newspapers/tabloids and large physician meetings. Money formerly allocated for state journals is now spent directly advertising to patients. With the approval of the Publications Committee we have instigated optional "printing and publication" fees for agencies, organizations and non-member manuscript authors. *Missouri Medicine* will continue to aggressively work to generate revenue for MSMA.

What about updated and additional goals for *Missouri Medicine* in the next hundred years? Your editorial board and Publication Committee pledge to use *Missouri Medicine* to educate members with clinically relevant and important scientific content; increase MSMA membership; enlighten and energize MSMA members to become activists in the political, electoral and legislative processes; to stimulate members to donate time, money and effort to enact vital medical issues such as tort reform and affordable malpractice insurance, fair

and equitable remuneration for services provided-including the under-insured and uninsured.

A century from now I hope my successor will write that the Missouri physicians of the early twenty-first century were the ones that made medicine once again a highly attractive career for the best and brightest of our young women and men by overcoming numerous assaults on the profession by trial lawyers and their political skills, a flawed tort litigation and judicial process, hostile insurance companies, competitive hospital administrators, controlling HMOs, non-physician scope of practice expansion, parsimonious insurance and Medicare reimbursements and one of the worst Medicaid reimbursement (Oxymoron Hall of Fame nominee) schedules in the nation.

It's a long list and a tall order. Let's get started!



Missouri Medicine: A Century of Excellence

by J. Regan Thomas, MD

Few state medical associations now have a regularly published journal. I know of many state societies that are envious.

Congratulations to *Missouri Medicine* and to the Missouri State Medical Association (MSMA) on this centennial issue of the *Journal*. I had the pleasure of serving as editor of *Missouri Medicine* for a number of years. I am delighted to contribute to this issue. The *Journal* is a terrific resource for MSMA members. It is important to realize that it is a unique benefit for the membership. Few state medical associations now have a regularly published journal. I know of many state societies that are envious.

During the time I was editor, we made a number of changes to the *Journal* in content, editorials, scientific direction, and the appearance of the *Journal*. We felt at the time that it was important to continue the journal's scientific content; however, the articles, as a general consensus, had begun to slip in quality and pertinence. Often prior to that time, articles that were received for publication were ones that had not been accepted into the various specialty journals and were secondarily passed onto *Missouri Medicine* in hopes that they would be published through that venue.

At that time, it was certainly clear to me as editor and the editorial staff that we could not expect to compete with the various specialty journals for the highest quality submissions and thus we should look in a different direction. With that in mind, we made the decision that all articles published in the scientific section

should, in some fashion, have a Missouri tie-in. That meant a Missouri author or an article based specifically on practice of medicine in Missouri. We also asked that the articles had not been submitted for publication elsewhere.

Very quickly we found that the quality of the articles improved. Typically we were the first submission. Similarly our readership noted increased relevance of the *Journal* to their practices. The stature of the scientific content increased.

Significantly, I think the other area that helped enhance the quality of the *Journal* was to establish a true peer review board evaluation of submitted articles. An Editorial Board of MSMA specialty experts was established. They reviewed all papers prior to being accepted for publication. The peer review editorial board was very generous with its time and was rewarded by having a superior state journal.

We also felt we could enhance the popularity of the *Journal* by improving its appearance and readability. Not only did we change the font, type, and make up of the internal pages of the *Journal*, we also changed the appearance of the cover. Using the *Journal of American Medical Association (JAMA)* as a model we elected to begin to use artwork on the cover as well as contrasting background colors hopefully catching the attention of the readership.



J. Regan Thomas, MD, was Missouri Medicine Editor from 1992-2000. He is currently Lederer Professor and Chair of the Department of Otolaryngology, Head and Neck Surgery, University of Illinois at Chicago College of Medicine.

Not unlike the Missouri tie to the scientific content we felt that it would be important to have the artwork in some fashion related to Missouri. The artwork used on the cover was either done by a Missouri artist or had a tie to Missouri in some way. We were very pleased to find that physician artists and photographers were enthusiastic about showing their work in *Missouri Medicine*. In fact Missouri physicians did most of the pieces of cover artwork for *Missouri Medicine*.

To cover the expansive publishing of the *Journal* we actively widened our efforts to attract appropriate advertisers for the *Journal*. There were special rates for various key areas in the *Journal* established and we networked with other journals throughout the country for interested, yet appropriate advertisers. Even with some increase of advertising income during that period, the publication of the *Journal* continued to be financially subsidized by MSMA.

To that end, on two occasions we surveyed the membership to make sure they felt the *Journal* was an appropriate membership benefit and worth the expense to the organization. It was indeed reassuring and gratifying on both of those surveys to see that the membership overwhelming supported the *Journal* and wanted to continue its financial support in order to provide it as a membership benefit to MSMA. The *Journal* is now a bimonthly publication; it is my belief that it continues to be a valuable asset to MSMA and member physicians.

With the support of MSMA leadership, the *Missouri Medicine* editorial staff developed a video education project. Initially using studio facilities in Jefferson City, we developed physician-to-physician video educational programs under the *Missouri Medicine* heading and coordinated those through our professional staff. This television-based extension of *Missouri Medicine* evolved into a syndicated group


of newsworthy health reports, which were produced in St. Louis and syndicated in five Missouri cities. They were provided to the television news departments as health information from the Missouri State Medical Association.

This proved to be popular medium and was effective in further getting the name and message of the Missouri State Medical Association out to the public; however, it likewise was an expense that was difficult to cover. Nevertheless, it represented an interesting and a unique outreach from the *Missouri Medicine* editorial staff and one that may potentially be revisited in the future. My sense is that the *Missouri Medicine* staff, in conjunction with their MSMA colleagues, continues to look for innovative and unique opportunities to further serve the membership of the Missouri State Medical Association.

One of my fondest memories during editorship came during the Annual Meeting of the American Medical Association (AMA). I would always take copies of the *Journal* to the meeting to show other AMA members from around the country. They were routinely praised and the copies were quickly circulated with significant positive feedback both for the *Journal* as well as MSMA staff. The *Journal* was always a positive reflection of the MSMA on the national level. I hope that the MSMA staff continues to take copies of the *Journal* with them to the AMA meetings and continues to use our "Missouri bragging rights" by having such an outstanding publication to represent the physicians of our state.

Again, congratulations to the *Missouri Medicine* editorial staff and equally importantly to MSMA and its members on a century of excellence in medical publication. I hope that *Missouri Medicine* continues to thrive in this millennium. No doubt evolution of technology, including electronic publication, will evolve along with other changes. However, the message as well as the mission of *Missouri Medicine*

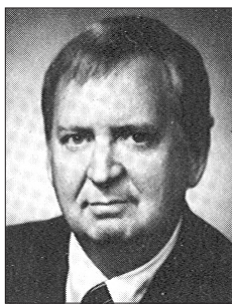
will continue as an integral part of the overall charge for Missouri State Medical Association.

Thank you for allowing me to have the opportunity to say hello to all of my old friends back in Missouri, and certainly thank you for letting me be part of *Missouri Medicine's* rich tradition. 

What They're Talking About

by Donald G. Sessions, MD

The moral question of our relationship with money will not go away.



Donald G. Sessions, MD, a MSMA member and Otolaryngologist, was Missouri Medicine Editor from 1988 to 1992.

In my initial editorial as the new kid on the block at *Missouri Medicine* in May of 1988, I wrote that I felt that my job was to have your *Journal* represent you and what you are up to in life. My intention was to inquire about some fundamental concerns regarding what it is to be a doctor and in that inquiry to touch upon what it means to be a human being.

"Our profession," I wrote¹, "is in a period of profound change. Many of us react to this situation by longing for the good old days and steering our young people into other fields. 'It just isn't fun anymore,' some say. They seem to want to cut their losses and fold. Others of us see this period of transition as a time to be creative. ... Most of us watch from the sidelines waiting for something to happen. It usually does."

I wrote that our profession is demanding, consuming, stressful, impossible, and wonderful and that as physicians we are afforded instant respect and credibility. I wrote that although our patients actually listen to us, they do so in a context of suspicion and lack of trust.

At my last high school reunion I talked to a friend who had been retired for many years. I asked him what he was doing these days and he replied that he was a consultant. When I asked him his area of expertise he indicated that it included politics, religion, sports, current events and the weather. When I asked where he did this work he told me these consultations occurred down at his local coffee shop. Since I retired from clinical practice in 2000, I have done similar consulting with

friends, neighbors and occasionally at my hospital's Doctor's Lounge. Although as a retired doctor I sometimes feel like an outsider I still consider myself a keen observer of doctors and patients. In the domain of patient, I am beginning to have an increasingly personal experience.

What doctors and patients are talking about has not changed much in the last 15 years. Doctors are talking about how difficult it is to practice medicine "these days", and patients are talking about how hard it is to find a "good" doctor. Both doctors and patients are talking about money. A few days ago I ran into a friend. Even before he said hello, he announced that I had recently "cost him \$10,000". It turns out that several months ago he had requested a referral from me for his wife who was having a difficult diagnostic problem. After she was seen by several specialists the charges were over \$10,000.

Feeling almost guilty, I asked if the medical issue had been resolved. The answer was no, that it had been recommended that they should treat it with watchful waiting. Also they were awaiting a second set of bills.

I addressed the question of money as a "financial disease of modern medicine" in an editorial² in January of 1991. I discussed the issue in the context presented by philosopher Jacob Needleman³ in his book, *The Way of the Physician*. He noted that contemporary man and the medical profession are dysfunctional in the area of money. Medicine, he wrote, is now a business entity with questions of cost-effectiveness, cost-competition,

utilization and acquisition of costly technology, the solvency of the hospital as a business institution, the ability of patients to pay, the individual physicians income, and the formation of medical corporations all affecting physicians and the delivery of patient care.

Needleman addressed the issue in a unique way by looking at contemporary man's singular relationship to money and its relationship to the emotions. Money, he said, enters into almost everything in the life of contemporary man. Money is highly seductive, yet the influence of money is often invisible. Money has the power to make things real. Money quantifies a situation. Our moral development as human beings, says Needleman, is attached to our relationship with money. This issue is especially apparent for physicians. Historically there has been a metaphysical demand on physicians to administer to both the physical and the inner or higher aspects of patients.

Physicians must also live in a current practical world of business and legal contracts which confronts the historical world in which the laws of compassion are considered unbreakable. This creates the moral tension under which physicians practice. Physicians must care for the physical body and attend to the inner man and do it in a world of commerce and money. He or she must blend paid-for-services with a conscious devotion to a higher calling, an action that is not only demanded by patients but also is his fiduciary duty.

The moral dilemma of contemporary physicians revolves around the contradictions between concern about the practical matters of daily life such as overhead, tuition payments, taxes, investments, technologic advantage, competition, and the art and science of medicine. The fiduciary duty in the relationship demands that physicians always place the interest of the patient above his own. The question of money is a moral issue for physicians. Needleman claims that the power of examining the question is that it allows us to look at ourselves and our profession and the duties of our calling that are hidden under the cover of money.

Approaching money as an emotional and moral issue sheds some light on our current situation. Make no mistake. The current medical liability crisis is about money. The rising cost of medical insurance is about money. The issue of medical care for the uninsured is about money. The issue of the cost of pharmaceuticals is about money. I would also assert that the present context of distrust of doctors by patients is about money and concerns a contemporary view that some doctors appear to allow their own economic well being affect the care of their patients.

In the midst of all this moral angst what concerns patients, what they are talking about, is that they must be careful when seeing a physician.

In a context of nightly television litigation bombardment (Law and Order reruns on three different TV channels) patients are worried about the dangers of medical treatments and untoward results from procedures. Doctors can certainly improve in educating patients about alternative treatment possibilities. In the area of informed consent about specific treatments, for instance, we have not made clear to patients the distinction between expected sequelae and possible complications that might occur. Patient survival instincts result in an increasing degree of assertiveness including the use of tape recorders, bringing a friend to take notes, and packets of downloaded medical information from the Internet. Patients are aware that asking too many questions of their doctor can result in a transformation in the doctor-patient relationship. "He's a good doctor," they say, "but he doesn't like to answer too many questions."

Patients are talking about practical concerns. It is not accidental that there is political activity in the domain of the cost of medication. Recently this was translated for me by a friend of the family. She sent us an e-mail about her newly diagnosed chronic disease that was associated with severe pain. She is not able to work because of the pain and in her words she "cannot have the nerve blocks

they are urging because the little insurance policy I have doesn't cover it for me, and I can't take on that kind of debt. I have just started experimenting with taking some of my horse meds since I no longer have the human pain meds and cannot afford it all. The horse stuff is stocked in the barn anyway. This one, "bute", phenylbutazone, works better than any of the human stuff for inflammation and swelling, just hard on the stomach."

Recently, I was out of state and had some spontaneous symptoms in my right eye. I am a major procrastinator in seeing physicians but with one call to a friend I got an immediate appointment to a private ophthalmologist who made the diagnosis and treated me within three hours from the onset of symptoms. This physician had a "way" about him that allowed me (and my wife) to trust him. He was professional, highly competent, caring and made a human connection in the midst of an efficient and busy office. It was clear that service to his patients came naturally from his way of being.

When I returned home a copy of his treatment letter to my local ophthalmologist was awaiting me. He practices medicine the way I was trained in the "good old days". My experience from this interaction showed that one approach to addressing some of the issues of medical practice is to provide and be provided with professional, competent, and human care. The moral question of our relationship with money will not go away. For patients what is needed is not more information but more understanding about their medical issues. For doctors what is needed is the public acceptance of the duty of our calling, that the interest of each patient must be paramount, will continue to be our challenge and our strength.

References

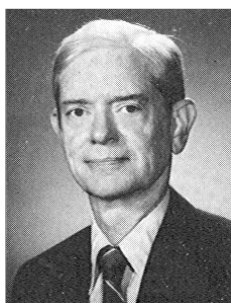
1. Sessions DG. New kid on the Block. *Missouri Medicine* 1988, 85:235-236.
2. Sessions DG. The Question of Money. *Missouri Medicine* 1991, 88:11-12.
3. The Way of the Physician. San Francisco, Harper and Row, 1985.



Serving its Membership Well

by Jordan Burkey, MD

Missouri Medicine has served to bring the state's doctors together by providing medical and political news affecting all of its practitioners.



Jordan W. Burkey, MD, Springfield, otolaryngologist, was Missouri Medicine Editor from 1982 to 1988.

By the 1980s, when I came aboard *Missouri Medicine*, the importance of state medical journals was declining. No longer were physicians centering their attention on regional meetings and publications in keeping up on medical care. Specialty magazines were largely taking over purveying medical information, although “super journals,” *JAMA*, *New England Journal of Medicine*, *Lancet*, et al, did remain important venues.

Some detractors of the smaller journals implied that they served only as “a place where previously rejected articles are printed.” (We deny such a charge—our rejection rate ran at about fifty percent.)

In the late 1980s our *Journal* chaired the Editor’s Division of the American Medical Writers Association and won a couple of other awards in medical journalism.

At this same time the subject content in *Missouri Medicine* was shifting to articles concerning governmental and political influence on our profession, along with the roles of other medical providers as to the way doctors in Missouri could best practice. Most papers were written by professionals in the state.

Missouri is geographically somewhat splintered as concerns medical care. St. Louis and Kansas City, cities with major medical centers, are at its east and

west borders; northern counties lie near to Iowa City; the Delta Bootheel is close to Memphis and its facilities; in the Ozarks people tend to patronize Springfield and Joplin; all besides the University and Veterans facilities in mid-state Columbia.

For all of this, *Missouri Medicine* has served to bring the State’s doctors together by providing medical and political news affecting all of its practitioners.

Any editor has to be somewhat of a dictator in selecting and rejecting material for publication and avoiding political bias. When Dr. George Lundberg was first appointed editor of *JAMA*, we heard him state that he had researched the job. Some 40 physicians had preceded him; a few had held this position 20 years or more; one had lasted only two weeks. However, they all had one thing in common: Basically everyone had been fired. (Later on he was likewise unceremoniously dismissed.)

I quit before getting into trouble.

The History of the Greatest Profession on Earth

by C.C. "Cork" Swarens

As Missouri Medicine begins its second centennial year, members can expect it to continue to provide valuable information to assist them as they ply the greatest profession on earth.



C. C. "Cork" Swarens, MSMA Executive Vice President, is beginning his thirty-second year with the Association.

The highly regarded *Journal* of the Missouri State Medical Association, *Missouri Medicine*, has changed significantly since 1972, when I joined the Association as Director of Public Affairs.

Always greatly respected among physicians not only in Missouri, but across the nation, your *Journal* has certainly adapted with the changing times in both style and content. It has been the fortunate recipient of top-flight leadership in the form of Editors, and Publication Committee and Editorial Board members. The time and effort expended by these volunteer physicians have provided their colleagues countless hours of medical education, practice information and news about their friends in the medical profession.

Those who recall the appearance of the *Journal* in 1972 will remember that it was called the "Green *Journal*," due to the bright green cover with black and white print that was the hallmark of each issue. The cover page was changed in 1979 to a more informative format, which featured small squares, each containing the title of one of the articles in the issue. The more attractive painting and photograph covers began appearing in 1985 and continued until recently when the Editor began having drawings done that complement certain "theme issues".

As you thumb through issues that cover the past 30 years, you note that the main thrust of the *Journal* has remained the same—providing quality, peer-reviewed medical articles to inform

Missouri physicians about the latest in medical practice and procedures. But, as the practice of medicine has changed, so has *Missouri Medicine*. Today's issues contain more legal and political views and news in order to keep members abreast of the outside happenings that influence their patients, their practices and their profession.

The most noticeable difference from the June, 1972, issue to the March/April, 2004, issue is pharmaceutical advertising. In the 70-page issue 32 years ago, there were 32 pages devoted to pharmaceutical ads. There was even an ad extolling the healthy virtues of Campbell's Soup. In the latest 74-page edition of the *Journal* there were no drug company ads and only 9 ½ pages of advertising. As all physicians know, the drug companies have deserted state journals and focused their efforts on direct-to-consumer ads and advertising in large national publications. This has greatly affected resources of the Association and resulted in trimming the formerly monthly *Journal* to a bi-monthly in 2002.

According to a membership survey a few years ago, a great majority of MSMA members remain faithful to the *Journal* and expressed their opinion that the publication is a definite benefit of membership. As *Missouri Medicine* begins its second centennial year, members can expect it to continue to provide valuable information to assist them as they ply the greatest profession on earth.



One Century – One Pursuit

by Alan Clark, M.D.

No physician, insofar as he is a physician, considers his own good in what he prescribes, but the good of his patient; for the true physician is also a ruler having the human body as a subject, and is not a mere moneymaker.
-Plato



Alan Clark, MD, Carthage, Missouri, MSMA Member, is a contributing editor for Missouri Medicine.

If the early editors of *Missouri Medicine* had placed their hopes for medicine in a time capsule 100 years ago and it were opened today, what would it contain? I suspect there would be a substantial foretelling of much of what we have already accomplished over the past few decades. I wonder if one of their desires would have been that we, as practitioners on the cutting edge of space-time's advancing momentum, would learn from history the trials and misfortunes of physicians, like Simmelweis, who confronted his colleagues and was impugned after suggesting that handwashing was a good idea before seeing patients?

Yet the 50 years it took to remove lead from gasoline and the decade of controversy over *H. pylori* as the cause of most ulcer disease are two examples that decry our ability to learn from the past. Fortunately the fact that we recognize our shortcomings and our failures is refreshing. The realization of the limitations of our knowledge is truly the beginning of wisdom.

And wisdom in patient care knows no historical boundaries. From Hippocrates to our present day master clinicians and researchers, the theme of medicine still lies in the gentle, day to day interaction with that one patient that is before us – who is at the same time entrusting his/her well being in our decision making processes. It is this one on one trusting relationship that no report or unpopular opinion can tear down.

Indeed the House of Medicine is

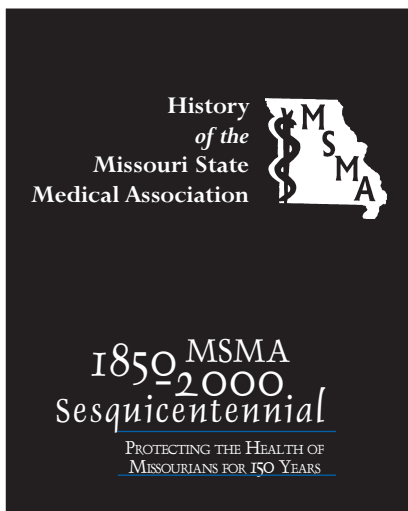
as healthy as ever. Consider the ancient Egyptians – inventors of pizza, beer and the couch – they had it right in the medical arena as well. Much of our knowledge of their medicinal ways is now available through reading the *Edwin Smith Papyrus* – an extensive and detailed publication of how the practitioner should handle the most common injuries that plagued the workmen of the pyramids. The treatments outlined therein protected the patient from mis-management and the practitioner from claims of malpractice. To what extent the Ancient Nile Trial Attorney's Association had in the downfall of their great civilization remains a mystery to this day – but we as enlightened postmodernists are now *aware* of our past we vow not to repeat a similar fate for our own civilized State.

As a medical student in what my younger colleagues consider the dark ages of medicine (circa 1970), I vividly recall my disappointment in learning that medicine was very limited in regards to curing anything; and there is little doubt that we have *not* progressed much further when we look at the torrent of chronic disease and disability that stand at our literal doorsteps at the beginning of each new day.

But our global lack of perfect healing from mere pharmacotherapy is more than counterbalanced by the basic tenets of medicine – those so well put by the title to a 15th Century Proverb: *To Heal*

The History of MSMA's First 150 Years

compiled from activities published in Missouri Medicine 1850-2000



Free to members.

**Call 573-636-5151
or email lfleenor@msma.org
and ask for your
free MSMA History.**

Limited Printing.

In 1850, when the inhabitants of Missouri were fighting scourges of typhoid, malaria, smallpox, and diphtheria, physicians assembled to “devise a plan by which the entire medical profession of the State can be brought together.”

The physicians composed what was entitled MSMA Resolution #1:

WHEREAS, In the opinion of the society, the time has arrived when it is both expedient and desirable to unite the medical profession of the State of Missouri for the purpose of mutual improvement and protection; be it therefore,

RESOLVED, That a committee be appointed to address the regular members of the medical profession for the purpose of forming a State Medical Association with auxiliary societies in each town or county in the State.

The Missouri State Medical Association then elected its first president, Dr. F. W. G. Thomas of Boonville. Matters of importance that year were the passage of a good medical practice act; the establishment of a uniform system of registering births, marriages, and deaths; the control of dispensing impure drugs and competent inspections of medicines; and a liberal preliminary education for those entering the study of medicine.

Sometimes – To Comfort Always.

And in that simple statement lies much of the cures of that our profession will continue to use; not only to alleviate disease *with hope* for the patient who seeks it, but to uplift our profession in the noble goals that transcend other artisans. For the art of medicine is seemingly unlimited in regards to our ability to affect change in what I call the *spirit* and *bio-psyche* of our patients. Can anyone otherwise explain the “science” behind the phenomenon of seemingly incurable diseases in patients who, spanning their distress with a bridge

of hope, rise like the Phoenix to full-bodied health?

So it is the “art” which we must embrace in our 100th year of publication. Certainly the science and the technology are important but software (knowledge) can only run so well in any given hardware (our *instruments* of treatment). The real value of our publication then is its unique ability to act as a stage – a forum whereupon authors can refine, express, cajole, and disagree. One hundred years is only a beginning since our profession has only begun to uncover the mysteries

of health and the multicolored hues of disease.

Let us place this issue into a time capsule for the celebration of our 200th year of publication. Much will be different and I predict, much will be the same. Perhaps Claude Bernard had it correct when he wrote:

Our ideas are only intellectual instruments, which we use to break into phenomena; we must change them when they have served their purpose, as we change a blunt lancet that we have used long enough.



Editors of Missouri Medicine

& other editorial notes



<u>Year</u>	<u>Editor & Notes</u>	<u>Year</u>	<u>Editor & Notes</u>
1904	C.M. Nicholson, St. Louis	1973	MSMA moves to its current location at 113 Madison Street in Jefferson City
1906	E. J. Goodwin, St. Louis	1977	Mr. McIntyre retires as Executive Secretary and Royal O. Cooper is announced as MSMA's Executive Secretary
1939	E. J. Goodwin requests to be relieved of the responsibilities of the office and is elected Secretary-Editor for life	1977	Wilfred Wooldridge, Springfield
1939	Mr. E. H. Bartelsmeyer, St. Louis, is appointed as Editor & Executive Secretary	1979	<i>Missouri Medicine</i> changes its cover design
1940	Ralph L. Thompson, St. Louis	1982	Jordan W. Burkey, Springfield
1943	Mr. Raymond McIntyre, St. Louis, hired as Editor & Executive Secretary	1985	<i>Missouri Medicine</i> changes its cover design to reflect art and photography created by physicians and other artists
1945	Mr. McIntyre enters WWII and is replaced by Mr. T. O'Brien as Editor & Executive Secretary	1988	Donald Sessions, St. Louis
1946	Mr. McIntyre becomes the Field Secretary	1992	J. Regan Thomas, St. Louis
1947	G. V. Stryker, St. Louis	2000	John C. Hagan, III, Kansas City
1949	Ryamond O. Muether, St. Louis	Assistant & Managing Editors	
1952	Vincent T. Williams, Kansas City	1942	Helen Penn
1953	The <i>Journal</i> changes its cover design and adopts a new name: <i>Missouri Medicine</i>	1965	Allen D. Smith
1956	Charles Doyle, St. Louis	1967	Jean Duesing
1958	E. Royse Bohrer	1985	Laurel Cofer
1961	Joseph V. Finnegan, St. Louis	1986	Susan Flanigan Gold
1965	Mr. McIntyre is appointed the MSMA Executive Secretary	1990	Valerie Peters
1966	Executive offices are moved from St. Louis to Jefferson City	1991	Dennis Weiser
1969	Royal O. Cooper is hired as Field Secretary	1994	Angela Allen
1972	C.C. "Cork" Swarens is hired as the Public Relations Director	1997	Michelle Poire
		1999	Becky Jungermann
		2002+	Lizabeth R. Fleenor

Congratulations Missouri Medicine!



THE SECRETARY OF HEALTH AND HUMAN SERVICES
WASHINGTON, D.C. 20201

MAR 30 2004

MAR 25 2004

Missouri State Medical Association
Missouri Medicine Medical Journal
113 Madison Street
P.O. Box 1028
Jefferson City, MO 65102

Dear Friends:

On behalf of President Bush, it is a pleasure to congratulate the members of the Missouri State Medical Association on the Missouri Medicine Medical Journal Centennial celebration.

You can be proud of the significant contributions you have made in promoting the health and well-being of Missourians over the past century. Your tireless efforts have made a difference in the lives of many. At the Department of Health and Human Services, we share your commitment to high-quality health care.

Again, congratulations on achieving this wonderful milestone. Please accept my warmest wishes for an exciting Centennial and continued success in the future.

Sincerely,

Tommy G. Thompson

American Medical Association

Physicians dedicated to the health of America

APR 22 2004



Donald J. Palmisano, MD, JD 515 North State Street 312 464-4016
President Chicago, Illinois 60610 312 464-5543 Fax
donald_palmisano@ama-assn.org

April 16, 2004

John C. Hagan, III, M.D., F.A.C.S.
Editor
Missouri Medicine: the Journal of the
Missouri State Medical Association
113 Madison Street
Jefferson City, MO 65102

Dear Dr. Hagan,

It is with a great deal of professional pride that I extend to you my heartiest congratulations as you celebrate the centennial year of *Missouri Medicine*. Your publication's dedication to elevating the art and science of medicine has helped Missouri physicians remain informed on a diverse range of medical topics over the past 100 years.

I wish you, the members of the Missouri State Medical Association and the patients you serve, the best as you kick off this centennial year celebration.

Sincerely,

Donald J. Palmisano, M.D., J.D.
President, American Medical Association

United States Senate
WASHINGTON, DC 20510

March 25, 2004


Dear Friends:

Please accept my sincere congratulations on the centennial of "Missouri Medicine." I commend you on 100 years of success.

Missouri is privileged to have a dedicated and longstanding organization such as the Missouri State Medical Association committed to publishing reliable health information to Missouri's healthcare community. It is my sincerest hope that you will continue your tradition of excellence for another 100 years.

Congratulations and best wishes for continued success.

Sincerely,



Christopher S. Bond

JAMES M. TALENT
MISSOURI

493 RUSSELL SENATE OFFICE BUILDING
WASHINGTON, DC 20510
(202) 224-6154

United States Senate

February 19, 2004

Mr. John C. Hagan III
Missouri State Medical Association
113 Madison Street
P.O. Box 1028
Jefferson City, Missouri 65102

Dear Missouri State Medical Association,

It is with great excitement that I write to congratulate you and all of those who have worked so hard to make the "Missouri Medicine" Medical Journal such a great success. Over the past one hundred years, Missouri Medicine has provided physicians with the knowledge to maintain a high standard of excellence in our state's health care field.

The Missouri State Medical Association should be commended for the Missouri Medicine Medical Journal and the role you have played in keeping Missouri a leader in the vitally important field of Medicine.

Best Wishes and Continued Success,



James M. Talent

An 80-Year Relationship

by John Bell

During the course of the last hundred years, the publishing/printing industry has seen significant technological advancements. When The Ovid Bell Press, Inc. began its relationship with the MSMA in 1924, the world, like our business, moved at a much slower pace.

In the beginning, we set type on our Linotype machines, printed the Journal on hand fed letter presses, hand gathered signatures for saddle stitching and trimming and hand applied address labels. A good typesetter was capable of producing 5 to 6 standard newspaper lines (the standard of measurement) per minute. The letter presses required a 3-1/2 hour set up and were governed by the hand feeding to about 500 impressions per hour. The binding and mailing processes progressed at the same slow 500 journals per hour pace, again governed by the hand feeding.

In the 1950s, we automated both the pressroom and our bindery by installing automatic feeders on both presses and binders. This improvement enhanced production speed in the pressroom to 1,200 copies per hour and the binding process was speeded up to 2,500 copies per hour. Both of these improvements greatly increased our productivity and production capacity. Later in the decade we automated mailing operations which

brought speeds up to 4,000 per hour.

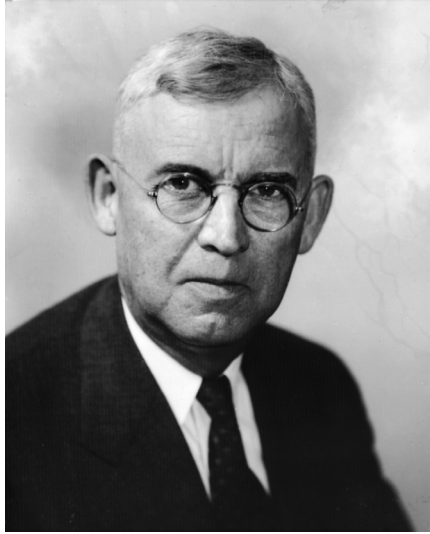
In 1970, we installed our first offset press. This equipment was capable of perfecting, which simply means printing both sides of the sheet in a single press pass. The speed of the offset presses at 4,500 impressions per hour was a dramatic 275% increase in production speed over our letter presses.

Improvements in technology continued in 1977 with the installation of our first phototypesetting equipment. Immediately the old newspaper standard of 5-6 lines a minute became 80 lines per minute. We quickly progressed to systems generating 400 lines, then 800 lines per minute and then, we quit counting lines and started counting pages. Throughout the next 20 years, we continued to advance until we embraced computer to plate technology in 2001. This move afforded vastly improved registration capabilities and a significantly more efficient work flow with our customers. Today we offer opportunities for our customers to utilize the Internet for page transmission and on-line proofing; benefiting our customers with shortened production time and convenient access.

On the press front, we first advanced to 4-color presses, allowing for the efficient "full color" production. Upgrades in offset presses continued, and in 1994, we installed our first web press.



John Bell, President of the Ovid Bell Press since 1989, is the grandson of Ovid Bell, who offered a publishing contract with MSMA in 1925.



Left: Ovid Bell was President of the Ovid Bell Press from 1927 to 1953.

Right: Ovid H. Bell was President and then Chairman from 1953 until 1998.

The web presses offer more affordable paper cost and substantially faster running speeds. We currently average 23,000 impressions per hour; 46 times faster compared to those early days.

In the bindery and mailing departments, we have experienced similar changes. Our latest saddle stitching equipment averages 12,000 copies per hour. This, of course, means a 2400% increase in productivity. Mailing has enjoyed even more dramatic changes.

We have recently installed a mailing system that operates at a rate of 14,000 copies per hour. This system, will allow us to combine the mailing of your *Journal* with other publications to effect postal cost savings. In the next few months, we will complete our testing phase and then begin offering this new service to our customers.

Now to the more important side of the business. In 1924, my grandfather, Ovid Bell, made a proposal to the Missouri State Medical Association. In the proposal, he stated, "If we are given the job, I will give it my personal attention." This proposal was the beginning of our long, fruitful relationship.

Ovid Bell began this business when he took over the operation of The Fulton Gazette in 1901 and developed it into

a daily by 1911. In those years there were two daily newspapers operating in our little town and he wisely saw the opportunities outside the newspaper business. In 1927, he sold his paper to the competition and started The Ovid Bell Press. In 1936, he incorporated and built the initial building of what is now our plant. He remained active in the business until his death in 1953.

Ovid H. Bell, my father, had a rather early start in the business. He claimed the "California Case" was his baby sitter starting in 1926. He began full time service in 1945, after serving in World War II. Under his leadership, our business saw many changes and substantial growth. He was, like my grandfather, fully involved in the business until his death in 1998. He did enjoy his travels, but when in town he was the "office." His only concession to age was delaying his arrival time from 8:00 to 8:30 a.m.

I joined the firm, very much like my father at the age of 14. An older gentleman delayed his retirement so that I might benefit from his wisdom and guidance. He never called me by name but grunted to get my attention. I can assure you that my work ethic is considerably stronger as a result of his tutelage. I began full time in the business in 1973. I enjoyed the

most wonderful working relationship with my father, and as a result, I became devoted to this company and to our customers. My father gave me a wonderful gift before he died. He had been comatose for the last 24 hours, but awakened briefly the night before he died. In his last, lucid moments he asked the question, "How come you're not at work - who's minding the shop?"

We are very pleased to have served the MSMA for the last 80 years. It is rare in this day and age that any firm can tout continued service for that time span. We are extremely proud of our relationship and pledge ourselves to continued service, we hope for at least another 80 years. My only regret is that my grandfather didn't call on you sooner.



Missouri Medicine Centennial: Excerpts & Reflections from 1904 - 1929

Volume 1 July 1904

Historical Note:

The cover of this May/June 2004 issue is the front page of Volume 1, Number 1 of the *Journal* of the Missouri State Medical Association, published July 1904 by the Medical Press Company in St. Louis. From 1904 through 1952, the official organ of the MSMA was called "The *Journal*". The name of the magazine changed to "Missouri Medicine" in January 1953.



Volume 3 December 1906

Editorial: Physicians in the Legislature

The following is a list of the medical members of the legislature: Senate: Frank DeVibiss, Eugent; House: Adair county, Frank P. Young, Kirksville; Cole county, J.P. Porth, Jefferson City; Dallas county, L. Phillips, Buffalo; Gasconade county, Alonzo Tubbs, Canaan; Jackson county, N. Holcomb, Oak Grove; Jefferson county, W. E. Gibson, DeSoto; Newton county, E. M. Roseberry, Neosho; Ray county, T. B. Cook, Rayville; Scott county, S. J. Wade, Benton; Wright county, R. H. Hanson, Hartville; St. Louis city, G. H. Wilson, 2610 N. 10th Street.

Editorial: Annual Meeting Notice

The next meeting of the State Association is the fiftieth annual meeting – the Semi-Centennial [in Jefferson City]. The occasion should call forth the largest attendance in the history of the Association. Although the Society was founded in 1850 and is therefore in reality 58 years old, we count only fifty meetings since there was a lapse of eight years during the civil War – from 1859-1867 – when no meetings were held. The Committee on Arrangements is exerting special efforts to celebrate the occasion in a fitting manner. All living ex-presidents will attend in a body and unite in commemorating the event. The excellent scientific program promises to many papers of unusual interest and the pathologic exhibit will be a source of instruction and benefit to all who attend.



Volume 4 July 1907

Editorial: The New Medical Practice Act

The new medical practice act passed by the last legislature, became effective on June 15. Under the provisions of this act anyone desiring to practice medicine in this state must have a license from the state board of health, and none but graduates

of reputable medical college of four years requirements at the time of graduation may appear before the board for examination for a license to practice.



Volume 5 December 1908

Original Article:

"The Danger of Permitting Warts and Moles to Grow Lest They Become Malignant; With Report of Twenty-Five Illustrative Cases From the St. Louis Skin and Cancer Hospital" by Edmund A. Babler, MD, St. Louis



Volume 6 September 1909

Original Article:

State Board Questions at the Examination for License to Practice Medicine, Kansas City, May 17, 18, 19, 1909: [selected questions]

- ◆ Give gross and minute anatomy of liver.
- ◆ Describe minutely the urinary bladder.
- ◆ Name all structures divided in amputation of forearm, middle third.
- ◆ What is meant by immunity? Give two examples in which immunity is artificially produced as a preventive against disease.
- ◆ Where is iodine found in the body and by what tests do you discover it?
- ◆ Describe endometritis, giving causes and treatment.
- ◆ Discuss toxins and antitoxins.
- ◆ What are the signs of suffocation?
- ◆ Name and give the function of organs of generation.
- ◆ Give pathology of: cirrhosis of liver; scarlet fever.
- ◆ Where are the red blood corpuscles reproduced?
- ◆ Differentiate carcinoma of the tongue and syphilis.
- ◆ Give indication and use of poke root, and the official name.



Volume 7 November 1910

Editorial: About Our Advertisements

Since the Association has take over the full control of the *Journal*, our advertisements have been down very considerably because it is not proper that the organized medical profession should permit the appearance in its official organ of any advertisements which did not present every evidence of reliability and honesty of exploitation. For this reason all advertisements

THE JOURNAL OF THE Missouri State Medical Association

Owned, Published and Controlled by the Missouri State Medical Association
ISSUED MONTHLY under direction of the Publication Committee

VOLUME VII ST. LOUIS, MO., JULY, 1910 PER YEAR \$3.00
NUMBER 1 SINGLE COPY 25 CENTS

CONTENTS

ORIGINAL ARTICLES.	PAGE	PAGE
The Relation of the Physician to the Public—President's Address. Tinsley Brown, M.D., Hamilton, Mo.	1	Judicial Council..... 15
The Future of the Medical Profession—Oration on Medicine. N. F. Wood, M.D., Independence, Mo.	5	General Session..... 21
EDITORIALS.		
The Seventh Volume of This Journal..... 9		Medical Section..... 22
The St. Louis Session of the American Medical Association..... 9		Surgical Section..... 23
The Medical Department of the State University..... 10		Eye, Ear, Nose and Throat Section..... 24
Missouri Association for the Prevention of Blindness..... 10		Missouri Society of County Secretaries..... 24
MISSOURI STATE MEDICAL ASSOCIATION.		
Report of Fifty-Ninth Annual Meeting, held at Hamilton, Mo., May 24 and 25, 1910..... 11		Secretary's Report..... 25
Minutes of the House of Delegates..... 11		Committee on Scientific Work..... 25
		Publication Committee..... 25
		Treasurer's Report..... 26
		Committee on Public Policy and Legislation..... 26
		Council on Medical Education..... 28
		Committee on Ophthalmology and Neurotomy..... 31
		Committee on Pathology..... 31
		Committee on Cancer..... 35
		Register of Members..... 35
		Register of Surgical Section..... 37

NEXT ANNUAL SESSION, JEFFERSON CITY, 1911.

ENTERED AS SECOND-CLASS MATTER AT THE POSTOFFICE AT ST. LOUIS, UNDER ACT OF CONGRESS OF MARCH 3, 1879.

The Punton Sanitarium Association (INCORPORATED) A PRIVATE HOME FOR NERVOUS INVALIDS



SANITARIUM AND RESIDENCE

30th Street and Lydia Avenue

OFFICE—Suite 217 Argyle Building, 12th and McFee Streets

It is an elegant home Sanitarium combining all the features of a quiet, secluded home, and a modern, scientifically equipped Neuro-Psychopathic Hospital built especially for the accommodation and treatment of persons suffering from various forms of Nervous and Mental diseases, and selected cases of Chronic Gastro-Intestinal disorders with Neuro-Psychopathic complications.

The building is located in the most aristocratic residential section of Kansas City, Missouri, immediately facing Trent Park and within easy access to electric cars in all parts of the city. A strictly Ethical Institution. Refers only to the regular profession in the Central States.

No money or violent patients received, but the Superintendent will provide a suitable place for such patients in a separate institution.

J. W. Robinson, M.D., Superintendent, Visiting Alumnus and Neurologist in the Kansas City General Hospital, formerly Superintendent State Hospital for Mental and Nervous Diseases, Nevada, Missouri; formerly Superintendent General Hospital, Kansas City, Mo.

E. F. Williams, M.D., House Physician, formerly Resident Physician, State Hospital for Mental and Nervous Diseases, Nevada, Missouri.

James W. Owsley, M.D., Consulting Gastro-Enterologist.

John Punton, M.D., Consulting Neurologist.

Long Distance Telephones | Home Phone 478 Licensed Mail Route 48 South

Volume 7 November 1910

Historical Note:

The seventh Volume began a new design to the *Journal*, with the first advertisement running on the re-designed cover page of the magazine, for the Punton Sanitarium Association in Kansas City.

of proprietary preparations must have the approval of the Council on Pharmacy and Chemistry.

Correspondence:

"I wish to congratulate you on the recent improvement in the contents and general make-up of the State Medical *Journal*. Personally I have appreciated the *Journal* since the publication of its first issue, and its present rejuvenated condition should give great satisfaction to the profession generally and redound to the credit of both the editorial and business departments. I am, Yours Sincerely, H. L. Reid, Charleston, Mo."



Volume 9 July 1912

Historical Note:

The American Medical Association begins to print the *Journal*. Regular columns include the President's Address; Original Articles, Editorials, Book Reviews, The Truth in Medicine, and Society Proceedings. At the Fifty-Fifth Annual Session, a resolution was passed that requested members to

cease publishing original articles or other matter in journals whose advertising pages contain fraudulent and questionable advertisements and give loyal and constant support to The *Journal* of the Missouri State Medical Association. This resolution prompted editorials and responses on the physicians' right to advertise his practice.



Volume 10 February 1914

Editorial: Annual Session

Arrangements for the Fifty-Seventh Annual Meeting in Joplin are being completed. The headquarters will be at the Hotel Connor, a modern fire-proof, handsomely furnished, building and is one of the best conducted hotels in the county. Rates, European Plan \$1 to \$2 without bath; \$1.50 to \$4 with bath.

Historical Note:

The first inclusion of an application for membership was printed in Volume 10 June 1914 issue. From 1904 to 1914, the *Journal* was published from July through the following June. Volume 11 (1914) was a half year from July to December. Volume 12 began the first full calendar year of the *Journal*.



Volume 13 March 1916

Original Article:

"Diagnosis of Pregnancy by Way of the Urine" by E. B. Knerr, ScD, MD, Kansas City.



Volume 14 April 1917

News Notes: Medical Officers Reserve Corps of the U. S. Army

Many of our members have been invited to become members of the Medical Officers' Reserve Corps of the U. S. Army so that this branch of the army may have an adequate number of physicians in the service to meet any emergency that might arise. The board of examiners for the corps is preparing to hold a session at Springfield during our meeting, where candidates for membership in the Reserve Corps may be examined and thus obviate the loss of time consequent to a special trip away from the home to take this examination.



Volume 15 January 1918

Editorial: *Journal* Late in Mailing

Most of our members know that our *Journal* is printed at the American Medical Association headquarters in Chicago. This courtesy on the part of the American Medical Association enables us to present a journal more free from errors than if printed in an ordinary print shop. In ordinary times it requires thirty-six to forty-eight hours for the *Journal* to reach us after

Covers

Every Case

THE MEDICAL PROTECTIVE
100% EFFICIENCY CONTRACT

Covers every professional liability.
Is complete because it *Prevents—*
Defends—Indemnifies.
Pays for itself.
Deserves your support.

Prevents—Defends—Indemnifies

1. All claims or suits for alleged civil malpractice, error or mistake, for which our contract holder,
2. Or his estate is sued, whether the act or omission was his own
3. Or that of any other person (not necessarily an assistant or agent),
4. All such claims arising in suits involving the collection of professional fees,
5. All claims arising in autopsies, inquests and in the prescribing and handling of drugs and medicines.
6. Defense through the court of last resort and until all legal remedies are exhausted.
7. Without limit as to amount expended.
8. You have a voice in the selection of local counsel.
9. *If we lose we pay to amount specified, in addition to the unlimited defense.*
10. The only contract containing all the above features and which is protection per se.

THE MEDICAL PROTECTIVE COMPANY

Fort Wayne, Indiana

Professional Protection Exclusively

Don't Hesitate—
Investigate

Tear Off—Sign
and Mail
NOW

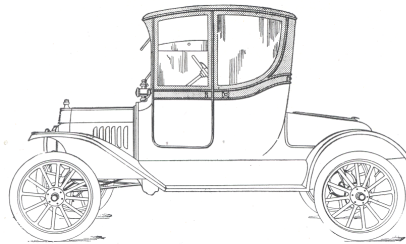
Name
Street
City MISSOURI

THE
MEDICAL
PROTECTIVE
COMPANY, FORT
WAYNE, INDIANA

Gentlemen: Please send me, without obligation on my part, complete information regarding your Prevention + Defense + Indemnity Plan of Protection and a sample copy of your 100 per cent. Efficiency Contract.

Volume 12 February 1915

First advertisement for professional liability insurance for the Medical Protective Company.



ANNOUNCING — A Coupe Top to Fit 1915 Ford Roadsters—\$75

(There will be one for Touring Cars at \$125.00)

OUR original design and manufacture—built along symmetrical lines—comfortable and well proportioned—making a cozy winter car—at the same time equipped with latest ventilating features—insuring the buyer splendid ventilation in mild weather—still—the price is well in proportion to the original cost of the car.—A Coupe that will particularly serve the needs of Physicians whose profession necessarily means that they must drive in bad weather. It will also appeal to those desiring to make their Ford a comfortable “all the year ‘round” car.

The price of coupe top is \$75.00—a price unprecedentedly low—still the top is superior in style and workmanship to others on the market at higher prices. Volume alone enables us to name this low price.

We will sell 100 of these coupe tops for \$75.00 regardless of the cost to us, for reason of our previous announcements. The margin of profit is small—in view of which the selling price must create a volume. Therefore, the above price we guarantee only on orders placed for delivery during the month of October.

Specifications—Built to fit 1915 Ford Roadster—with plate-glass, sashless windows—drop glasses in door and opposite side—clear vision ventilating windshields—making a cozy winter car and an airy summer car—painted handsomely—neatly trimmed interior—Moleskin roof—quickly adjusted to car—no rattle.

R Special attention given to the filling orders for doctors.
Let us prescribe this top for your comfort this winter.

THE COMMERCIAL AUTO BODY CO.

HUGH F. CARTWRIGHT, President

“Builders of Quality Commercial Bodies”

ST. LOUIS, MO.

Volume 12 October 1915

First automobile advertisement for the Commercial Autobody Company of St. Louis.

being shipped from Chicago, and usually another twenty-four hours to obtain it from the freight office, stamp, route and mail it. During the past two months the government has ordered railroad to sidetrack all non-essential freight and our *Journal* comes within that category because it is shipped in a car loaded with miscellaneous freight. The January issue is much later than usual not only because of this unusual condition in freight traffic, but because of the sickness of the editor and the consequent delay in assembling the material for the January issue. We trust the member will be patient with us in the future as we cannot assure them that the *Journal* will appear at any regular date, although the American Medical Association will do its part, in spite of the fact that is also is now very heavily burdened with extra work on account of the war.

Volume 15 February 1918

Editorial: Analysis of Missouri's Contribution of



Physicians to the War

Missouri's standing among the state is not as high as it should be in furnishing physicians for military service in this time of the country's great need. We are about thirty-third in the list. The Surgeon-General has called upon each state to furnish 20 percent of the number of physicians in the state, and Missouri is about 9 percent below that mark.

Additional War Headlines:

- ◆ Increase of Rank for Army Medical Corps and Medical Reserve Corps
- ◆ Women Physicians in the War
- ◆ Forty Percent Medical Staff in War from Washington University



Volume 15 July 1918

Original Article:

“Medical Aspects of the War” by Robert E. Schlueter, MD, Major, Medical Reserve Corps, U.S. Army, St. Louis

“The Responsibility of the Medical Profession to the Crippled Soldier” by G. Canby Robinson, MD, St. Louis

Historical Note:

The *Journal* published a listing of orders of Missouri physicians in the Medical Reserve Corps so that members have an idea of the movements of their friends in the service.

At the Sixty-First Annual Session held in Jefferson City, attendees commemorated the MSMA members who died in the service of "our country in the war with Germany."

Lieut. William T. Fitzsimmons of Kansas City, killed September 4, 1917, when a German aeroplane dropped bombs on the Base Hospital of the Harvard Unit at Rouen, France, in which he was serving.

Lieut. Floyd S. Bates, M.R. C., Adrian, Mo., killed by lightning at Fort Riley, August 6, 1917.

Lieut. Frank V. Frazier, M.R.C., Altamont, Mo., died in a military hospital in France from bomb wounds, April 3, 1918.

Lieut. Charles R. Long, M.R.C., Sedalia, Mo., killed by a shell explosion while returning from duty in the front line in France, April 26, 1918.



Volume 15 September 1918

Editorial: Association is 100 Percent American

One month after the declaration of war with Germany in May 1917, our Association at its annual session adopted a resolution declaring that any member who should give aid or assistance to an enemy of the United States would *ipso facto* forfeit his membership in our Association. This was the first step in making the organized medical profession of Missouri 100 percent American.

News Notes: Draft Age Forty-Five

The extension of the draft age to 45 for active service in the Army will affect 75,000 physicians, according to the estimate made by the American Medical Association.



Volume 15 November 1918

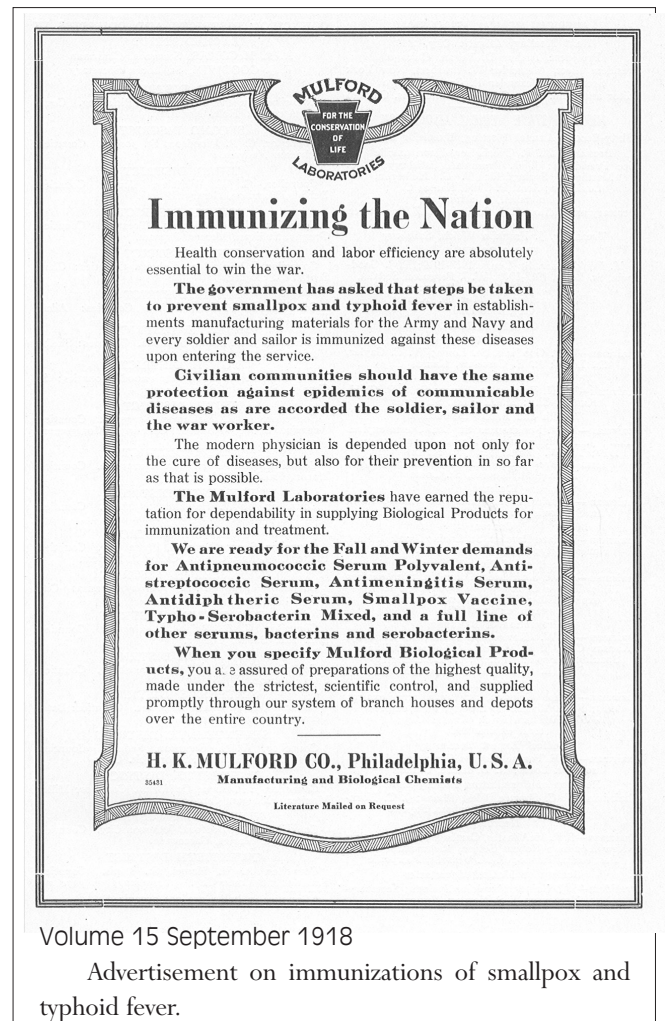
Editorial: No Reliable Influenza Vaccine

The epidemic of influenza brought with it the epidemic of cures and preventions, most of them offered through the medium of newspapers, but there was a conspicuous absence of measures having a scientific basis to cure or prevent the disease. Hygienic rules rigidly enforced, the liberal use of antiseptics in the home, public buildings, and conveyances; and the closing of schools, churches, theaters, and movies, undoubtedly kept the epidemic from becoming more severe than it was in Missouri. Efforts to produce a vaccine against influenza have been discouraging.

Volume 15 December 1918

Editorial: Our Service Flag

On the front cover we have reproduced the service flag that flies from the office of the association [see below]. It contains 1,499 stars and four gold stars, the latter representing the supreme sacrifice paid by the four MSMA physicians who were killed. Four physicians from Missouri were reported captured by the Germans and held prisoners of war before the cessation of hostilities. The total number represents all physicians commissioned from Missouri, whether members of our association or not up to November 11, on which date the War Department stopped giving commissions. The number of physicians commissioned represents 24.7 percent of the total number of practitioners in the state.

An advertisement for Mulford Laboratories, enclosed in a decorative border. At the top center is the Mulford Laboratories logo, which consists of a shield with the text "MULFORD FOR THE CONSERVATION OF LIFE LABORATORIES". Below the logo, the headline "Immunizing the Nation" is written in a large, bold, serif font. The text of the advertisement is as follows:

Health conservation and labor efficiency are absolutely essential to win the war.

The government has asked that steps be taken to prevent smallpox and typhoid fever in establishments manufacturing materials for the Army and Navy and every soldier and sailor is immunized against these diseases upon entering the service.

Civilian communities should have the same protection against epidemics of communicable diseases as are accorded the soldier, sailor and the war worker.

The modern physician is depended upon not only for the cure of diseases, but also for their prevention in so far as that is possible.

The Mulford Laboratories have earned the reputation for dependability in supplying Biological Products for immunization and treatment.

We are ready for the Fall and Winter demands for Antipneumococcic Serum Polyvalent, Antistreptococcic Serum, Antimeningitis Serum, Antidiphtheric Serum, Smallpox Vaccine, Typho-Serobacterin Mixed, and a full line of other serums, bacterins and serobacterins.

When you specify Mulford Biological Products, you are assured of preparations of the highest quality, made under the strictest, scientific control, and supplied promptly through our system of branch houses and depots over the entire country.

H. K. MULFORD CO., Philadelphia, U. S. A.
Manufacturing and Biological Chemists

Literature Mailed on Request

Volume 15 September 1918

Advertisement on immunizations of smallpox and typhoid fever.

Volume 16 February 1919

Editorial: New Bill Affects Physicians

All physicians in Missouri will have to report communicable diseases if the General Assembly approves a bill introduced by the state board of health. The bill is a composite of the best state health laws adopted in other progressive commonwealths and if passed would give Missouri an effective measure to control communicable diseases throughout the state.



Volume 16 October 1919

Original Article:

“Fibroid Tumors with a Suggestion for Their Control” by H. E. Pearse, MD, Kansas City



Volume 17 January 1920

Committee on Publication:

Our *Journal* closed a satisfactory year notwithstanding the very disturbed conditions in the advertising field and the large increase in the cost of publishing all periodicals. The price of paper, printing materials and labor has advanced more than 100 percent over the cost of these items in 1915. The cost of the paper would have been considerably higher if we had not been the beneficiaries of the courtesy of the American Medical Association, which has been printing our *Journal* for several years. In addition to this material saving we have benefited by having our *Journal* appear in uniform style and make up. In the advertising department our *Journal* has also been able to weather the stormy period of the world war.



Volume 17 February 1920

Original Article:

“Preventive Medicine and the War” by Mazyck P. Ravenel, MD, Professor of Preventive Medicine, University of Missouri, Columbia, Mo.



Volume 17 June 1920

Commercial Announcements:

“For sale – In rich German Settlement; six-room house, office and drug store; modern improvements. Practice and appointments free. Wish to retire. Price, \$6,000. Don’t answer unless you have money. Address McKittrick Bank, McKittrick, Mo.



Volume 19 February 1922

Original Article:

“Our Old Enemy – Cancer” The Hodgken Lecture of the St. Louis Surgical Society by S. J. Mixer, MD, Boston
“The Choice Between Radium, X-Ray and The Knife in the Treatment of Uterine, Myoma and Uterine Cancer” by H. S. Crossen, MD, St. Louis



Volume 20 July 1923

Society Proceedings:

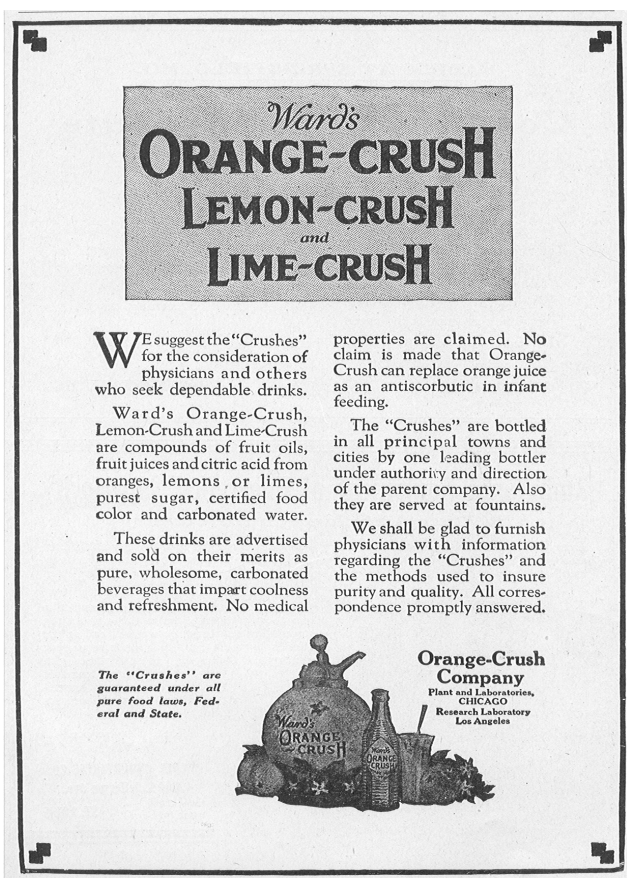
The Council approved the action of the executive committee authorizing the employment of a legislative agent to keep the officers and the committee on Health and Public Instruction informed of the progress of bills in the legislature and promote the passage of bills that we approve.



Volume 21 June 1924

News Notes:

The MSMA offices moved to 901 Missouri Theatre Building in St. Louis.



Ward's
ORANGE-CRUSH
LEMON-CRUSH
and
LIME-CRUSH

WE suggest the “Crushes” for the consideration of physicians and others who seek dependable drinks.

Ward’s Orange-Crush, Lemon-Crush and Lime-Crush are compounds of fruit oils, fruit juices and citric acid from oranges, lemons, or limes, purest sugar, certified food color and carbonated water.

These drinks are advertised and sold on their merits as pure, wholesome, carbonated beverages that impart coolness and refreshment. No medical

properties are claimed. No claim is made that Orange-Crush can replace orange juice as an antiscorbatic in infant feeding.

The “Crushes” are bottled in all principal towns and cities by one leading bottler under authority and direction of the parent company. Also they are served at fountains.

We shall be glad to furnish physicians with information regarding the “Crushes” and the methods used to insure purity and quality. All correspondence promptly answered.

Orange-Crush Company
Plant and Laboratories,
CHICAGO
Research Laboratory
Los Angeles

The “Crushes” are guaranteed under all pure food laws, Federal and State.

Volume 18 May 1921

An advertisement for Orange, Lemon and Lime Crush toted health properties to physicians.

Volume 21 July 1924

The MSMA House of Delegates approved the formation of a Woman's Auxiliary to the Association to be composed of the wives and daughters of members of the State Medical Association. Mrs. Willard Bartlett of St. Louis, was requested to organize the Auxiliary. Members of our Association are requested to cooperate with the Woman's Auxiliary in order that this body may reach its highest usefulness in conjunction with the State Medical Association for promoting the health and welfare of the people throughout the state. Mrs. George H. Hoxie, Kansas City, was elected President.



Volume 22 January 1925

Committee on Publication:

A bid from Mr. Ovid Bell, Fulton, for printing the *Journal* for 1925, was accepted at a savings of \$100 per month.



Volume 23 May 1926

At the Dallas meeting of the American Medical Association, which adjourned April 23, Dr. Jabez N. Jackson, of Kansas City, was elected president-elect of the national organization. This is a great honor not only for Doctor Jackson but for every member of the Missouri State Medical Association and in fact of the medical profession of the Great Southwest. Not since 1887 has a physician in this territory occupied the high office of president of the American Medical Association. Previous presidents from Missouri were Dr. Chas. A. Pope, 1854; Dr. John T. Hodgen, 1881; and Dr. E. H. Gregory, 1887.



Volume 24 January 1927

Books for Leisure Moments:

If you haven't read "Gentlemen Prefer Blondes" (Boni & Liverright) during the summer months you will want to read about the little Arkansas girl who gets by in life by being, oh so nice, to the very nice men who have pocketbooks and says, "A kiss on the hand is all right but a diamond bracelet lasts forever." Anita Loos, the author, has really written a better book than most people who have not read it believe. It is a deep insight into human nature and a deep insight into the after-war conditions in the foreign countries among the aristocracy. It is really worth an hour or two of your time.

Volume 24 June 1927

News Notes: The Poplar Bluff Disaster

We are sure our members will be interested in knowing how the physicians in Southeast Missouri responded to the needs of

Announcing the Tycos Recording Sphygmomanometer



Announcing the addition of the Tycos Recording Sphygmomanometer to the reliable Tycos line of pocket and office type instruments.

This instrument furnishes a graphic record of diastolic and systolic pressures, also rhythm and amplitude. No stethoscope needed. Entirely automatic in operation. Makes blood pressure determinations a routine matter that may be handled by a technician. Furnishes an entirely new field of information. Permanent records, free from error, always at your disposal. Write for further information.

Tycos Fever Thermometers, Urinalysis Glassware, Pocket, Office and Recording Sphygmomanometers.

CANADIAN PLANT Tycos BUILDING TORONTO **Taylor Instrument Companies** Manufacturing Division in Great Britain, Dept. & Messrs., Ltd., London
ROCHESTER, N. Y., U. S. A.

Volume 25 April & May 1928

An advertisement for blood pressure machine and below, an advertisement for the Daniel Boone Tavern & Hotel where the Annual Session was going to be held.

DANIEL BOONE TAVERN

7th and Broadway
COLUMBIA



.....
157 rooms;
90 with bath.
.....

.....
157 rooms;
90 with bath.
.....

Headquarters, Missouri State Medical Association, May 14, 15, 16, 17, 1928. Located on United States Highway No. 40, midway between Kansas City and St. Louis. A modern, fireproof building.

the physicians and citizens in Poplar Bluff following the disastrous tornado that wrecked the city on May 9, killing 85 people and injuring 300 others. Poplar Bluff (so named because bluffs overlooking the beautiful Black River where the city is built were originally covered by a growth of giant poplar trees) was a queen city, which, like ancient Rome, sat on her seven hills and ruled her miniature world. She was a thriving, prosperous city of 10,000 intelligent, energetic, ambitious people.

And then on that fateful Monday came the Storm King and all of this lay prone and helpless. Reports stated that the storm traveled at a rate of eighty miles an hour. At any rate, the city that men had been for sixty years patiently and conservatively building was left a distorted, misshapen mass of debris in the twinkling of an eye. The wind gone, a deluge of rain fell for three hours, flooding everything that had been wrecked, drenching the injured and the rescuers.

The medical men of the city proved themselves heroes in the great emergency. Not one of the seventeen physicians in the city was injured and not a drug store was put entirely out of commission. The work of these physicians was admirable. They labored incessantly for forty hours without sleep, with little food, while drenched to the skin from the rain. An hour and a half after the news was received at St. Louis, the Missouri Pacific Railway had a train ready to start with physicians, nurses and supplies. Governor Sam A. Baker came on this train. Physicians came from every town within a radius of fifty miles.

And now the work of rehabilitation and reconstruction has begun. The injured are all cared for, the dead are buried, and the living are setting their faces with stout hearts toward the future. A thousand people have been immunized against a possible epidemic of typhoid fever. The ever ready Red Cross is on hand with tents for temporary homes. The fine spirit of Poplar Bluff is undaunted. She will rise, Phoenix-like, from the ashes of her disaster.

Volume 25 July 1928

Original Article:

“Emphasizing the Importance of Teaching the Public Mental Hygiene” by M. P. Overholser, MD, St. Joseph

“The Mental Hygiene of Childhood” by Elbert L. Spence, MD, Kennett



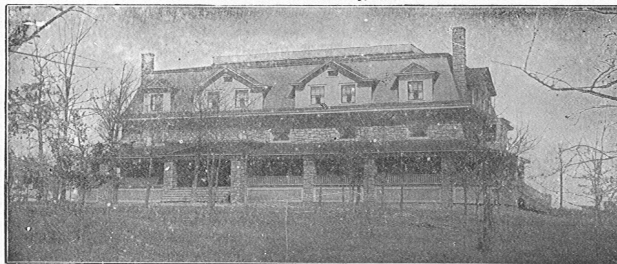
Missouri Medicine Centennial:

Excerpts & Reflections from 1930-1959 will continue in the September/October 2004 issue of *Missouri Medicine*.



The Bonner Springs Lodge and Sanitarium

BONNER SPRINGS, KANSAS
(Suburban to Kansas City, Mo.)



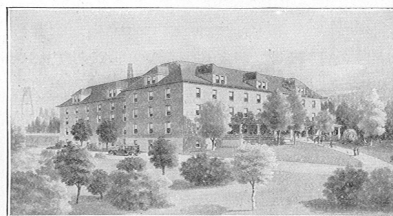
An institution for Nervous Diseases and Narcotic Habitués. New stone buildings. Fully equipped. Modern in every respect. For the care and treatment of Hysteria, Insomnia, Neurasthenia, Melancholia, Inebriety, Drug Habitués and the Various Psychoses. Situated on a 20 acre tract adjoining the new City Park of 100 acres. New addition of 20 rooms, each with private bath, just completed. Sunshine, Pure Air, Mineral Springs, Freedom from Noise, Dust, Heat and Distractions of the City. Strictly ethical.

KANSAS CITY OFFICE
Suite 307 Rialto Building

DR. HENRY C. HAYS
Resident Superintendent

GRANDVIEW SANITARIUM

KANSAS CITY, KANSAS.



A High Grade Sanitarium and Hospital of superior accommodations for the care of *Nervous Diseases, Mild Psychoses, The Drug Habit and Inebriety*. Situated on a 20 acre tract adjoining the new City Park of 100 acres. New addition of 20 rooms, each with private bath, just completed.

The Central Avenue line of the Metropolitan Railway passes within one block of the Sanitarium. Management strictly ethical. *Send for Booklet.*

Telephones: West 19

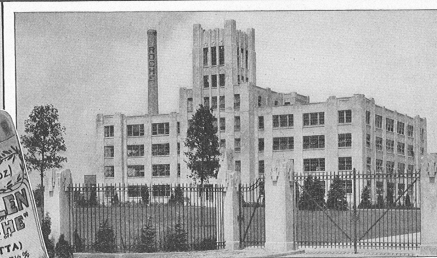
S. S. GLASSCOCK, M.D., Supt.
Office, 910 Rialto Building, Kansas City, Mo.

A. L. LUDWICK, A.M., M.D., Asst. Supt.

Volume 26
December 1929
Advertisements
of health
sanitariums were
popular as well as
a new medication
for cardio-vascular
problems.

Where Digalen is now made

The central administration building of
the new 'Roche' laboratories at Nutley, New Jersey



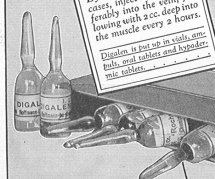
COUNCIL ACCEPTED

for the heart
DIGALEN

The first injectable digitalis ever made
available—Always the first choice of
many distinguished cardiologists

It was 'Roche' chemists, with their exacting skill and unlimited facilities, who made possible the first use of digitalis by injection. Digalen has long been in extensive use. Its use is world-wide. Whenever the heart is still responsive to digitalis Digalen may be counted on to give prompt support. That is the point that makes and holds users of Digalen.

A trial vial for your bag on request



Hoffmann-La Roche, Inc.
Makers of Medicines of Rare Quality
NUTLEY, NEW JERSEY

Missouri Medicine Centennial: Excerpts & Reflections

Volume 27 January 1930

News Notes: Medical Publicity Bureau, Physicians Get Telegrams on "Movement to End Spitting in Public Places"

During the past two weeks many physicians and at least some city Chambers of Commerce have received telegrams (day-letters), reading as follows:

"Will you join with other leading physicians in country-wide movement to end spitting in public places and reduce diseases spread in this manner by telegraphing us, day-letter collect, fifty-word statement in connection with this objectionable habit? We propose using this statement in symposium in the press of the country for the benefit of the lay public. [Upon investigation by the American Medical Association it was found that the Medical Publicity Bureau was a medical advertising agency....a precursor to the Scam of the Month?]



Volume 27 February 1930

News Notes: Reducing the Smoke Menace at St. Louis

During the last two years a concentrated effort has been made in St. Louis to effect the eradication of the smoke menace. The Citizen's Smoke Abatement League has succeeded in

diminishing the amount of soot fall to from 40 to 60 percent since the League began its work in 1927. Up to present time work has been directed toward the larger users of smoke producing fuel. Now the League will enforce the smoke ordinance including instructions in the proper methods of firing and reconstruction of antiquated heating plants in small homes.

News Notes:

The St. Louis Medical Society has completed its plan for the employment of an executive secretary and has engaged Mr. Elmer H. Bartelsmeyer, of St. Louis, to fill the position beginning February 1. The executive secretary plan in medical societies is new to St. Louis and to Missouri, but it has been adopted with conspicuous success by several large component societies in other states. [His] function will be to assist the regularly elected officers to bring the organized medical profession of St. Louis into more intimate contact with the public and endeavor to establish a congenial understanding of the purposes of the medical society in its relation to the public, the lay organizations and the press.



Volume 27 March 1930

News Notes:

A \$1,000,000 hospital in St. Louis for patients of moderate means, to be administered by the school of medicine of St. Louis University and the Sisters of St. Mary, was provided for by the will of the late Firmin Desloge. Plans include a building erected according to the newer ideas of hospital construction. There will be approximately 300 beds with a third of these entirely free and the room rental of others on a graduating scale. It will be erected on a site now held by the university for hospital purposes, located opposite the school of medicine.



Volume 27 November 1930

Editorial: Four-Year Course in Medicine is reestablished at the University of Missouri

The action followed recommendation




Your Car As An Ambulance
Back As a Sedan Again

YOUR OWN SEDAN AN AMBULANCE, TOO!

Especially advantageous to physicians located where ambulance service is not instantly available. Any new or used 5- or 7-passenger sedan can be equipped with the NEW SYSTEM CONVERTER (Patent No. 1639037). Just turn a key, and center post becomes part of the door. Close door, and post attaches itself to body—as rigid as before. Does not weaken body, or produce rattles or squeaks.

Send the coupon in TODAY for FREE information and photos, and name of nearest authorized distributor.

NEW SYSTEM BODY WORKS
 907 Campbell St., Kansas City, Mo.

Without obligation to me, send FREE photos and information about the NEW SYSTEM CONVERTER. Also send name and address of authorized distributor nearest me.

Name.....
 Address.....
 City..... State.....

NEW SYSTEM BODY WORKS
907 CAMPBELL ST. KANSAS CITY, MO.

by the Missouri State Medical Association, the faculty of the school of medicine and others interested in the growth of the State University.



Volume 28 March 1931

Original Article:

"Some Problems in the Diagnosis and Treatment of the Aged" by J. De Voine Guyot, MD, Higginsville

The material upon which this paper is based comprises a group of 142 individuals residing at the Confederate Home of Missouri, Higginsville, ranging from 80 to 102 years.



Volume 28 March 1931

Editorial:

At the Hannibal session in 1930 several amendments to the Constitution and Bylaws were proposed, adding three Vice Presidents to the listing of officers after the word "President-Elect" for the purpose that we can create offices which can be filled by worthy members entitled to recognition and at the same time preserve the integrity of the succession of the president-elect to the presidency.



Volume 28 April 1931

News Notes:

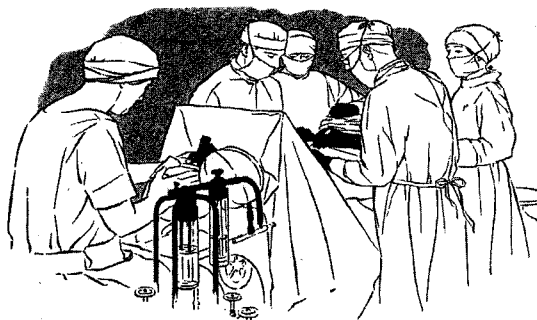
An unusual opportunity is open to the members of the MSMA to make a fifty-eight day trip to Europe this summer in company with the members of other state medical associations at the very low price of \$895. This service gives the members first-class accommodations on the S.S. "Montclare" of the Canadian Pacific Lines, railroad transportation in Europe and class A hotels.



Volume 28 October 1931

News Notes:

Dedication ceremonies for the new Menorah Hospital, Fiftieth and Troost Avenues, Kansas City, were held August 30. The hospital was first visualized by the late Dr. Nathan B. Schloss, of Kansas City, who upon his death in 1917 left a bequest of \$200,000 to start a fund for the erection of the hospital. In 1927, a campaign was begun by the Jewish Memorial Hospital Association for the remainder of the \$1,250,000 which the institution cost, but is nonsectarian. . . . Every room is wired for radio and a radio station is located in the hospital for broadcasting special programs.



The Aseptic Surgical Field

● The basic requirement of modern surgery is asepsis. The choice of a suitable antiseptic is hardly less important than cleanliness and proper handling of instruments and supplies.

Bactericidal action may be obtained without undue tissue damage by the use of 'Merthiolate' (Sodium Ethyl Mercuri Thiosalicylate, Lilly). This antiseptic is suitable for all surgical indications and may be used to advan-

tage in both clean and contaminated wounds.

Tincture 'Merthiolate,' an alcohol-acetone-aqueous solution, 1:1,000, is recommended for pre-operative preparation of the intact skin.

Solution 'Merthiolate,' an isotonic aqueous dilution, is suggested for open wounds and for application in body cavities.

Supplied in four-ounce and one-pint bottles.

ELI LILLY AND COMPANY

Principal Offices and Laboratories, Indianapolis, Indiana, U. S. A.

Above, a 1936 Advertisement for the Aseptic Surgical Field, and below, one of the first "wartime" advertisements Missouri Medicine carried.

Another defense problem solved—

the American soldier's identification tag now carries his blood type.

"TYPE THE BLOOD OF EVERY SOLDIER" was the recent order issued by American Army officers.

To aid the Army surgeons in fitting such a vast blood grouping program into their schedule, Lederle developed a new dried blood serum with important advantages over human serum. Less costly and more stable, this new serum is derived from immunized rabbits. Large amounts of rabbit serum are reduced to small quantities of a stable and uniformly potent powder. The new product results in much greater speed in the agglutination reaction. Now, in an incredibly short time, clumping of the A, B and AB cells is visible to the naked eye.

Among other qualities found in the blood grouping sera are greater accuracy and uniformity of results. Stability is assured; the product lasts indefinitely. The Lederle serum has received Army surgeons' approval. "Blood Grouping Sera (Powdered) Lederle" are in extensive use in the Army camps.

LEDERLE LABORATORIES, INC.
30 ROCKEFELLER PLAZA
NEW YORK, N. Y.



Volume 29 April 1932

Original Article:

"Functions and Activities of the Medical Defense Committee of the Missouri State Medical Association" by C.E. Hyndman, MD, St. Louis

The committee on defense shall upon request and in compliance with the conditions set forth in the By-Laws of the Association, aid in the defense of suits for alleged malpractice instituted or threatened against any member of the Association.

————— ❦ —————

Volume 29 August 1932

Masthead Instructions for Authors:

Anonymous Contributions, whether for publication or information or in the way of criticism, are consigned to the wastebasket.

————— ❦ —————

Volume 29 September 1932

Editorial: A Retrospect of Eighty-Three Years, Celebrating the Seventy-Fifth Annual Session of the Missouri State Medical Association.

In 1903 a new constitution and by-laws were adopted. The work of organizing county medical societies had been prosecuted during the year 1902 and with the adoption of the new constitution in 1903 the membership increased from 300 to 1200 with forty counties in affiliation. The state was divided into councilor districts, and councilors appointed whose duty it should be to organize a local society in each of the counties included in the district.

————— ❦ —————

Volume 29 October 1932

Editorial: Jackson County Medical Society Goes on the Air

That a better understanding between the layman and the legitimate physician may be fostered the Jackson County Medical Society began broadcasting a series of weekly health talks over State WDAF on August 30.

————— ❦ —————

Volume 30 April 1933

Original Article:

"The Indefensible Use of Morphine by the Medical Profession" by G. Wilse Robinson, Jr., MD, and Paul A. Johnson, MD, Kansas City

————— ❦ —————

Volume 30 July 1933

Original Article:

"Organized Medicine — The Best Defense Weapon Against Socialized Medicine" by W. L. Allee, MD, Eldon, MSMA President-Elect

Volume 30 August 1933

Historical Note:

Missouri Medicine accepts its first cigarette advisement — Chesterfield by Liggett & Myers Tobacco Co. It ran in a series of six full page advertisements from August 1933 to January 1934. See advertisement, below.

————— ❦ —————

Volume 31 August 1934

Original Article:

"Ice Cream, America's Most Excellent Health Food" by W. H. E. Reid, Columbia, Professor of Dairy Manufacture, University of Missouri, from a radio talk over WOS, June 1934

————— ❦ —————

Volume 32 April 1935

Original Article:

"The Advantages of Local Anesthesia in Gynecology and Obstetrics" by George Gellhorn, MD, St. Louis

————— ❦ —————

Volume 32 April 1935

Editorial: Hospital Management

A new method of hospital administration inaugurated in the Christian Hospital, St. Louis, has claimed the accord of the medical profession. Through the appointment of a physician as

①

—about Cigarettes

Of all the ways in which tobacco is used
the cigarette is the mildest form

YOU know, ever since the Indians found out the pleasure of smoking tobacco, there have been many ways of enjoying it. But of all the ways in which tobacco is used, the cigarette is the mildest form.

Another thing — cigarettes are about the most convenient smoke. All you have to do is strike a match. Everything that Science knows about is used to make Chesterfields. The right home-grown and Turkish tobaccos are blended and cross-blended the Chesterfield way. The cigarettes are made right and the paper is right.

There are other good cigarettes, of course, but Chesterfield is the cigarette that's milder, the cigarette that tastes better. Chesterfields satisfy — we ask you to try them.



Chesterfield

LIQUETT & MYERS TOBACCO CO.

medical director and the adoption of a plan of management which places in his hands the medical administration and control of the hospital, the management reflects the wishes and ideals of the practicing physicians. The hospital is controlled by a corporation board composed of women from the Christian Church.



Volume 32 May 1935

A Partial List of Commercial Exhibits at the 78th Annual Meeting, Excelsior Springs

- ♦ Mead Johnson & Company – complete line of infant diet materials
- ♦ A.S. Aloe Company – Aloe Radio Short Wave Diatherm and the new model Elliott machine which has attracted national attention in treating pelvic inflammatory diseases
- ♦ W. E. Isle Company – makers of artificial limbs, and orthopedic appliances
- ♦ P. W. Hanicke Mfg Company – latest models of their own designs of paralysis braces
- ♦ C. V. Mosby Company – complete line of medical books and journals
- ♦ Philip Morris & Co, Ltd - manufacturers of Philip Morris cigarettes; research results from effect of smoking on irritation of the mucous membrane. Samples of Philip Morris cigarettes will be distributed.



Volume 33 October 1936

Advertisement by the MSMA:

A resolution from November 1935 was put into place at the Seventy-Ninth Annual Session in Columbia for MSMA to create a state economics committee to help form the Medical Economic Security Administration, the Medical-Dental Service Bureau, which makes possible the budgeting of health bills in accordance with the ability of the patient to pay, submitted by Carl F. Vohs, MD, Chair, MSMA Committee on Medical Economics.



Volume 33 November 1936

Original Articles – Theme Issue on Cancer

- ♦ “Cancer Viewed as a Preventable Disease” by M. Pinson Neal, MD, Columbia
- ♦ “Determination of Type of Treatment for Cancer From Pathological Studies” by Ferdinand C. Helwig, Kansas City
- ♦ “Diagnosis and Treatment of Early Cancer of the Breast” by Robert E. Schlueter, MD, St. Louis
- ♦ “Cancer of the Rectum” by Ellis Fischel, MD, St. Louis
- ♦ “Management of the Lymphatic Areas Tributary to Oral Cancer” by Earl C. Padgett, MD, Kansas City

Volume 34 June 1937

News Notes:

Ten councilor districts were formed at the House of Delegates meeting in Cape Girardeau to replace the former 31.



Volume 35 January 1938

Historical Note:

The *Journal* adopted two innovations beginning with this issue: the typeface in the *Journal* changed. The new one, called “Textype,” which was originated five years ago, is being used more and more by magazine and book publishers because of its legibility; and the size of the *Journal* has been enlarged to conform more nearly with the size of the *Journal of the American Medical Association*.



Volume 35 June 1938

News Notes: Dr. Ellis Fischel Killed in Accident

On May 14 tragedy overwhelmed the Association when Dr Ellis Fischel, St. Louis, age 54, was killed in an automobile accident while on his way to a Jefferson City meeting with Governor Stark for a conference regarding the final details of the State Cancer Hospital. Reports indicate that he crashed into a truck which was crossing the road to pull in at a filling station near the town of Useful, about 35 miles east of Jefferson City on highway 50. Dr. Fischel was killed instantly and Mrs. Fischel, who was traveling with him, was critically injured. The death of Dr. Fischel removes one of the most outstanding surgeons in the country and particularly a man who had given a large part of his life work to the study of the treatment of cancer. Probably he more than any man in the state, next to Governor Stark, exercised the guiding control and intelligent direction of the members of the legislature in the passage of the bill that established the Cancer Hospital of Missouri.



Volume 35 October 1938

Editorial: Dr. E. J. Goodwin Elected Secretary-Editor Emeritus

Dr. E. J. Goodwin, St. Louis, Secretary-Editor of the Missouri State Medical Association since 1910, upon his request to be relieved of his duties, was elected Secretary-Editor Emeritus for life by the Council at a meeting in Jefferson City in August. He has been editor of the *Journal* since 1906. While Dr. Goodwin has been relieved of the strenuous detailed responsibilities of his office, yet under this arrangement his competent advice and counsel will continue to be available to the Association.

Volume 35 October 1938

Miscellany: Ellis Fischel Cancer Hospital for Indigents

Plans for the Fischel Cancer Hospital for Indigents have been accepted by the Cancer Commission. Construction will start immediately. The hospital will be located on forty acres on Highway 40 in Columbia.



Volume 36 January 1939

Editorial:

The Journal begins "Topic of the Month" to be discussed in the magazine. The first of these is "Highway Accidents," followed by "Syphilis" in February, "Maternal and Infant Care" in March, and "Cancer" in April.



Volume 37 March 1940

Original Article:

"790 Consecutive Hysterectomies with Discussion Technic" by Harold P. Kuhn, MD and William F. Kuhn, MD, Kansas City

Volume 37 July 1940

Original Article:

"The Missouri Sales Tax Token as a New and Relatively Common Foreign Body Requiring Removal from Esophagus and Pharynx (31 Cases)" by William A. Marmor, MD, St. Louis

From the President's Message at the 83rd Annual Meeting by James R. McVay, MD, Kansas City:

The increasing interest in national preparedness brings forth a recommendation that our Association should have a special committee of five members to be known as the Committee on Medical Military Affairs with proper representation of the Army and the Navy.



Volume 37 September 1940

News Notes: Physicians Needed for Army Service

Medical Preparedness: In the event of war, the government would depend on the on the American Medical Association for information to be used in filling the necessary medical personnel for the Army. Secretaries of county medical societies are urged to accept the responsibility for the return of the information questionnaires of physicians residing in their counties. The Seventh Corps Area, which includes Missouri, shows the highest percentage of returns, 69.8 %. However, Missouri is second to the lowest in returns of the eight states included in the area.

News Notes:

Examinations for appointments as commissioned officers in the Medical Department of the Navy will be held January 6 to 9, 1941.



Volume 38 January 1941

News Notes:

War Medicine is a new publication beginning in January, printed by the American Medical Association as part of the medical preparedness program. It will be published bi-monthly and will carry material useful to government services.



Volume 38 February 1941

News Notes: Army Will Require 9,100 Physicians by Next Spring

A total of 9,100 physicians, of whom 5,300 must be procured during the next few months, will be required for the total strength of the army of the United States next spring, which will be approximately 1,400,000 men.

Ciba was a long-time advertiser in Missouri Medicine, creating ads that reflected current events.



WHEN INVASION COMES

It is a dim, chilly dawn, while thin mists ghost over the sea... grim in invasion barges will be soldiers of freedom... straining for action... steeled for what is to come.

In one of these barges an American man of medicine will crouch, lit open before him checking the vital measurements that may mean life for those who fall wounded... ready to bring succor from pain to tomorrow's heroes.

When invasion comes, Ciba Pharmaceutical Products, Inc., and its associated companies will know that in their way they have contributed to the turning of the tide... from barbarism back to honor and comradeship for their fellow men. The months of intensive planning, retooling, rescheduling and the long days and nights the employees have cheerfully given

to meet military requirements, can then be saluted as a "job well done."

From this invasion dawn to a better, saner world free from ravages of war, Ciba, "MERCHANTS OF LIFE" march on. Their post-war planning is based on intensive research to supply the medical profession with modern medical products for the prevention and control of disease.



Volume 38 April 1941

Special Article:

"The Relationship of the Women's Field Army to the State and National Health Departments" by Louis H. Jorstad, MD, St. Louis



Volume 38 May 1941

News Notes:

The creation of a national reservoir of blood plasma to be used by the Army and Navy for emergency transfusions and for treatment of civilians injured in disasters is not actively under way.



Volume 38 November 1941

News Notes: Plans for Rehabilitation of Rejected Draftees

President Roosevelt criticized the nation for permitting conditions which have left 50% of its youth unfit mentally or physically for Army service and inaugurated a program to "salvage" 200,000 of the 1,000,000 youths who have been rejected. Under the salvage program, the federal government will pay medical costs for treatments by local physicians of 200,000 registrants whom local draft boards certify as susceptible of rehabilitation for army service.



Volume 38 December 1941

Miscellany: Emergency Medical Service for Civilian Defense

Each local Civilian Defense Council should appoint without delay a local Chief of Emergency Medical Services. He should be an outstanding medical leader and should be selected in consultation with the State Defense Council, the local medical society and the local health officer.



Volume 39 January 1942

Editorial: A Call to the Medical Profession

The nation is at war. The Congress has passed an amendment to the Selective Service Act which will call for registration of every man up to the age of 65 and which will place all men under 45 years subject to service at the order of the Selective Service boards. The medical profession has been alert. Since June 1940 the medical profession has been intensively engaged in standardization of military medical procedures, encouragement and promotion of scientific military medical research and enrollment of medical personnel.



A W O L

ABSENT WITH OUT Logic

The voluntary choice of remaining at home during two or three days of the menstrual period cuts sharply into the attendance of many women at critical war work.

In special cases, the need for discriminating therapy—analgesic, hormonal, emmenagogue, even surgical—may justify home confinement.

But for so many, absenteeism is motivated solely by a desire to avoid the risk of physical distress and emotional uncertainty, caused by vulval irritation from perineal pads . . . or by fear of olfactory offense . . . or conspicuous bulging under slacks or coveralls.

That such risks can be safely avoided by the use of Tampax menstrual tampons has been known for years by thousands of women in all walks of life—in the theater, in sports, business or social life. For them, this improvement in menstrual hygiene has provided a genuine aid to uninterrupted activity.

They have found that Tampax is free from the prospect of vulvovaginal irritation. It cannot cause noticeable bulkiness, or expose the flux to odorous decomposition. Its three absorbencies permit selection, to meet personal daily needs, simply and safely.

Compression in a one-time-use applicator facilitates insertion without official stress, and exclusive *flax expansion* assures comfortable accommodation in situ. Special *cross fiber stitching* prevents disintegration of the tampon, so that dainty removal may be effected without rubbing.

Today the Tampax habit becomes—more than ever—the logical one for adoption . . . and for professional recommendation.

TAMPAX INCORPORATED - PALMER, MASS.

TAMPAX

ACCEPTED FOR ADVERTISING BY THE JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION

Name _____
Address _____
City _____

Targeting women's hygiene and hormonal needs became popular in the late 1930s.



SHE SWAPPED GLAMOUR FOR GUNS

... but she's still a woman

HER SON is in the infantry—and she knows that he can get the "job" done quicker and be home sooner if materiel is not lacking. Hence, swapping glamour for guns she takes her place in the war effort. But she has a private fight. She's at the age when she wonders if she can keep fit—physically as well as emotionally.

Clinical records show that today loss of time because of menopausal distress is largely unnecessary. Such symptoms can be relieved by adequate therapy with natural or synthetic estrogens.

Both Amniotin (natural estrogenic substance) and Diethylstilbestrol Squibb (synthetic estrogen) are available in dosage forms for oral and hypodermic administration. Diethylstilbestrol is lower in cost and, in contrast to natural estrogens, is only slightly less effective orally than intramuscularly. However, its high potency necessitates cautious use and indicates the advisability, in some instances, of building up the estrogenic level with Amniotin by injection and then, of maintaining therapy with small oral doses of Diethylstilbestrol.

SQUIBB ESTROGENIC SUBSTANCES

AMNIOTIN . . . A highly purified, non-crystalline preparation of naturally occurring estrogenic substances derived from pregnant equine urine. Its estrogenic activity is expressed in terms of the equivalent of international units of oestron. Available in capsules for oral administration; solution for intramuscular injection; and vaginal suppositories.

DIETHYLSTILBESTROL . . . A low cost synthetic estrogen possessing the physiologic properties of estrogenic substances derived from natural sources. Highly effective orally. Available in tablets for oral administration; solution for intramuscular injection; and vaginal suppositories.

For literature address Professional Service Dept., 745 Fifth Ave., New York 22, N. Y.

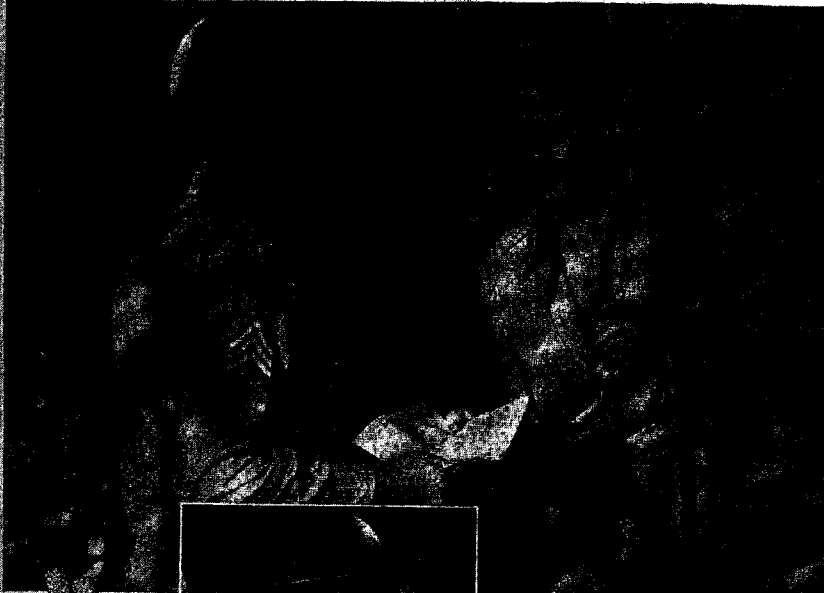
Office Hours—24 hours a day

● Battle front or home front—the story is the same: There aren't enough hours in the day.

It may be a new offensive in the far-off Pacific with its inevitable toll of casualties; it may be an epidemic in a crowded defense area here on the home front—but *never* in history of man has the medical profession carried such

a responsibility . . . carried it so magnificently.

But the reward is great. Victory over the aggressors, yes, certainly. And beyond that, victory over an enemy stronger than Germany or Japan. Because terrible though war is, it is the laboratory out of which will come new knowledge to benefit mankind for years to come.



R. J. Reprints Tobacco Company, Winston-Salem, N. C.



NO ONE more than the busy doctor deserves that precious moment of relaxation . . . the pleasure of a cigarette. Likely as not it will be a cool, flavorful Camel—the favorite cigarette with men in all the services, according to actual sales records.

CAMELS Costlier Tobaccos

Camels ran a series of physician and medically-related advertising during World War II.

Profession Wartime by R. B. Denny, MD, Creve Coeur

The Association is convening at a time when every individual in the nation has a great responsibility. The nation is at war, a war to which each one is committed.

Germany also has made preparation. As far back as 1934, Waldman, surgeon-general in chief of the German army in the last war, suddenly published a paper on the war surgery of that campaign. Any reader who takes the trouble to glance through German periodical medical literature from that time onward will find lengthy, comprehensive contributions on war surgery written by some of the foremost surgeons of the Reich. Were these articles fortuitous in the publication? Was the recurrent theme a mere chance? Was the present construction of the new hospital at Heidelberg a freak of the architect, with its enormous moiety underground and its capacious lifts for rapid evacuation of patients to its nether portion of the hospital? It become difficult to divorce Aryan medicine and surgery from the same bloody-mindedness that one associates with everything connected with the Nazi regime.

Miscellany:

Army Needs 16,000 Physicians by December 31

Miscellany:

Physicians entering the Army or Navy as medical officers should arrange to continue professional liability insurance coverage.

Volume 39 March 1942

Historical Note:

Beginning with this issue and continuing with some regularity until January 1944, Ciba ran full color advertisements highlighting the "Medical Heroes of the Army and Navy."



Volume 39 June 1942

Excerpts from the President's Address: The Medical

News Notes:

As of November 15, 1942, 527 MSMA members were in service and approximately 100 additional members were awaiting call. The total number of physicians who had entered service from Missouri prior to September 1 was 1,017, 888 in the Army and 129 in the Navy.

Historical Note:

Barnes Hospital begins its "Case Reports of the Barnes

Hospital – Clinical and Postmortem Records Used in Weekly Clinicpathologic Conferences at Barnes Hospital, St. Louis. Its last case was presented in Volume 44, September 1947, with Case number 93.



Volume 40 March 1943

Editorial:

The *Journal* is establishing a new section with this issue, "Abstracts and Digests," reviewing recent medical literature. Because of the increasing demand on the time of physicians, it is felt that by presenting abstracts of specific articles or digests of the literature on various subjects, the physician can choose the articles which he wishes to read in detail.



Volume 41 June 1944

Historical Note:

Scientific articles were published regarding syphilis, tuberculosis, diabetes and the use of sulfonamides in the war.

News Notes:

Committee on Postwar Planning under the leadership of M. Pinson Neal, MD, Columbia, writes what physicians can do in peacetime to meet the requirements of the American people. Problems to tackle included the lack of hospitals in rural areas, the increase in the number of physicians, better use of medical facilities and services, expansion of the postgraduate medical extension program, expansion of county health units, meeting the healthcare needs in outstate Missouri, making diagnostic clinics available within a reasonable traveling distance, urging hospitals to increase their ability to accept and train graduates of medicine, and offering demobilized physicians a list of desirable locations and positions.



Volume 41 July 1944

Editorial:

Because of the great use of paper in war industries, the Government has stipulated the amount of paper to be used by each publication. In order to present the minutes of the Annual Session to members in the July *Journal*, it has been necessary to curtail all other material in the issue.



Volume 41 October 1944

Editorial: Missouri's Prepayment Medical Plan Soon to be Launched

Plans are near completion for the launching of Missouri's prepayment medical and surgical care plan which was approved last spring by the House of Delegates of the MSMA. The plan

DOCTOR of the Purple Heart!

The Purple Heart—awarded to persons wounded in action against the enemy.

THE GUNS are silent once more. For the men with the guns, the war is over. But for the thousands of medical men in the service, the war still goes—their "war in white" in behalf of the wounded, the wearers of the Purple Heart. Doctors that they are, of medicine and morale, they well know how much a cigarette can mean to an invalid soldier. And servicemen that they are, as well, these doctors know what a big favorite Camels have been, and are, with men in all the services.

Camels
COSTLIER TOBACCOS

Camels' target audience became physicians and war heroes after World War II.

Announcing
DR. ROBERT I. SMITH
formerly a medical officer of
the Army of the United States
has been honorably discharged
and is resuming practice
at his former office at
10 Walnut Street

Welcome Home, Doctor!

Warriors Without Weapons . . . Soldiers in White . . . Marshals of Mercy . . .
The medical men in the war will be the subject of novels, plays, and movies for years to come. But words, pictures . . . statistics, revealing as they are . . . won't begin to tell the whole story of the magnificent work you did. Nor will words be adequate to express fully the appreciation and thanks of your fellow men.

The makers of Camel cigarettes join with millions of others in saying, "Well done, Doctor" and "Welcome home!"

CAMELS Costlier
Tobacco

will be administered through Blue Cross Service under authorization of the board of trustees of Missouri Medical Service which will guide the policies. It provides for medical



V-Day for the Doctor!



● "Good-bye, Doc—and thanks for everything!"
Yes, that's V-Day for the service doctor . . .
victory in his war to *save* lives.

And doctor that he is—soldier too—he well
knows how much a "smoke" can mean to a
fighting man. He himself may find that same
comfort and cheer in a few
moments with a good cigarette.
Very likely it's a Camel—for
Camels are such a big favorite
with fighting men—in O.D., in
blue, and in *rebite*.



H. J. Redmond Tobacco Company, Winston-Salem, N. C.

Costlier **Tobacco** — **Camels**

*A two-page spread for Camels in
Missouri Medicine ran in 1944.*

and surgical care for hospitalized cases at a cost to single persons of 85 cents per month and to families, regardless of size, of \$2.25 per month. The reaction of the public as evidenced by the favorable response of the press is worthy of comment. The MSMA has been widely acclaimed for its farsightedness in adopting it.



Volume 41 December 1944

News Notes: Missourians Win Nobel Prizes

Dr. Joseph Erlanger, Director of the Physiology Department, and Dr. Herbert Spencer Gasser, former Professor of Pharmacology, both at Washington University School of Medicine, were awarded the Nobel Prize on their work for the function of individual nerves in the field of electrophysiology of nerves. Dr. Edward A. Doisy, Professor of Biochemistry at Saint Louis University School of Medicine was awarded the Prize for his investigation on the chemical nature of Vitamin K.

News Notes:

A few years ago antisera against the pneumococcus and meningococcus were hailed as great advances in the therapy of pneumonia and meningitis. Last month the United States

Army took these two sera off the standard list of supplies. In view of the high effectiveness of sulfonamide drugs and penicillin in treating such infections, these antisera are no longer needed for therapeutic use.



Volume 42 February 1945

Historical Note:

The *Journal* began using the MSMA seal on the front cover, which was actually the official Missouri state seal with the words "Missouri State Medical Association" wrapped around it. This seal would remain the logo for MSMA until 1999.

Reading pages for 1945 totaled 268. Advertisements totaled 550 pages.

Pharmaceutical advertisers in 1945 included Parke, Davis & Company; Eli Lilly; Ciba; Julius Schmid, Inc; Burroughs Wellcome & Co; Wyeth; Searle; Schering Corporation; United Drug Company; Barlow-Maney Laboratories; Cheplin Laboratories; Bristol-Myers; Holland-Rantos Company; Winthrop Chemical Company; Schieffelin and Company; Squibb; Smith-Dorsey Company; and Smith, Kline and French Laboratories.

Drugs advertised included globin insulin; penicillin; trasentine-phenobarbital; benzedrine inhaler; aluminum hydroxide gel; mercurochrome; neo-synephrine; seconal sodium; smallpox vaccination; and adrenalin.

Popular products advertised included abdominal, back and breast supports from Spencer and Camp; Similac, SMA, and Biolac infant food formula; White's Prescription Vitamins; Mead Johnson vitamins; Ovaltine; Luzier's Fine Cosmetics and Perfumes; Tampax; Contraceptive devices, diaphragms, birth control pills, spermidical jellies; Coca-Cola; Metamucil; and Maltine.



Volume 42 June 1945

Editorial:

The 7th War Bond Drive began May 14 and will extend through June 30. A message from the Five Star Generals is carried on the front cover of this issue in hope that it will be a reminder to buy an extra bond during this drive.



Volume 43 February 1946

Editorial: Veteran Physicians

Among the numerous problems facing physicians returning to practice from military service, to many the greatest problem is obtaining a place to establish that practice. If there are physicians who are willing for a returning physician to make use of their offices during the time they spend at a hospital or in making calls, the Association office would like to have that information.



Volume 43 May 1946

Editorial:

House Bill 206, known as the Doctors' Prefix Bill, becomes law on July 1, 1946. Members are urged to make appropriate changes immediately in their office name plates, stationary, cards, prescription blanks, and such. The law provides that any one using the word "Doctor" or "Dr." before his name must affix words or letters after his name designating the degree held or type of practice in which the individual is engaged.



Volume 43 June 1946

Original Article:

"Highlights and Problems Related to Medical Care of Veterans" by J.C. Harding, MD, Washington, D.C.



Volume 44 June 1947

Original Articles: Theme Issue on Symposium on Medicolegal Problems

♦ "Join Tasks of Law and Medicine" Hubert Winston Smith, LLB, MD, Urbana, IL

♦ "A Survey of the Laws of Missouri Relating to the Practice of Medicine" Herbert S. Breyfogle, MD and Arnold J. Willmann, LLB, St. Louis

Louis

♦ "Legal Considerations of Blood Alcohol Analysis" Charles E. Cullen, LLB, St. Louis

Louis

♦ "Coroner Proceedings in Relation to Workmen's

Compensation

Hearings" Courtney S. Goodman, LLB, St. Louis

Louis

Louis

♦ "Legal Considerations

Incident to the

Performance of

Autopsies by Coroners

and Pathologists in

Missouri" Stewart D. Flannagan, LLB, St. Louis

Louis

♦ "Medicolegal Aspects

of the Sale and Use of

Barbiturates" Roy S. Pruitt, St. Louis

Louis

♦ "Medicaolegal

Problems in

Distinguishing Accident

From Suicide With

Special Reference to

Missouri Cases" Herbert S. Breyfogle, MD and

Orville Richardson, JD,

St. Louis

St. Louis



THIS BUTTON CRAZE WAS SOON FORGOTTEN

... Giant buttons, the height of fashion in early 19th century

But JOHNNIE WALKER is more popular than ever

Smooth as a waltz... mellow as a memory... Johnny Walker will never go out of date. There's lasting satisfaction in treating your guests and yourself to this fine scotch whisky.

Popular Johnnie Walker can't be everywhere all the time these days. If occasionally he is "out" when you call... call again.



BORN 1820 still going strong

JOHNNIE WALKER

WALKER

BLENDED SCOTCH WHISKY

BLACK LABEL



Bottls 86.9 Proof
Canada Dry Ginger Ale, Inc.
New York, N. Y.
Sole Importer

BUY UNITED STATES WAR BONDS AND STAMPS

Johnnie Walker was one of the first ads for alcohol in the late 1940s.

Volume 45 February 1948

Historical Note:

The *Journal* began running the "President's Page" with the February 1948 issue under Morris B. Simpson, MD.

The MSMA Ninetieth Annual Meeting reports included: Committee on Cancer, Committee on Mental Health, Committee on Maternal Welfare, Committee on Health and Public Instruction, Committee on Constitution and Bylaws, Committee on Fractures, Committee on the Control of Venereal

September/October 2004 • Vol. 101 • No. 5 • Missouri Medicine • 477



Volume 46 October 1949

MSMA Visits the Missouri State Fair

MSMA exhibited at the 1949 Missouri State Fair in Sedalia as part of the lay educational program of the State Association's Committee on Health and Public Instruction.

come under his observation. Activities of the Association, as well as pertinent facts concerning medical legislation and economics, also will occupy a prominent place.



Volume 47 February 1950
From the President's Page:

It is not too soon to make plans to attend the Annual Session of the Missouri State Medical Association. This meeting, as you know, will mark the 100th Anniversary of the founding of the Association. Color television, which will be presented for the first time in St. Louis, will portray actual surgical operations at

Disease, Committee on Industrial Health, Committee on the Conservation of Eyesight, Committee on Tuberculosis, Committee on Cardiac Diseases, Committee on Rural Medical Service, Committee on Scientific Work, Committee on Publication, Committee on Medical Defense, Committee on Medical Education and Hospitals, Committee on Medical Economics, Committee on Postgraduate Course, Committee on Policy and Public Relations, Committee on Endowment, and the Committee on Anesthesiology.

the time of performance as well as special medical clinics.



Volume 47 April 1950

Historical Note:

The History of the Missouri State Medical Association by Robert E. Schlueter, MD, St. Louis, was published in full in this issue.



Volume 48 March 1951

Historical Note:

A special 44-page article on "A Four-year Medical School for the University of Missouri" was printed in full by the Board of Curators. The report covered continuing the current two-year school, programs of instruction, costs, buildings and facilities, cost of establishing a medical school in Kansas City, residence halls, research, and location. The *Journal* then ran an editorial in full support for the school.



Volume 46 May 1949

Original Article:

"Double Symmetric Monsters – Thoracopagus Twins, A Case Report" by Julian A. Ossman, MD, Jefferson City and Horace M. Wiley, MD, Jefferson City



Volume 47 January 1950

Editorial:

The *Journal* appears with a new cover and new content to match in order to emphasize the educational aspects of medicine, both organizational and scientific. The *Journal* will begin printing a Postgraduate Review, deigned to bring the busy practitioner up to date on various aspects of medicine, surgery, obstetrics and gynecology. The section on Case Reports is provided to give every physician an opportunity to present cases which have

Volume 48 October 1951

Original Article: Theme Series from the Committee on Emergency Medical Service regarding the official state plan for medical and health services in Civil Defense:

- ♦ "Why Civil Defense" Carroll P. Hungate, MD, Kansas City
- ♦ "Civil Defense Needs Every Physician" Edward F. Stegen, Washington, DC

- ♦ "State Level Civil Defense Health and Medical Services and Special Weapons Defense" Buford G. Hamilton, MD and Herbert S. Miller, MD, Jefferson City
- ♦ "Role of the Red Cross in Civil Defense" Milton Tainter, Kansas City
- ♦ "The Plan for Medical Service in Missouri's Civil Defense Program" Curtis H. Lohr, MD, St. Louis
- ♦ "Personnel Requirements of the Medical Portion of the State Civil Defense Plan" Durward G. Hall, MD, Springfield
- ♦ "Intelligence Aspects of the State Civil Defense" Sam J. Merenda, MD, St. Louis
- ♦ "Function of Intelligence (G-2) Section" William J. Shaw, MD, Fayette
- ♦ "Supply and Logistics" John Growdon, MD, Kansas City
- ♦ "The Blood Program" Hollis Allen, MD, St. Louis
- ♦ "Radiologic Warfare Defense" J. E. Schiffmacher, MD, Kansas City
- ♦ "Biologic Warfare" National Civil Defense Administration
- ♦ "Public Health Activities in Civil Defense" Charles Blankenship, MD, Kansas City
- ♦ "Medical Plans for Civil Defense in a Nontarget Area" S.A. Grantham, MD, Joplin
- ♦ "Time for a Decision" Carroll P. Hungate, MD, Kansas City



Volume 49 May 1952

Editorial:

The Committee on Emergency Medical Service continues its planning in the case of an atomic attack with the following articles. Please preserve this issue of the *Journal* for your own use. It is a practical reference guide for the handling of mass casualties.

- ♦ "An Educational Program for Special Medical Defense" Carroll P. Hungate, MD, Kansas City
- ♦ "The Emergency Treatment of Casualties with Major Open Wounds, Blast and Crush Injuries" Carroll P. Hungate, MD, Kansas City
- ♦ "Fluid Therapy in Burns" Francis X. Paletta, MD, St. Louis
- ♦ "Analgesia, Airway Management and Anesthesia for Mass Casualties" Douglas W. Eastwood, MD, St. Louis
- ♦ "The Early Triage of Casualties" R. R. Coffey, MD, and J.A. Growdon, MD, Kansas City
- ♦ "The Surgical Treatment of Burns" David W. Robinson, MD, Kansas City, Kansas
- ♦ "The Treatment of Fractures in Atomic Bomb Casualties" Robert M. O'Brien, MD, St. Louis
- ♦ "Current Concepts of Therapy of the Radiation Syndrome" Joe W. Howland, MD, Rochester, NY

- ♦ "Recent Knowledge on Treatment of Chemical Warfare Casualties" Col. William L. Wilson, MC, Washington, DC



Volume 49 August 1952

Musings of the Field Secretary:

The *Journal of the Cape Girardeau County Medical Society* has been launched successfully. This brings to seven the number of county medical society bulletins in Missouri published regularly by component societies of the Missouri State Medical Association. These are: the *Bulletin of the St. Louis Medical Society*, *Jackson County Medical Society Weekly Bulletin*, *Greene County Medical Society Bulletin*, *St. Louis County Medical Society Bulletin*, *Bulletin of the Buchanan County Medical Society*, *Tri-State Medical Bulletin* (published by the Jasper County Medical Society).



Volume 50 January 1953

Historical Note:

MSMA changes the name of the monthly publication to *Missouri Medicine*, the *Journal of the Missouri State Medical Association* and changes the cover design and updates content to include regular columns such as "Curiosa et Trivia," "With our G.Ps," "Capsule Clinics," "Forty Years Ago," "What is Your Hobby Doctor?" and "Meetings and Musings." Vincent T. Williams, MD, Kansas City, who has taken over as editor, proposes that the *Journal* is *Missouri Medicine*, figuratively and literally.



Volume 50 February 1953

Historical Note:

First article on financial planning appears. President J. William Thompson, MD, writes about the "Missouri Naturopathic Association" presenting a bill for the regulation of their practices in the 1953 legislative session.



Volume 51 July 1954

Historical Note:

Pharmaceutical drug advertisements included erythromycin, achromycin, premarin, cholol-trimeton, Bayer aspirin, Nembutal, benedryl, Kent and Viceroy cigarettes replaced Camel and Philip Morris as the tobacco advertisers and Johnnie Walker Blended Scotch Whiskey and Hennessy Cognac Brandy continued advertising.

The annual membership directory was moved from February's issue to July.

Scientific:

"Cardiac Arrest and Resuscitation – Present Status from a Registry of over 1400 cases" Hugh E. Stephenson, Jr., MD, Columbia

Volume 52 1955

Historical Note:

Each issue of the *Journal* carried a column titled, "Councilor District News," with each councilor reporting meetings and news in his area. Black and white pictures accompanied the articles, mostly of physicians at long tables or sitting theatre-style listening to a speaker.

The *Journal* covered extensively the details of Senate Bill 226, allowing for a single standard for licensing physicians and surgeons. However, by May 1955, the proposed legislation was dead in the Senate Committee on Public Health and Welfare.



Volume 52 August 1955

Editorial:

The special doctors draft act, originally passed at the time of the Korean episode, has been extended for two more years during these times of peace. Thus, while all other citizens are subject to draft through the age of 26, physicians, dentist, and veterinarians are subject to the draft through the age of 45. The American Medical Association vigorously opposed the draft extension.



Volume 53 January 1956

President's Page:

A survey by the American Public Health Association showed that only 19% of persons interviewed believe that medical care costs too much; 51% criticized physicians for their unwillingness to make house calls and for keeping patients waiting far beyond appointment time in the office; 64% criticized physicians and hospitals because they have become too impersonal and lack the human touch. Surely we can do something to correct our own habits in order to improve patient-physician relations.



Volume 53 May 1956

President's Page:

Physicians are urged to contact their lawmakers to oppose House Resolution 7225 which provides in part for cash payments for totally and permanently disabled persons at age 50 as part of the Social Security Program. [Editor's Note: This was signed into law in October 1956.]

Volume 53 September 1956

President's Page:

A notice to physicians on Public Law 569, known as "Medicare," which provides for medical care for the dependents of the uniformed services was issued. The administration of the act will be handled by the Department of Defense. Reports will be made in forthcoming issues of *Missouri Medicine*.



Volume 54 January 1957

Editorial:

The MSMA membership was polled to determine whether or not we should proceed with a contract under the Dependent's Medical Care Act (Medicare). The results of that poll show that of the 1,478 physicians who responded, 1,288 (87%) were in favor of proceeding, and 190 were against. Arrangements have been made with the two Blue Shield Plans in Missouri to handle the fiscal administration of the program.



Volume 54 June 1957

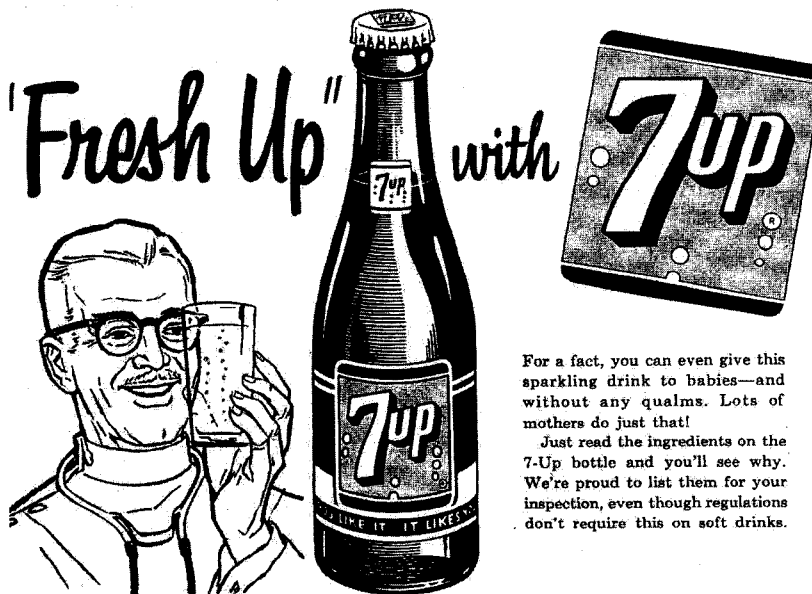
Curiosa et Trivia:

It's getting harder to find the traditional "physicians and surgeons" since the AMA Council on Education now recognizes and approves residencies in their specialties and subspecialties. The most recent addition is aviation medicine.

Curiosa et Trivia:

A new drug was introduced to lower blood cholesterol levels called "Arcofac" which contained linoleic acid, vitamin B6 and vitamin E.

After Coca-Cola, 7Up was the most popular brand of soft-drink advertising in Missouri Medicine in the 1950s.



For a fact, you can even give this sparkling drink to babies—and without any qualms. Lots of mothers do just that!
Just read the ingredients on the 7-Up bottle and you'll see why. We're proud to list them for your inspection, even though regulations don't require this on soft drinks.

Volume 54 October 1957

Historical Note:

An "Asian Flu Roundup" was published as this was the most expected epidemic to hit the public in some years. An estimated 400,000 to 800,000 Missourians were expected to be hit at various times in the fall and winter.



Volume 55 June 1958

Historical Note:

Tom O'Brien, MSMA's Executive Secretary, summarized the Association's 100th Annual Session held in St. Louis in April of 1958. In his report, he reviewed the Vendor Program, which would call for appropriation of state matching funds under a federal program in which payments may be made direct to doctors, hospitals, and other caregivers for services to state public assistance recipients who are past 65 years of age or totally and permanently disabled; the Medicare Program, where MSMA is the contracting agency in Missouri for matters of policy and control and the two Blue Shield plans serve as fiscal administrators; Single License Legislation, where MSMA and MAOPS is sponsoring a bill to be introduced in the 1959 Legislature; and the Missouri Medical Service, the St. Louis Blue Shield Plan, that since its foundation since 1944 has been sponsored by MSMA.

President's Page:

The 100th Annual Session may have been a painful one politically for some of our members. However, it showed there are honest differences of opinion among the physicians of Missouri. How to grapple with the economic and socialistic trends that the medical profession must cope with shows that physicians can no longer keep their heads buried in their work. We must realize we are living in changing times to insure the best possible care for our patients. Many doctors sincerely feel we can best do this by just saying "No" to all programs presented by government. Others feel it is better to evaluate these programs, such as the Vendor program. Doctors are not afraid to face up to the political and economic problems of life and make a decision.

Scientific Article:

"Median Nerve Compression of the Wrist – Carpal Tunnel Syndrome" Arthur H. Stein, Jr. MD, St. Louis



Volume 56 1959

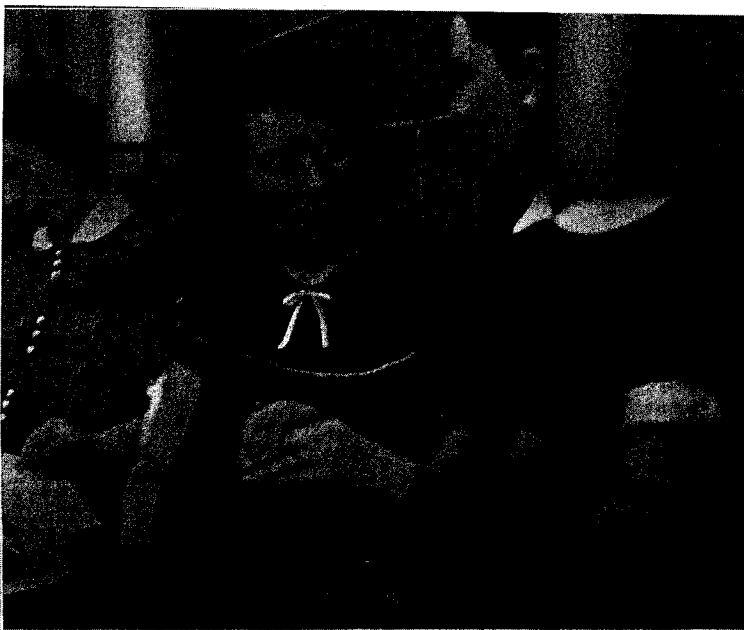
The Committee on Publication reported a record 709 pages of reading material in Volume 56, 683 pages of advertising and 108 pages of inserts. Advertising earned \$58,553 and the cost of producing the *Journal* was \$42,672.



Missouri Medicine Centennial:

Excerpts & Reflections from 1960-2003 will continue in the November/December 2004 issue of *Missouri Medicine*.

Pharmaceuticals for anxiety became popular in the late 1950s.



Anxiety of pregnancy

'Miltown' therapy resulted in complete relief from symptoms in 88% of pregnant women complaining of insomnia, anxiety, and emotional upsets.*

'Miltown' (usual dosage: 400 mg. q.i.d.) *relaxes both mind and muscle* and alleviates somatic symptoms of anxiety, tension, and fear.

'Miltown' therapy does not affect the autonomic nervous system and can be used with safety throughout pregnancy.*

*Belafsky, H. A.,
Brubaker, S.,
and Shaugfield, J. R.:
Meprobramate in pregnancy.
Obst. & Gynec.
9:702, June 1957.

Miltown



THE ORIGINAL MeproBRAMATE
DISCOVERED & INTRODUCED BY
WALLACE LABORATORIES
NEW BRUNSWICK, NEW JERSEY

Missouri Medicine Centennial: Excerpts & Reflections from 1960 - 2004

Volume 57 1960

Historical Note:

MSMA covered extensively activities in the "Missouri Academy of General Practice."

News - Professional and Personal:

The Greene County Medical Secretaries and Assistants Society heard a talk on "Country Practice" by T. M. Macdonnell, MD, Marshfield, on Nov. 4



Volume 58 February 1961

Report from the Council:

Statistics of the present status of the Student Loan Fund show that a total of 34 loan applications have been received, of which 21 were granted, for a total of \$14,665. It was voted to appropriate \$25,000 from current funds for the Student Loan Fund. It was suggested that as soon as the legal status of the fund could be cleared for tax exemption, means should be set up to make contributions possible.

March 1961

Editorial:

Many important historical events have taken place in the month of March. Several states joined the union in the month of March – Ohio in 1803, Nebraska in 1867, Florida in 1845, Vermont in 1791, Maine in 1920. The U.S. Department of Education was established in March 1867. The first U.S. Census was taken in March 1790. The Star Spangled Banner was decreed the National Anthem by Congress in March 1931. The first U.S. postage stamps came into use in March 1847. The telephone was first used in March 1876. The Federal Trade Commission was organized in March 1915. The arrival of Spring will take place on March 21, but to members of the MSMA, March 1961 will mark the date of the 103rd Annual Session to be held in Kansas City at the Hotel Muehlebach. Plan to attend!

Cruiosa et Trivia:

The average person blinks his eyes about 25 times per minute, each blink averaging about .2 second. At this rate,

'Ya Mean I Can't Have a Crutch for This Side?'



April 1961 - Health plans for American began to take shape and cartoons expressed popular opinion.

during a 10-hour drive at 40 miles per hour, he has traveled about 33 miles with his eyes shut.

Four years of medical school education (excluding living expenses) now cost about \$4,000; this far exceeds the four-year cost of an education leading to a PhD. Currently, this is under \$2,000.

May 1961

Editorial: The Best of Times and the Worst of Times

The fact is there never was a good time to become a doctor. It was not a good time in the Middle Ages to fight plague with nothing but courage and a few useless samples. Nor was it a good time in the 19th Century to face a lifetime of watching children die from diphtheria. Nor as a surgeon of little more than a hundred years ago to operate without anesthesia and

see half of one's patients die of infection. Few of us could be happy at the prospect of fighting Spanish influenza with aspirin, poultices and despair. Today, the newest doctor can conquer diseases that 20 years ago were beyond the skill of the greatest physician in the land. The worst of times? Perhaps. The best of times? Yes.

Scientific:

“Frigidity in the Female” by Eugene G. Hamilton, MD, Clayton

An esteemed colleague, recently departed, used to say, “There are not frigid women, there are only clumsy men.” Such observations are not in accord with workers in this field. Those with experience estimate that 40 percent of women suffer frigidity in some degree.



Volume 59 1962

Historical Note:

A series of articles dealing with thermonuclear survival was published throughout 1962, 1963, and 1964 all by Solomon Garb, MD, St. Louis, Secretary of Medical Education for National Defense at the University of Missouri.

- “Thermonuclear Survival” – January 1962
- “The Effects of Hydrogen Bombs” – February 1962
- “Important Aspects of Nuclear Radiation” – March 1962
- “Family, Neighborhood and Community Shelters” – April 1962
- “Basic Principles of Protection from Hydrogen Bombs” – May 1962
- “Providing Safe Ventilation and a Comparison of Shelters” – August 1962
- “Types of Shelters Useful for Families” – September 1962
- “Fire, Firestorms, Burns and Blindness” – October 1962
- “Shelters in Rock” – November 1962
- “Protection of Houses Against Blast and Fire” – December 1962
- “Basic Dietary Supplies and Equipment for Shelters” – January 1963
- “Civil Defense Against Agents of Chemical and Biological Warfare” – February 1963
- “Civil Defense Planning for Schools” – March 1963
- “When Time is Short” – April 1963
- “Long-Term Survival after a Thermonuclear War” – May 1963
- “Special Civil Defense Problems of Cities” - June 1963
- “Special Civil Defense Problems of Rural Areas” – September 1963
- “Special Medical and Nursing Civil Defense Problems” – February 1964
- “Civil Defense in Industry” – May 1964



Doctors, too, like “Premarin.”

THE doctor's room in the hospital is used for a variety of reasons. Most any morning, you will find the internist talking with the surgeon, the resident discussing a case with the gynecologist, or the pediatrician in for a cigarette. It's sort of a club, this room, and it's a good place to get the low-down on “Premarin” therapy.

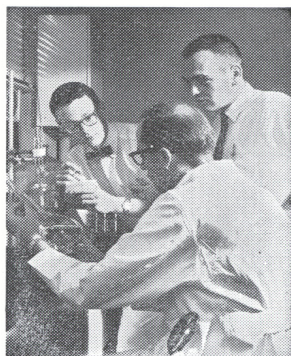
If you listen, you'll learn not only that doctors like “Premarin,” but why they like it. The reasons are fairly simple. Doctors like “Premarin,” in the first place, because it really relieves the symptoms of the menopause. It doesn't just mask them – it replaces what the patient lacks – natural estrogen. Furthermore, if the patient

is suffering from headache, insomnia, and arthritic-like symptoms due to estrogen deficiency, “Premarin” takes care of that, too. “Premarin,” conjugated estrogens (equine), is available as tablets and liquid, and also in combination with meprobamate or methyltestosterone. Ayerst Laboratories • New York 16, N. Y. • Montreal, Canada



As early as 1960, physicians were prescribing Premarin.

your help is
needed by
Missouri's future
practicing
physicians!



Give now to our profession's . . .
Medical Student Loan Fund

- The Missouri State Medical Foundation—MSMF—has been created by the Missouri State Medical Association for the express purpose of giving financial assistance to deserving young Missourians who will be tomorrow's doctors.
- It is the privilege—and responsibility—of physicians in practice to see that medical education funds are available to the young men and women who are well qualified to study medicine, but need financial help.
- Doctor, won't you please support this wonderful cause by sending a check today to MSMF?

MSMF GRANTS LOANS OF UP TO \$1000 A YEAR TO MEDICAL STUDENTS

**MISSOURI STATE
MEDICAL FOUNDATION**



634 Missouri Theatre Bldg. / Saint Louis 3, Missouri

• SPONSORED BY THE MISSOURI STATE MEDICAL ASSOCIATION •

The first ad for the Missouri State Medical Foundation, February 1963.

Volume 60 February 1963

Editorial:

Drug Identification Guide Prepared by AMA



Volume 61 June 1964

Scientific Article:

"A Study of Long Term Effects of Football Injury to the Knee"
by Kenneth L. Rall, MD and Glenn McElroy, MD, Columbia

October 1964

President's Message:

On August 7, 1964, the MSMA suffered a grievous loss. The President of our Auxiliary, Mrs. Delevan (Bitsy) Calkins, was killed in an automobile collision while returning from an

Auxiliary meeting in Marshall. Her death was "in the line of duty," those duties being attention to matters which are of vital concern to our Association, and to the medical profession as a whole. I have suffered a personal loss, for I have known Bitsy since my earliest days at Barnes Hospital, and she was at the time of her death, as in those earlier days, doing things for others. We will miss her, and are deeply grateful for all that she has done.



Volume 62 June 1965

President's Message:

The MMPAC is undergoing a period of "agonizing reappraisal." Dr. Ralph Perry, who headed the organization from the time of its inception three years ago, has resigned apparently with a feeling of complete frustration at the lack of interest among Missouri physicians. We understand Dr. Perry's feeling, but sincerely regret his decision to resign. MMPAC efforts through most of the state met with discouraging apathy and lack of interest.

September 1965

News:

Medicare (as part of the Social Security Amendments of 1965) was signed into law by President Johnson in the small auditorium of the Harry S Truman Memorial Library in Independence, Mo.

From the Minutes of the 107th Annual Session:

At the end of 1964 the long-time Assistant Editor of *Missouri Medicine*, Miss Helen Penn, retired. For the past 34 years Miss Penn has provided a continuing and invaluable source of energy, inspiration and know-how for the publication process. Mr. Allen D. Smith is now Managing Editor of *Missouri Medicine* and will assist with legislation and public relations.

Remarks of Paul R. Whitener, MD, incoming President:

One area in which I should like to see us take an increased initiative in the coming year is in building closer relations between medicine and religion. I should like to share a prayer I am often these days reciting for myself: 'Lord, Thou knowest better than I know myself that I am growing older and will some day be old. Keep me from getting talkative, and particularly from the fatal habit of thinking I must say something on every subject on every occasion. Release me from craving to try to straighten out everybody's affairs. Make me thoughtful, but not moody; helpful, but not bossy; with my vast store of wisdom it seems a pity not to use it all...but Thou knowest, Lord that I want a few friends at the end. Keep my mind free from the recital of endless details...Give me wings to get to the point. Seal my lips to my many aches and pains...they are increasing and my

love of rehearsing them is becoming sweeter as the years go by. I ask for grace enough to listen to the tales of others' pains. Help me endure them with patients. Teach me the glorious less that occasionally it is possible that I may be mistaken. Keep me reasonably sweet. I do not want to be a saint...some of them are so hard to live with, but a sour old man is one of the crowing works of the devil. Help me to extract all possible fun out of life. There are so many funny things around us and I don't want to miss any of them."

August 1965

News: Tom O'Brien Submits Resignation

The Executive Secretary of the MSMA for the past 21 years, Thomas R. O'Brien, has submitted his resignation. Raymond McIntyre, long-time Field Secretary for the Association, was named Acting Executive Secretary and will assume full responsibility when the reorganization is approved formally. In submitting his resignation, O'Brien told the Council, "For more than 20 years the MSMA has been my life. The programs of the Association, the people of the Association, the problems of medicine in Missouri have filled my mind and have taken all the energy and effort of which I was capable. I leave your active service with a sense of fulfillment because of the rewarding personal attachments I have had with so many of you for so many years. I have loved my job."

September 1965

Scientific:

"Skin Cancer Treated with Combined Superficial X-Ray and Gamma Radium Rays" by Wilfred E. Wooldridge, MD and Ernest Lorenc, MD, Springfield



Volume 63 May 1966

News: MSMA Okays Office Move, Dues Hike and Reapportionment

The Executive Office of the MSMA will be moved from St. Louis to Jefferson City as a result of action taken during the Association's 108th Annual Session. The proposal to move the Executive Office has been debated almost annually for several years. A special committee appointed to investigate indicated that much of the evidence which it had collected pointed to the state capitol city as the logical and practical location of the Office, primarily because of the ever increasing government involvement in medical and health affairs. The committee pointed out that contacts with such agencies as the Division of Health, Division of Welfare and Division of Mental Diseases have been increasing rapidly and apparently will continue to increase "to the point that day by day contact with these agencies will become mandatory." The House of Delegates also approved a plan for reapportioning itself by giving larger



The good ship U.S. Savings Bonds.

Here's one ship that always comes in—the good ship U.S. Savings Bonds. It provides money for countless college educations, new homes, vacations and all the other good things that people save for. Money that keeps growing. Money that helps to keep our economy strong. Buy Bonds where you work or bank—help your country while you're helping yourself.

NOW – Higher Rates!
Savings Bonds now pay 4.25% when held to maturity—and Freedom Shares (sold in combination with E Bonds) pay a full 5%. The extra interest will be added as a bonus at maturity.

And now you can buy the Bond/Freedom Share combination *any time*—no monthly commitment necessary. Get the facts where you work or bank.

U.S. Savings Bonds, new Freedom Shares

The U.S. Government does not pay for this advertisement. It is prepared on a basis of cooperation with the Department of the Treasury and The Advertising Council.

U. S. Savings Bonds continued to be a strong advertiser throughout the 1960s and 1970s, this one dated November 1965.

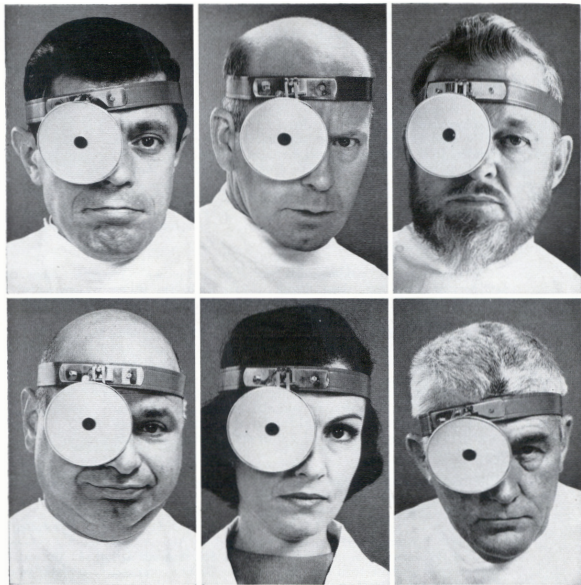
local medical societies greater representation without reducing the representation of the smaller societies. There was no opposition to a Council recommendation that MSMA dues be increased by \$10 a year.



Volume 64 January 1967

News: AMA Approves 'Family Practice' Concept

The AMA has endorsed the idea of a new medical specialty of "Family Practice" and has authorized its Council on Medical Education to move forward with plans for implementing the idea. The Council concluded that the American public needs and wants a large number of well-qualified family physicians to provide comprehensive personal care. The Council then outlined a program which will provide the proper education and training for Family Practice, will offer Family Practice the recognition and status accorded other medical specialties and



“All Otolaryngologists are Alike”

Just look at them and you can see how much they have in common. Besides, they all go through pretty much the same training, and pass the same kinds of tests, and measure up to the same sort of standards. Therefore, all otolaryngologists are alike. Right?

Wrong! But that's no more preposterous than what some people say about aspirin. Namely: since all aspirin is at least supposed to come up to certain required standards, then all aspirin tablets must be alike.

Bayer's standards are far more exacting. In fact, there are at least nine specific differences involving moisture content, purity, potency and speed of tablet disintegration,

which make the manufacture of Bayer® Aspirin so different.

These Bayer standards result in significant product benefits, including gentleness to the stomach and product stability, that enable Bayer Aspirin tablets to stay strong and gentle until they are taken.

So next time you hear someone say that all aspirin tablets are alike, you can say, with confidence, that "it just isn't so."

You might also say that all otolaryngologists aren't alike, either.



In 1967 Bayer was the first aspirin to advertise in Missouri Medicine.

will inspire medical students and young physicians to enter the field of Family Practice.

March 1967

Scientific:

“What do Rural General Practitioners in Missouri Really do in the their Offices?” by A. Sherwood Baker, MD, Henry Parrish, MD and Marian Bishop, PhD, Columbia

News: Viet Nam Seminar in St. Louis

A seminar concerning medical problems affecting both the Vietnamese population and American troops in Viet Nam will be presented at the Chase Park Plaza in St. Louis on April 6. Dr. Dan Campbell, Colonel, MC, USAF, will speak on “Observations from the MeKong Delta.” The program will also include discussions of malaria, as found in the Viet Name highlands, and problems relating to evacuation of U.S. casualties.

October 1967

Scientific:

“Family Planning: Ovulation Suppression and Rhythm” by Joseph Krebs, MD, St. Louis

November 1967

News: Volunteer Physicians for Viet Nam

MSMA has received a letter from the AMA urging Missouri physicians to consider a voluntary service of 60 days in one of 18 provincial hospitals in South Viet Nam. The American volunteer will face medical challenges in South Viet Nam which most of his colleagues back home have only seen in textbooks. He will return home (according to those who have been there)



More than 300 physicians, their wives and guests gather in the Grand Ballroom of the Muehlebach Hotel in Kansas City for the 1966 Presidents' Banquet and to hear Missouri Governor Warren E. Hearnes deliver the address of the evening.

July 1966

with a sense of contribution and a fulfillment which is difficult to describe.



Volume 65 March 1968

Special Feature:

“Prevention of Tuberculosis: A Guide for Physicians” by Sheldon B. Beecher, MD, Poplar Bluff, created for the MSMA by the Tuberculosis Committee

July 1968

Resolution from the 110th Annual Session:

Resolved, that MSMA work for legislation to amend the present chemical test law from .15 percent by weight of blood alcohol to .10 percent by weight as prima facie evidence of alcohol intoxication, and that such law provide for establishment of immunity, from lawsuit, covering physicians who withdraw blood specimens from arrested motorists or victims of vehicle accident, at the request of law enforcement officers.

September 1968

Historical Note:

This issue of *Missouri Medicine* covered in depth the development of the Missouri Regional Medical Program (MRMP), the goal of which to facilitate fulfillment of the promises of modern medicine for all people in the Missouri Region with particular reference to bringing the newest and most competent services in heart disease, cancer, stroke and related diseases as geographically close to the patient as possible.

The President’s Message by David Kerr, MD, outlined a proposal for a study of medical care cost in Missouri. The cost of such investigation was \$145,000 and the MSMA went to the AMA for the funding. The AMA turned MSMA down, and so the MSMA approached the administrators of the MRMP for funding. The MSMA Council met and involved a long, detailed discussion of support. The final vote was close, to support. Dr. Kerr remarks, “it is time we compile our own accurate figures concerning the true costs of practicing medicine so that we will not be continually confronted with Bureau of Labor statistics and HEW figures. We will have acted in a positive way to determine medical costs.”

November 1968

Historical Note:

Missouri Medicine began running an insert titled “MSMA News,” designed to alert members of the MSMA to current

The full ¼ grain of phenobarb in the formula
takes the nervous edge off the pain
...helps bring out the best in codeine

Phenaphen[®] with Codeine the only leading compound analgesic that **calms** instead of caffeinates

Each capsule contains:
 Phenobarbital (¼ gr.) 16.2 mg.
 (Warning: may be habit forming)
 Aspirin (2½ gr.) 162.0 mg.
 Phenacetin (3 gr.) 194.0 mg.
 Hyoscyamine sulfate 0.031 mg.
 Codeine phosphate ¼ gr. (No. 2),
 ½ gr. (No. 3), 1 gr. (No. 4)
 (Warning: may be habit forming)

Contraindications: Hypersensitivity to any ingredient.
Precautions: As with all phenacetin-containing products, avoid excessive or prolonged use.
Side Effects: Side effects are uncommon—nausea, constipation, and drowsiness have been reported.

A. H. ROBINS CO., INC., Richmond, Va. 23220

A-H-ROBINS

In 1967, a series of ads like this one ran for AH Robins, Pharmaceuticals.

projects and problems of the Association. [Ed. Note: Precursor to *Progress Notes*.]



Volume 66 February 1969

Legislative Highlights:

Planning funds for the proposed medical school at the University of Missouri – Kansas City were included in House Bill 16 in the amount of \$150,000. House Bill 40 would make it mandatory for physicians to report suspected cases of child abuse.



News:

Royal Cooper Joins MSMA Executive Staff

April 1969

Historical Note:

Missouri Medicine publishes its first annual Missouri Legislative Directory with maps and addresses.

June 1969

Historical Note:

Advertising revenue for *Missouri Medicine* showed a decrease from the previous year, due primarily to the decline in national pharmaceutical advertising.

December 1969

MSMA News: Program Planned on Abortion at Annual Meeting

With the subject of abortion and abortion laws much in the news today, the MSMA has scheduled a program on this topic for April 4 during the 112th Annual Session sponsored by the Missouri Ob-Gyn Society and the MSMA Committee on Medicine and Religion.



Volume 67 June 1970

News: Missouri Medicine Receives MPW First Place Award

Missouri Medicine has received a first award in the Missouri Press Woman's annual writing contest. Miss Jean Duensing, managing editor for the MSMA Journal, accepted the first place in the "Magazine Edited by a Woman" category at the organization's annual awards luncheon held this year in Fulton.



Volume 68 January 1971

Scientific:

"New Preventive Treatment for Skin Cancer" by Larry E. Millikan, MD, and Philip C. Anderson, MD, Columbia

May 1971

Historical Note:

Hector Benoit, Jr., MD, chair of the Health Care Foundation of Missouri delivered its first annual report regarding a Professional Standards Review Organization (PSRO).

June 1971

News:

Woman's Auxiliary attracts state groups to workshop on Missouri's environment, which resulted in a resolution passed by the MSMA House of Delegates at the 1970 Annual Session that asked that the Auxiliary "do something" about environmental health in the state. A quote from the conference by Clarence Billings, Missouri Department of Conservation, "The Mississippi River has been called the colon of mid-America!"

July 1971

Remarks of the President by Joseph Fisher, MD:

"I can recall when there was no "Delegates Handbook" and only the Speaker and the Executive Secretary were aware of the order of business of the House and some of the topics to be presented. In order to facilitate the work of the House and obtain more "feedback" from a better-informed membership, I, as Speaker, together with the assistance of Tom O'Brien and

Helen Penn, formulated the first written instructions to the House. From that single sheet has evolved your "Delegates Handbook." I am also happy to report that we are still in the black this year and according to our most able treasurer, Dr. Max Franklin, I quote, "With a Scotch Executive Secretary and Jewish Treasurer what else can you expect?"

October 1971

MSMA News: HMO Concept in Several Bills Before Congress.

This story reviewed the 91st Session of Congress which created the Social Security Amendments of 1970, calling for the creation of Health Maintenance Organizations.



Volume 69 January 1972

Scientific:

"The White Psychiatrist Vs the Black Patient" by Mr. Regan Thomas, Columbia [Ed. Note – Mr. Thomas was a student at the University of Missouri School of Medicine at the time of his writing this article. He later became editor of *Missouri Medicine* in the 1990s.]

February 1972

Classified:

GP Wanted – to join four man corporate group. Fifty-minute divided highway downtown St. Louis; 81-bed accredited hospital. Excellent hunting and fishing, four golf courses within 15 minutes. Salary \$30,000 start with eventual membership in the group. Contact Jack Mullen, MD, Bonne Terre or call collect 314-358-2146.

April 1972

MSMA News:

House Bill 583 calls for the regulation of Blue Cross and Blue Shield by Missouri Insurance Department and calls for a premium tax on subscribers.

May 1972

MSMA News:

MSMA House of Delegates will include eight students next year, each with the right to vote. Each of Missouri's four medical schools will choose two student delegates to the House with full voting rights.

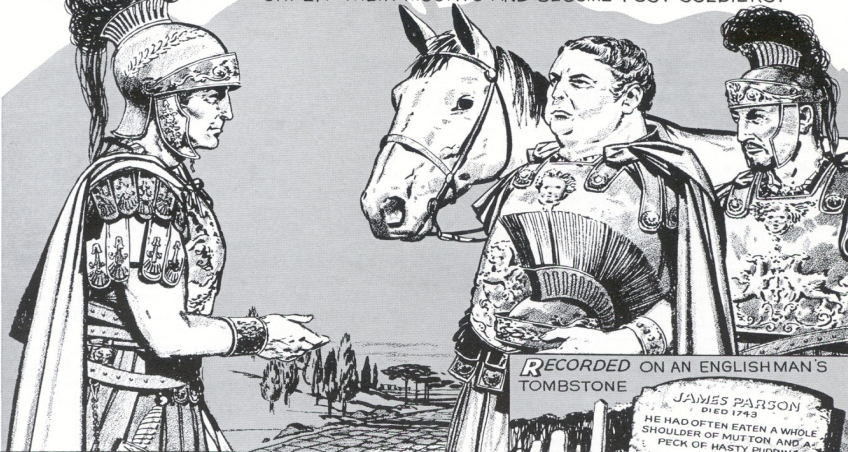
The House also approved the purchase of a building in Jefferson City to be remodeled to serve as a permanent headquarters for the Association.

June 1972

MSMA News: Royal O. Cooper Named Assistant Executive Secretary; C. C. Swarens to Serve MSMA as Public Relations Director

The **AMBAR®** SCRAPBOOK of **Obesity Oddities**
FACT & LEGEND

OBESITY WAS A MILITARY OFFENSE!
OVERWEIGHT ROMAN HORSEMEN WERE MADE TO FORFEIT THEIR MOUNTS AND BECOME FOOT SOLDIERS!



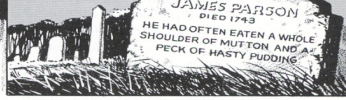
SHAKESPEARE

WAS AWARE OF THE DANGERS OF OBESITY HE WROTE...

*Make less thy body hence
and more thy grace,
leave gormandizing;
Know thy grave doth
gape for thee wider
than for other men.*



RECORDED ON AN ENGLISHMAN'S TOMBSTONE



THE COST OF AMBAR EXTENTABS

IS APPROXIMATELY ONE HALF THAT OF OTHER LEADING APPETITE SUPPRESSANTS
AN IMPORTANT FACTOR IN LONG TERM THERAPY



CONTROL FOOD AND MOOD ALL DAY LONG WITH A SINGLE MORNING DOSE

One Ambar Extentab before breakfast can help control most patients' appetite for up to 12 hours. Methamphetamine, the appetite suppressant, gently elevates mood and helps overcome dieting frustrations. Phenobarbital, the sedative in Ambar, controls irritability and anxiety... helps maintain a state of mental calm and equanimity. Both work together to ease the tensions that erode the willpower during periods of dieting. Also available: Ambar #1 Extentabs®—methamphetamine hydrochloride 10 mg., phenobarbital 64.8 mg. (1 gr.) (Warning: may be habit forming).

AMBAR #2 EXTENTABS

methamphetamine HCl 15 mg., phenobarbital 64.8 mg. (1 gr.) (Warning: may be habit forming).

renal or hepatic disease. **Precautions:** Administer with caution in the presence of cardiovascular disease or hypertension. **Side Effects:** Nervousness or excitement occasionally noted, but usually infrequent at recommended dosages. Slight drowsiness has been reported rarely. See package insert for further details. A. H. ROBINS COMPANY, RICHMOND, VA. 23220 **AH-ROBINS**

BRIEF SUMMARY/Indications: Ambar suppresses appetite and helps offset emotional reactions to dieting. **Contraindications:** Hypersensitivity to barbiturates or sympathomimetics; patients with advanced disease. **Precautions:** Administer with caution in the presence of cardiovascular disease or hypertension. **Side Effects:** Nervousness or excitement occasionally noted, but usually infrequent at recommended dosages. Slight drowsiness has been reported rarely. See package insert for further details.

Diet drugs were gaining in popularity in the early 1970s.

MSMA Woman's Auxiliary Observes State Government on First "Legislative Day"

Approximately 120 physicians' wives arrived in the Capital City by bus, auto and plane to make their first official visit as a group to both houses of state government, to observe them in action and to personally meet the representatives of their individual districts.

July 1972

MSMA News Roundup:

Over 1,600 members of the MSMA have returned signed pledge cards calling for the restriction of amphetamine usage. At the 1972 annual meeting, the House of Delegates passed

the resolution calling on MSMA members to restrict their uses of amphetamines and other stimulant drugs.



Volume 70 January 1973

MSMA News Roundup:

The Council approved funds and remodeling work began last week on the new MSMA Headquarters Building, 113 Madison Street, in Jefferson City. The historic structure is located directly across the street from the Missouri Governor's Mansion and is two blocks from the State Capitol. Contractors estimate the building will be ready for occupancy in late spring of 1973.

May 1973

MSMA News Roundup:

Legislation not passed by the Missouri General Assembly—a bill on midwifery, which authorized appointment of a committee to study midwifery and determine if Missouri has a need for such services.

Special Report:

"Physician Manpower for Missouri — 1971" by Herbert R. Domke, MD, Director, and Barbara Hoskins, Systems Analyst, Missouri Division of Health.

This report provides answers for four of the most frequently asked questions concerning Missouri's physicians: 1 — How many doctors does Missouri have? 2 — How many are in active practice? 3 — Where are they located? 4 — What are their specialties or type of practice?

July 1973

News:

The Smallpox Immunization bill removes smallpox from the list of mandatory immunizations required for public school pupils. This measure has been signed into law by Governor Christopher (Kit) Bond.

December 1973

News: Missouri Abortion Laws Ruled Unconstitutional

The U.S. Supreme Court recently rejected Missouri's challenge to the high court's decision granting the right to abortions during the first six months of pregnancy. This means that Missouri is now operating under the guidelines set down by the Supreme Court in January 1973 with *Roe v Wade*.



Volume 71 January 1974

News: Annual Session to Feature New Site

An exciting new meeting experience is in store for the record number of physicians who are expected to attend the 116th Annual Session of the MSMA in Kansas City at the new Crown Center Hotel. Probably the most unusual hotel to open anywhere in the world in 1973, the Crown Center Hotel features a five-story limestone cliff inside the lobby. It is terraced with a tropical garden with brook and waterfall, bringing the outdoors indoors.

MSMA News Roundup:

MSMA Members are reminded that under Phase 4 guidelines issued by the Cost of Living Council, physicians are required to post an easily readable sign stating the availability of the physician's price schedule. One page of the MSMA News insert in the December issue of *Missouri Medicine* was designed to serve as such a sign. The December issue also carried an article dealing with other requirements under Phase 4.

March 1974

Scientific:

"Management of Complications Following Intestinal Bypass for Morbid Obesity" by Gene Starkloff, MD, Bruce Wolfe, MD and Kenneth Ramach, MD, St. Louis

April 1974

Perspective:

"The Need for a Mandatory Seat Belt Law" by Allen Klippel, MD, St. Louis

September 1974

Four Counties Adopt Medical Examiner System

Four Missouri counties overwhelmingly adopted the County Medical Examiner System

You Can't Blame a Girl...



(when her husband's at fault)

Flagyl[®] brand of metronidazole

Cures Trichomoniasis in Both Women and Men

About half of all husbands of infected women harbor *Trichomonas vaginalis*.*

Few of these men have symptoms. Even so, all are capable of perpetuating the infection and rendering treatment of a woman alone futile.

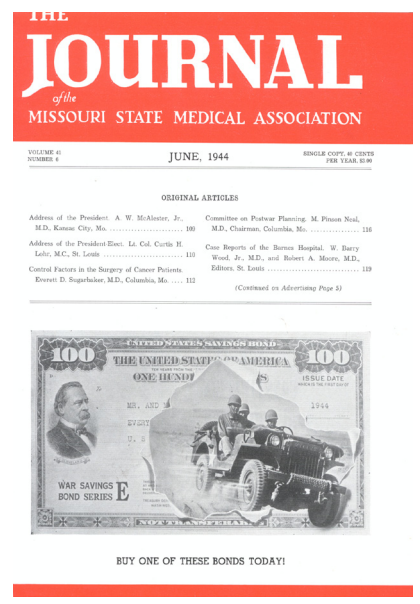
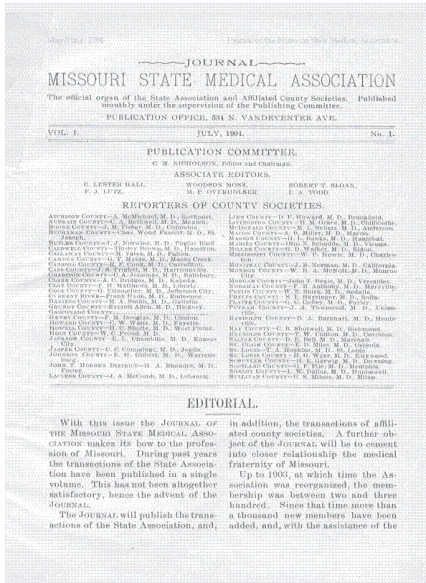
Only a systemically active medication like Flagyl is capable of reach-

ing the hidden reservoirs of infection in the genitourinary tracts of both men and women.

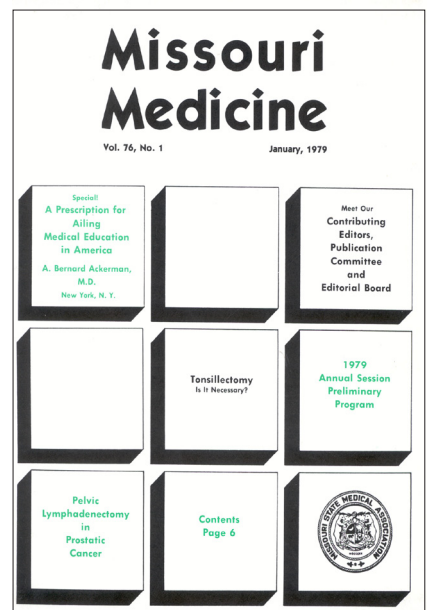
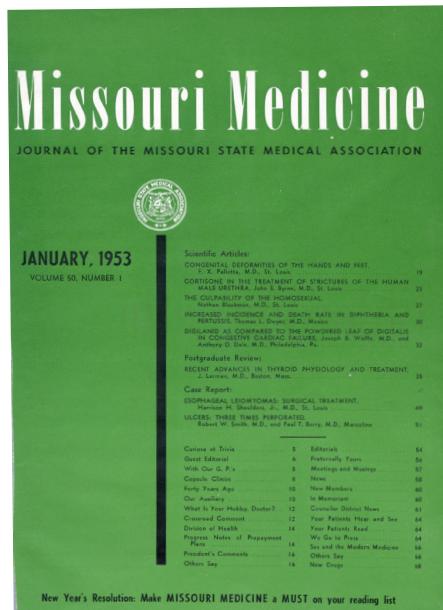
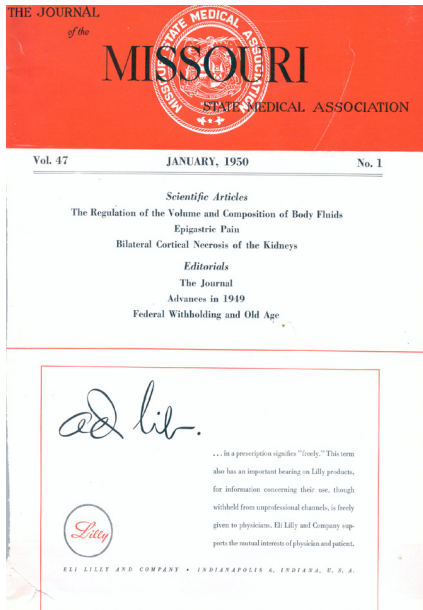
Only Flagyl has been able to achieve rates of cure consistently above 90 per cent and often up to 100 per cent in trichomonal infections in both men and women.

1904-2004
MISSOURI MEDICINE
A Century of Excellence in Publishing

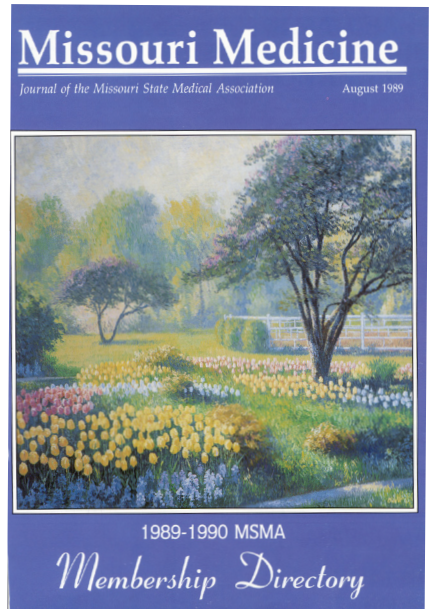
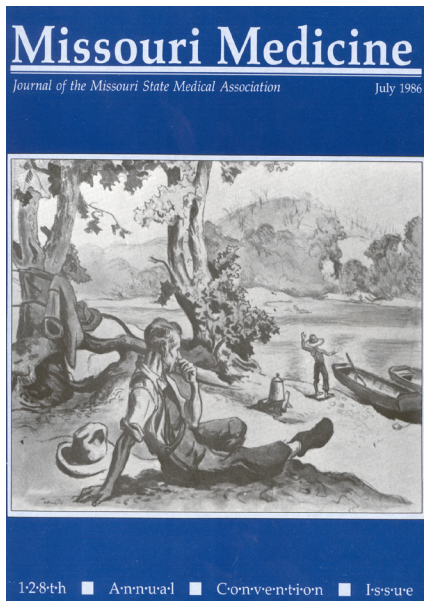
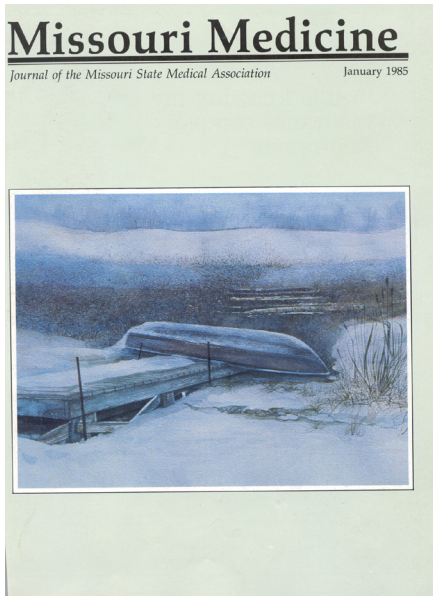
Missouri Medicine Centennial: Covers of the Journal Make History



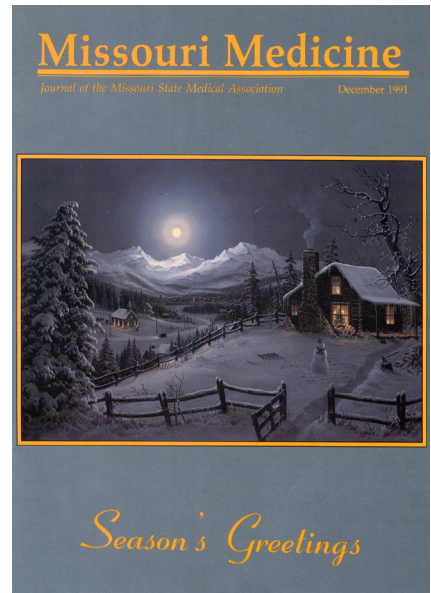
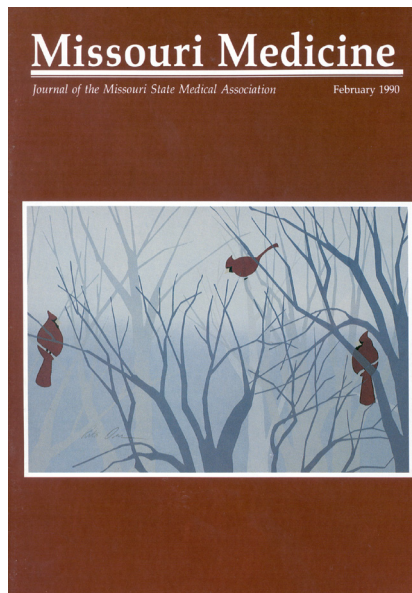
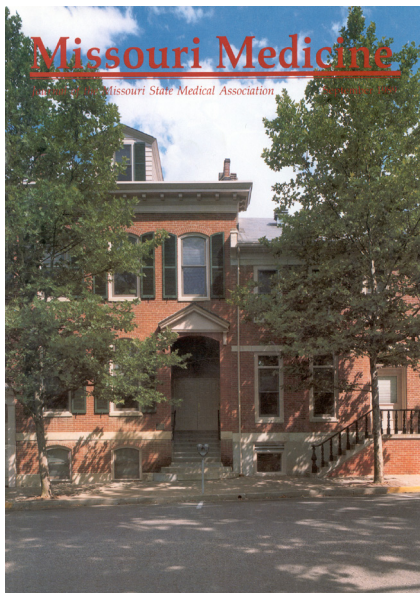
The first cover of Missouri Medicine, July 1904. The cover of the Journal changed in February 1940. In June 1944, a push for war bonds graced the cover.



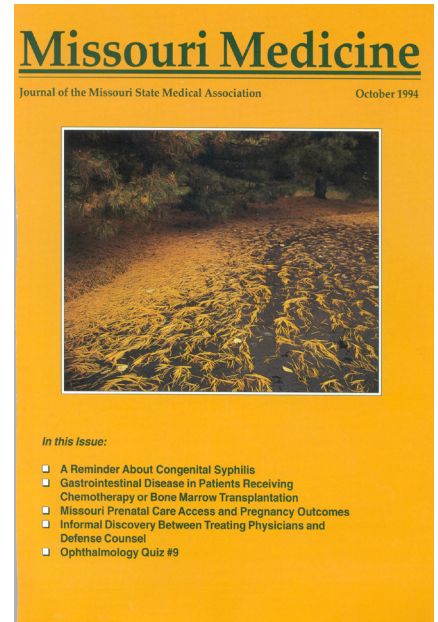
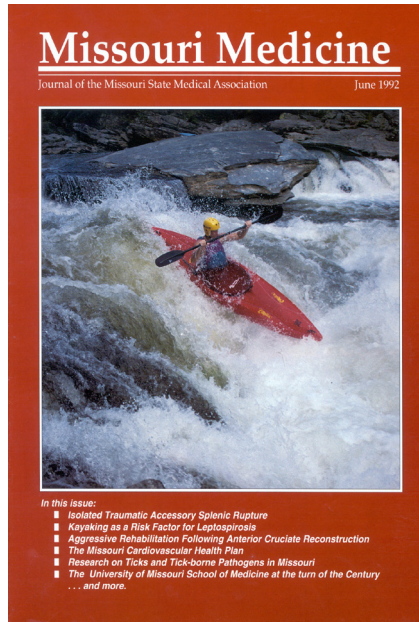
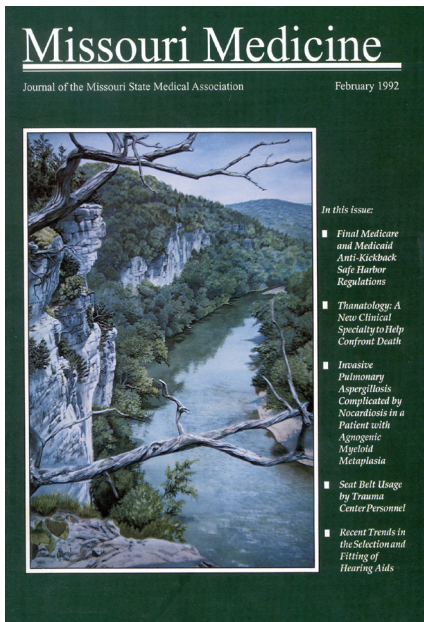
In January 1950, the cover sported the MSMA official seal for the first time. Just three short years later, the Editorial Board changed the name of the Journal to "Missouri Medicine," and for 26 years, members knew when Missouri Medicine arrived in their mailbox because of its green cover. In January 1979, the cover changed once again.



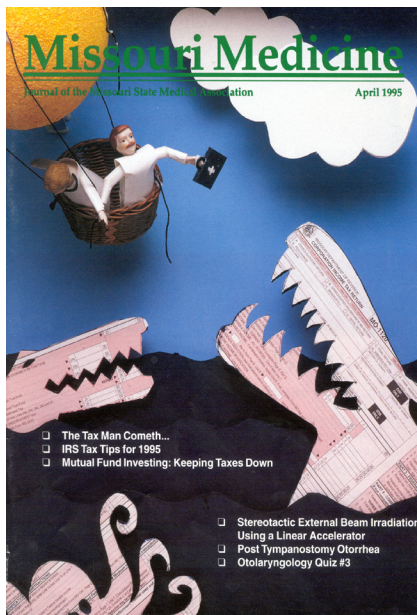
The first color cover showcasing physician contributions and artwork was published in January 1985. In July 1986, "Coffee Pot" an ink and wash drawing completed in 1939 by Missouri artist Thomas Hart Benton, graced the cover. This was originally submitted to Missouri Medicine by Harry B. Cohen, MD, an anesthesiologist in Mexico, Mo. Artist John O'Dell painted seven covers for the MSMA Membership Directory beginning with August 1989.



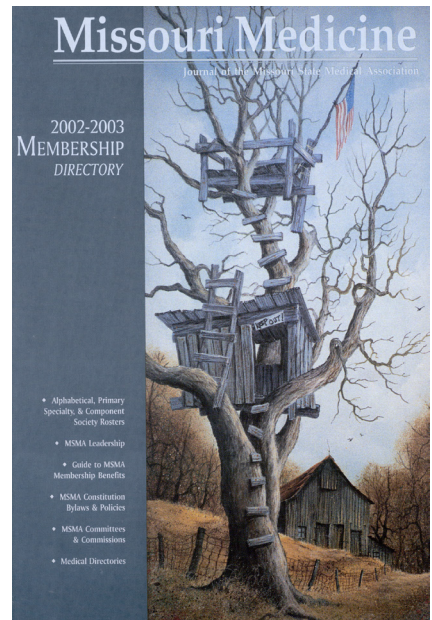
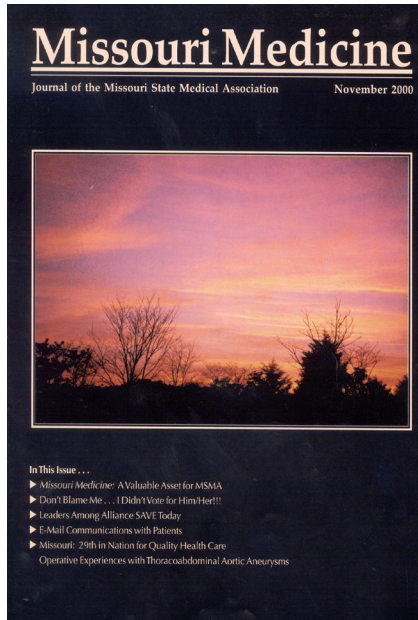
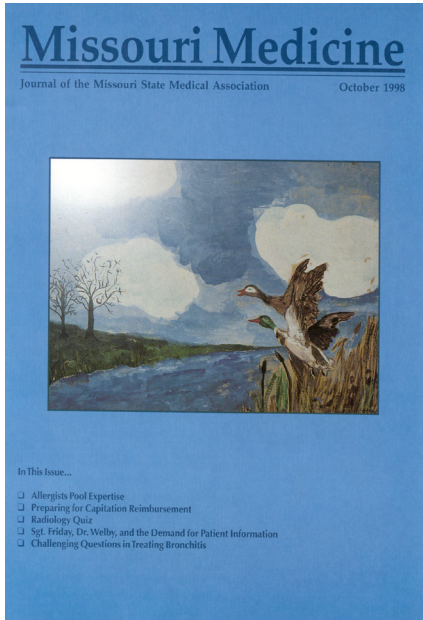
In September 1989, MSMA Headquarters' completed facelift was showcased in this issue. "Out on a Limb" was painted by Osage Beach, Mo., artist Rita Orr, a popular MM artist, for the February 1990 issue. The Light Painter, Jesse Barnes, a Jefferson City native, painted several covers for Missouri Medicine, this one in December 1991. He is known for his expressive lighting effects in paintings that take the viewer back to the past. Another trademark of his work is the inclusion of an owl in every painting.



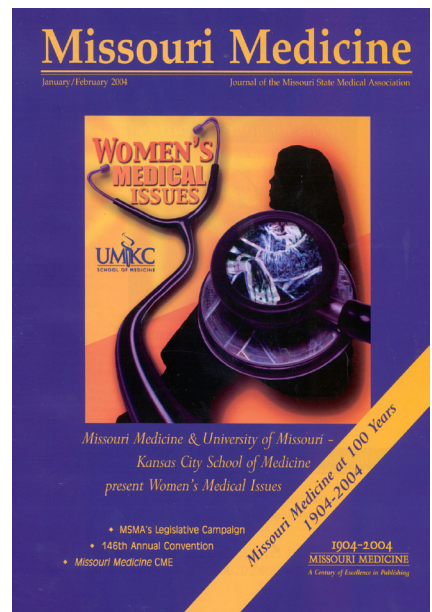
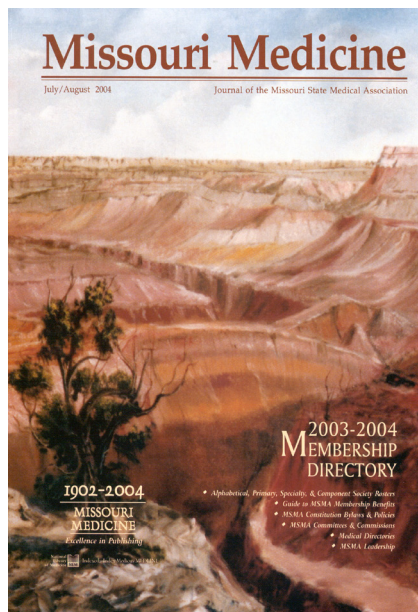
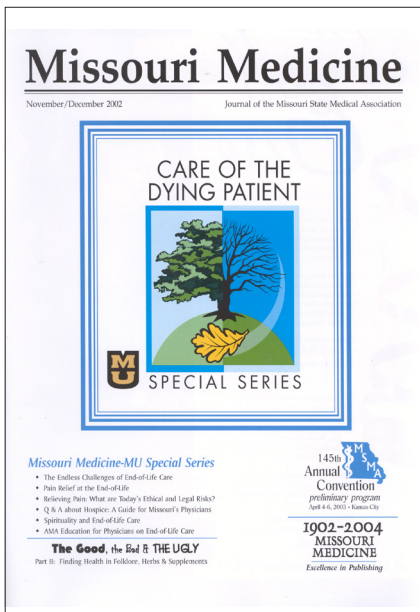
Al Agnew, a native of the eastern Missouri Ozarks, produced "Vilander Bluff" that ran in February 1992, to show some of the beauty that would have been lost to future generations if the Corps of Engineers had succeeded in building dams along the Meramec during the 1970s. Construction of the dams would have been hotly debated and finally voted down in 1980. In June 1992, Robert Shaw, MD, Willow Springs, the author of "Kayaking as a Risk Factor for Leptospirosis," provided the cover art as well. The kayaker is running the Sock-Em-Dog rapid on the Chattanooga River in Georgia. Harry S. Knopf, MD, photographed this pattern of pine needles made on a black asphalt driveway as they were shed and formed by a storm for the October 1994 issue. Dr. Knopf, at that time, was an ophthalmologist practicing in St. Louis.



Missouri Medicine managing editor Dennis Weiser, created several pieces of original artwork for the covers of Missouri Medicine. The first was a watercolor that graced the January 1995 cover poking fun at the dance-like gesticulations that occur during the legislative session. The second was in April of that same year entitled, "Taking a Bath in Troubled Waters." MSMA's Tom Holloway, Director of Government Affairs, shot this cover of the Washington Monument for the July 1997 issue.



MSMA staff contributed two covers for Missouri Medicine: a duck scene watercolor for the October 1998 issue by Mary Weigers, Receptionist, painted when she was in high school; and a photograph for the November 2000 issue entitled, "God's Fall Colors," shot by Brenda Kinney, Finance Manager. Larry Jennings painted several covers for Missouri Medicine, this one running in August 2002. Mr. Jennings, who is a self-taught painter in Fulton, still works in the prepress department at the Ovid Bell Press, MSMA's printer of record. He called it "An American Tree House."



Missouri Medicine went to a bi-monthly publishing schedule in September/October of 2002 and began running theme issues. This was the first theme issue on "End of Life Care" with the University of Missouri - Columbia that ran in November/December 2002. Alan Clark, MD, Carthage, Missouri Medicine contributing editor, painted this watercolor that ran on the cover of the 2003-2004 Directory issue. Missouri Medicine teamed up with the University of Missouri - Kansas City to run a theme article on Women's Medical Issues, running on the January/February 2004 cover, commencing the Missouri Medicine Centennial.

types for Tylenol[®] (acetaminophen)



The patient with asthma or allergy

The patient with gastritis

The patient on uricosurics

The patient on anticoagulants

The peptic ulcer patient

The febrile, dehydrated child

Since there are so many,
why not use **TYLENOL[®]** tablets and elixir routinely
for pain or fever?

When one of the types of patients pictured above needs an analgesic, you have another "type for TYLENOL (acetaminophen)"—a person who should avoid aspirin.

Considering their number, wouldn't it make sense—and provide an added margin of safety—to recommend TYLENOL (acetaminophen) to all the

patients in your practice who require an analgesic-antipyretic?

Precautions and Adverse Reactions: If a rare sensitivity reaction occurs, the drug should be stopped. TYLENOL (acetaminophen) has rarely been found to produce any side effects.

Supplied: Tablets, 325 mg.
For Children:
Elixir, 120 mg./5 cc. (alcohol 7%).
Drops, 60 mg./0.6 cc. (alcohol 7%).
Chewable Tablets, 120 mg.

Safer than aspirin,
yet just as effective for
relief of pain and fever
Tylenol[®]
(acetaminophen)

McNEIL McNeil Laboratories, Inc., Fort Washington, Pa. 19034

© McN 1974

In 1974, Tylenol was only available by prescription.

in the August 6 elections. Missouri counties are allowed to replace the coroner system with the medical examiner due to a bill passed by the 1973 Missouri General Assembly, a measure heavily supported by MSMA. Then the law went into effect, Greene and Clay counties automatically switched to the examiner system. The four counties where voters abolished the coroner's office are Boone, Buchanan, Callaway, and Cole.

October 1974

Professional Liability Insurance Study Continues

A preliminary report on a proposed statewide professional liability insurance program for MSMA members was accepted by the Association Council at its meeting in Kansas City.

Volume 72 January 1975
**News: Council Okays CME,
Malpractice Projects**

Implementation of a MSMA Continuing Medical Education Program and approval of a new Association-sponsored corporation to administer a professional liability insurance program were voted at the December meeting. The Council approved the proposed Accreditation Manual for Continuing Medical Education Activities to be submitted to the AMA for approval. The manual provides for accreditation for CME programs sponsored by county medical societies, hospitals, group practices and others. The Council voted to charter the Missouri State Medical Insurance, Inc., which would sponsor a professional liability insurance program for MSMA members.

May 1975

News: Malpractice Dominates Annual Session

The MSMA's newly formed professional liability insurance program (MSMI, Inc.) proved to be the headline attraction during the 117th Annual Session in St. Louis.

July 1975

News: State Malpractice Hearings Begin

Sen. Albert Spradling, chair of the Select Committee of the Missouri Senate studying the professional liability crisis in

Missouri congratulated Missouri doctors at the first two-day hearing.

September 1975

Historical Note:

MSMA's voluntary Continuing Medical Education program will begin on Jan. 1, 1976. In the next several months, a series of articles explaining the CME program will be published in *Missouri Medicine*.

November 1975

News: Malpractice Crises Remedies Proposed

Following several months of study and consideration, the Governor's Task Force on Malpractice has submitted

recommendations for eight legislative remedies for the malpractice crisis. 1 – Establish Mandatory Screening Panels; 2 – Eliminate Ad Damnum Clause; 3 – Require Reporting of Malpractice Claims; 4 – Define “Informed Consent;” 5 – Disclosure of Collateral Source Payments; 6 – Revise the Statute of Limitations; 7 – Increase Policing Power of State Licensing Board; 8 – Authority to Establish JUA.



Volume 73 January 1976

MSMA News Roundup:

Approximately 30 MSMA member have returned their initial CME folders mailed to the membership in late December. MSMA members participating in the voluntary CME program are asked to carefully note their CME hours on the folder and return it at the end of each quarter or whenever the folder is complete. To date, 10 hospitals and institutions have been accredited to provide Category 1 CME credit. George H. Ladyman, MD, accepted a framed certificate at the Annual Session which made Doctor’s Hospital in Poplar Bluff the first hospital in Missouri to be accredited for Continuing Medical Education by the AMA and MSMA.

February 1976

Woman’s Auxiliary President’s Message by Mrs. William R. McPhee:

Each year in the U.S., there are 3,900 deaths of healthy individuals caused by choking on food. To date the most effective emergency treatment appears to be one worked out by Dr. Henry Heimlich of the Jewish Hospital in Cincinnati. It is known as the Heimlich Maneuver. Because of the life saving potential of this first aid technique, the MSMA Auxiliary has initiated a project to distribute illustrated posters describing the maneuver.

May 1976

Special Article:

“Medical Museum in Arrow Rock to be Dedicated to Missouri’s Pioneer Doctors” by John R. Lawrence, MD, and Jean Tyree Hamilton

August 1976

MSMA News Roundup: Conversion to Computer

AMA computer experts spent the last week at MSMA Headquarters completing the first step in converting MSMA record-keeping from manual to data processing. The new system will allow the Association to break down its membership by medical specialty, PAC members, Honorary members and other subdivisions.

December 1976

MSMA News Roundup: Ray McIntyre to Retire January 1

After 32 years with the MSMA, Raymond R. McIntyre – “the guy who got things done for Missouri doctors” – is stepping down as Executive Secretary.



Volume 74 January 1977

MSMA News Roundup: Royal Cooper named Executive Secretary

Royal O. Cooper has been named Executive Secretary of the MSMA. Cooper has been Assistant Executive Secretary since 1972 after joining the 4,900-member physician’s Association as Field Secretary in 1969.

February 1977

News:

A bacteria-like organism previously unknown as a human killer, caused the Legionnaires’ Disease which killed 29 persons in Philadelphia last summer, the national Center for Disease Control announced. Researchers said the organism, which has no name, apparently poses no threat of contagion.

August 1977

News: Odds on passing a bill

During the 1977 Session of the Missouri General Assembly, 1,349 bills were introduced and, of these, 196 bills were passed by both Houses. That amounts to a shade less than 15%. Twenty percent or 96 of 487, of the Senate bills were adopted while only 12%, or 100 of 862, of the House bills were adopted. It is easy to recognize why it sometimes takes several years to guide controversial measures through the legislative session.

August 15, 1977

Historical Note:

The MSMA Membership Roster was moved to be published the month of August, in addition to the regular issue of the August *Missouri Medicine*.

November 1977

News: MSMA Will Offer a New Malpractice Insurance

The MSMA House of Delegates voted at its Nov. 3 meeting to form a member-owned captive professional liability insurance company. The new company, Missouri Medical Insurance Company (MOMEDICO), will be set up as a stock insurance company which offers “occurrence” coverage to MSMA members. MOMEDICO will be capitalized by using the borrowing power of MSMA and MSMI, the “claims-made” company formed in 1975.

Volume 75 February 1978

**MSMA Auxiliary Message: The Impaired Physician,
by Mrs. W. Jack Stelmach, President**

The MSMA Auxiliary will join the Missouri Psychiatric Association in presenting a seminar on a topic that is vital to all of us at the Annual Convention in Kansas City. The seminar will be on "Impaired Physicians and Their Families."

May 1978

Editor's Corner by Wilfred E. Wooldridge, MD

This is the first issue of *Missouri Medicine* since I became editor. When I took this job, the one request made of me was that I occasionally contribute an editorial. Fortunately, nobody was very specific and they have yet to learn that my idea of editorials is rather unrestrained. However, on this particular occasion, I believe a convention effort is in order. Dr. Joseph Finnegan, the retiring editor, has done a fine job and someone should say it loud and clear.

June 1978

**Editor's Corner: "A Statement of Policy" by Wilfred
E. Wooldridge, MD**

There are a few issues involving complex human beings that are clearly all right or all wrong. The vagaries of human nature usually mess them up somewhere along the line. Then, they become controversial. This controversy offers the best opportunity for an editorial. Only a little of what I contribute to future issues of *Missouri Medicine* will be simply informative. Much more, what I write will express my point of view. My point of view may not be the same as yours. Sometimes, I don't even agree with myself.

If some of you read what I write and disagree with me, it would be appreciated if you would make it known. I would enjoy it, perhaps even a little more than if you write to tell me that you share my point of view. We wish this to be your journal. For myself, I would like the simple job of being *Missouri Medicine* traffic cop, pointing directions and trying to get the mainstream headed that way. However, I may be wrong. If I am, that's what makes it interesting.

October 1978

**MSMA Auxiliary Message: "911" by Mrs. A. J.
Campbell, President**

Although "911" might sound like a new phone number, the concept of a three-digit emergency call system has been around for quite a while. Scotland Yard started such a system some 40 years ago. The President of the United States has advocated establishing an emergency call system on a nationwide basis. The American Telephone and Telegraph Company stated that it would make a single emergency number available for the system. Since then, it has been operating in large cities and it also in operation in several communities in Missouri. The

MSMA Auxiliary believes that the establishment of the 911 emergency number on a statewide basis would provide a great community service to everyone. We are now investigating ways in which the Auxiliary can help to hasten implementation of the number throughout the state.



Volume 76 January 1979

Historical Note:

The cover of *Missouri Medicine* changed from the green covers to one of symmetrical squares.

February 1979

**News: New St. Louis Society Pledges to Restrain
Costs**

St. Louis area physicians have pledged to keep their office, diagnostic and surgical fees below the current rate of increase in the nation's cost of living index, said Dr. George Bohigian, at the first annual meeting of the St. Louis Metropolitan Medical Society. The society was formed by the consolidation of the St. Louis Medical Society and the St. Louis County Medical Society.

**News: New Lake of the Ozarks Medical Society
Receives Charter**

A new medical society has been formed for the physicians in the Missouri counties of Camden, Miller, and Morgan. The new Lake of the Ozarks Medical Society received a charter from the MSMA at a meeting held at Tan-Tar-A Resort.

**Special Report: "New MSMA Statewide Program
Offers Assistance to the Impaired Physicians"**

As directed by the MSMA House of Delegates in April 1977, the Committee on the Impaired Physician has established a statewide program for locating, contacting and offering rehabilitative assistance to physicians who have become impaired due to alcohol or drugs.



Volume 77 August 1980

News: Healing Arts Board Reviews Malpractice Suits

The Missouri State Board of Registration for the Healing Arts was given the authority to review malpractice suits filed against Missouri physicians in legislation passed by the General Assembly in 1976. The main ground for which the Board can take action against a physician for malpractice is "gross negligence in the practice of his profession."

October 1980

Scientific:

"Legionnaire's Disease in Missouri – A Review of Five

Sporadic Cases” by Jon Devi, MD, James Maltby, MD, and Daniel Hurst, MD, Columbia



Volume 78 August 1981

In Memoriam: Leo H. Pollock, MD

Dr. Pollock served the Journal for 27 years as contributing editor and author of the column, “*Missouri Medicine* in Review.”



Volume 79 February 1982

MSMA News Roundup:

MSMA Council suggests dues increase for 1983, to increase membership dues by \$10. At \$125 per year, MSMA has the lowest state association dues in the nation.

April 1982

Scientific:

“The Cervical Cap: An Alternate Barrier Contraceptive Method,” by William Gilbirds, II, and Harry Jonas, MD, Kansas City

May 1982

Historical Note:

John C. Hagan, II, MD, Kansas City, current editor of *Missouri Medicine*, is first listed on the Editorial Board of the magazine under ophthalmology along with F. Thomas Ott, MD, St. Louis.



Volume 80 January 1983

Historical Note:

The insert of brief news called “MSMA News Roundup” changed to “Progress Notes.” This insert had been running for fourteen and a half years.

April 1983

Progress Notes:

MSMA adopted the following resolution at its Annual Meeting: the Formation of Statewide Peer Review Organizations – MSMA will join with MAOPS to form a new corporation to seek to contract with the U.S. Department of Health and Human Services the responsibility of a professional statewide peer review organization.

July 1983

Progress Notes: Child Auto Restraint Bill Becomes Law

September 1983

Scientific:

“Breast Cancer Knowledge Levels and Self-Examination Practices of Missouri Women – Results of a Statewide Survey” by Dan Jaco, MA, MSPH, Jefferson City

Volume 81 – 1984

Historical Note:

Volume 81 contents of *Missouri Medicine* include scientific articles, MSMA Progress Notes, Editor’s Corner, In Memoriam, President’s Message, MSMA Auxiliary, CME Events, Physician’s Recognition Awards, News from Medical Schools, New Members, and In Brief.



Volume 82 January 1985

Historical Note:

The cover changed from symmetrical boxes to artwork submitted by physicians.

January 1985

Portrait:

Hugh Stephenson, Jr., MD, “Still Getting His Kicks” featured Dr. Stephenson’s recent bestseller “The Kick That Counts,” the definitive book on drop kicking in collegiate and professional football.

Editor’s Desk: Here’s to You, Jean Duensing!” by W.E. Wooldridge, MD

Dr. Wooldridge wrote a tribute to Jean Duensing, *Missouri Medicine* Managing Editor, for her 18 years of work at the Association. In her honor, as well, the MSMA Auxiliary established the “Jean Duensing Journalism Award,” which recognizes outstanding literary contributions in the organization or in MSMA. Mrs. Duensing was also the Auxiliary’s staff liaison.

February 1985

Progress Notes: “Doctor Shortage Continues in Rural Missouri”

Despite a statewide increase in the number of physicians serving Missouri 24 counties suffered losses of physicians from 1976 to 1981.

July 1985

Progress Notes: “CME Activities No Longer to be Recorded by the Medical Association”

MSMA will discontinue its policy of recording members’ CME activities and credits. The policy started in 1976 and today Missouri is the only state recording CME activities of its members. In order to record CME activities in a timely manner, it has become necessary to designate one staff member to do nothing but record these activities.



Volume 83 March 1986

Progress Notes: “Governor John Ashcroft Signs Tort Reform Bill into Law”

Gov. John Ashcroft talks with the MSMA about medical issues

At the close of the 1985 Missouri Legislative Session, Governor John D. Ashcroft sat down and talked with C. C. Swarens, MSMA executive director, about some of the medical issues that were before this year's General Assembly. The Governor shared his point of view on medical topics ranging from peer review confidentiality to the current professional liability crisis. Here are excerpts from that interview.



Talking it over. Gov. John Ashcroft (left) and C. C. Swarens discuss issues affecting the practice of medicine in Missouri. The Governor answered the Association's questions and provided some insight into his views on medical legislation.

September 1985

May 1986

Annual Convention News: Unification Fails; Dues Increase Passes at Annual Convention

After considerable debate on the floor of the MSMA House of Delegates, the delegates voted down a controversial "unified membership" proposal by a vote of 99 for to 87 against. The measure which required a constitution and bylaws change, needed two-thirds approval for passage. The House unanimously approved a dues increase effective in 1987. The new dues schedule will be \$300 per year for active members.



Volume 84 March 1987

News: MSMA Organizes Hospital Medical Staff Section

More than 60 physicians from hospitals across the state met in Columbia, Mo., for the first meeting of the Hospital Medical Staff Section.

Volume 85 April 1988

Editor's Desk: "Closing Comments" by Jordan W. Burkey, MD

Dr. Burkey retires his editorship of *Missouri Medicine* with these remarks: "In cleaning out the desk as the editor's job winds down, we found a pile of ideas never put to use, representing a number of editorials which for various reasons were never written:

1. *The glories of Medicaid and Medicare.* It's hard to fill a page with pure sarcasm.
2. *The DRG system in Action.* Bureaucratic skullduggery too complex to tackle.
3. *Hospital record rooms.* If we don't talk about them maybe they'll go away.
4. *Explain the U.S. medical malpractice situation to a person from another continent.* As a loyal American citizen, we would hate to admit our quandary even by a negative discussion.
5. *The proper roll of women in medicine.* Frankly, no guts to tackle this one.
6. *Nurses vs. physicians in patient care.* Ditto.

June 1988

Scientific:

"Hysterectomy – A Comparative Statistical Study of Abdominal vs. Vaginal Approaches" by Robert Kovac, MD, Blasé Pignotti, MD, and Gary Bindbeutel, MBA, St. Louis

Abdominal hysterectomy has become the approach of choice for this often-performed procedure in this country. The authors delineate the advantages of the vaginal operation in a statistical comparison of hysterectomies

performed at their institution. They recommend a recommitment to training young physicians in the vaginal technique.

October 1988

Special Article:

"The Expanding Scope of PRO Review – Explaining Medicare's New Review Requirements in Missouri" by Dan Jaco, MA, Executive Vice President, Missouri Patient Care Review Foundation

November 1988

Scientific:

"Herpes Gladiatorum in a High School Wrestler" by Marcial Keilhofner, MD and David McKinsey, MD, Kansas City

The intimate contact and minor skin abrasions associated with the sport of wrestling place these athletes at a particular risk for acquiring certain infectious diseases. The case of a young wrestler who acquired a herpes simplex virus infection,

only to pass it on to several teammates, is presented. Control measures are discussed.

December 1988

Progress Notes: MSMA Office Renovation Begins on 115 Madison Street



Volume 86 May 1989

Guest Editorial:

“Fitness of the Future” by John C. Hagan, III, MD, Kansas City, first article published in *Missouri Medicine* by the Journal’s current editor.



Volume 87 January 1990

Scientific: “Hyperthermia Treatment of Brain Tumors” by Alexander Marchosky, MD and Deborah Welsh, RN, Chestefeld, and Christopher Moran, MD, St. Louis

February 1990

Scientific:

“Obstetric Care in Rural Missouri: The Loss of Rural General and Family Practitioners” by Steven Zwieg, MD, Harold Williamson, MD, Larry Lawborne, MD, et al

April 1990

President’s Page:

“Death with Dignity” by Marvin Singleton, MD
The case of Nancy Cruzan and her parents’ struggle to see her die in peace, has opened an active can of worms in Missouri. It is time for physicians to be heard and have an impact on the decisions to be made.



Volume 88 January 1991

Scientific:

“HIV/AIDS in Missouri: An Assessment of Physician Attitudes and Practices” by Todd Baumgartner, MD, Jefferson City, et al

February 1991

President’s Page: “Tort Reform or Tortuous Deformity?” Gary A. Dyer, MD

The bottom line: On the federal and state level, we need to focus on the aspects of tort reform that will translate into fewer malpractice suits, decreased premiums, and less defensive medicine.



Flag It.

To complete your prescription,
be sure to sign on the right,
on the “Dispense As Written” line.
This “flags” both pharmacist and patient
that you want the *brand* to be dispensed.
And it protects your decision.

VALIUM[®]
brand of
diazepam/Roche [©]

scored tablets   

The one you know best.

Generic drugs were becoming popular and drug companies were losing money. February 1988.

May 1991

Special Article:

“Black Marks on Your Soul - The National Practitioner Data Bank” by Daniel Cullan, MD, and Samuel Cullan, Kansas City



Volume 89 March 1992

Editor’s Desk: “New Opportunities” by J. Regan Thomas, MD

Historical Note: Dr. Regan congratulates Donald Sessions, MD, on his tenure as editor of *Missouri Medicine*. A new managing editor, Dennis Weiser, is named, along with Angela Allen, editorial assistant. The look of the Journal changed, along with design and type styles.



If you haven't had a mammogram, you need more than your breasts examined.

A mammogram is a safe, low-dose X-ray that can detect breast cancer before there's a lump. In other words, it could save your life and your breast. If you're a woman over 35, be sure to schedule a mammogram. Unless you're still not convinced of its importance. In which case, you need more than just your breast examined.

Find the time. Have a mammogram.



Give yourself the chance of a lifetime.

It took the ACS to hammer home the benefits of regular mammograms. October 1990.

published by the Committee to Preserve Health Care.



Volume 91 January 1994

Historical Note:

A regular Ophthalmology Quiz began in this issue. It was submitted by John C. Hagan, III, MD, Kansas City.

June 1994

Editor's Desk:

Regan Thomas, MD, writes about MSMA's newest service called, "Missouri State Medical Services, Inc." created to developing high quality, professional, comprehensive, practice management services. President was Dan O'Sullivan, MD, St. Louis, and Executive Vice President was Tom Bennett.

October 1994

Perspective:

"Washington University Student's Experience with the U.S. Surgeon General" by Robert Puchalski, St. Louis.

A dozen roses in a vase, each rose made of the red wrappers of four condoms, was the first decorations I noticed in the downtown office of the Surgeon General, Dr. M. Jocelyn Elders.

December 1994

News: 26-Year Medical Association Veteran Announces Retirement – Royal O. Cooper to Step Down as Executive Vice President



November 1992

Historical Note:

A regular Dermatology Quiz began in this issue. It was submitted by Kent Walker, MD, University of Missouri Hospital and Clinics.

Volume 89 was also the very last year that *Progress Notes* appeared in *Missouri Medicine*. Thereafter, it became a stand-alone publication mailed to members separately.



Volume 90 March 1993

Historical Note:

A special brochure was inserted into this issue entitled, "Facts about Missouri's Medical Malpractice Legislation"

Volume 92 January 1995

Cover Story: Physicians Respond to Patients' Needs: Patient Fairness Act, Intractable Pain Act & Insurance Market Reform Bill



Volume 93 February 1996

Historical Note:

A series of Radiology Quizzes began in this issue, submitted by Roger Francis, MD, Radiology Department, Lake of the Ozarks General Hospital

Special Article on Physician Integration:

"Mid-Missouri Medical Care" by Tim Steffl, Executive

Director; and “Jefferson City Medical Group” by Joseph G. Gubbels, Executive Director, both are organized physician practices formed in Jefferson City, Missouri.

May 1996

Annual Convention Minutes: Community Service Awards Recognize Three Johns

John Anstey, MD, St. Louis; C. John Ritter, MD, Cape Girardeau; and John Ferguson, MD were all awarded MSMA's Citizenship and Community Service Award at the Annual Convention.

June 1996

Managed Care:

“A Physician's View of Managed Care Contracting” by Timothy McIntire, MD, MBA

July 1996

Historical Note:

Missouri Medicine publishes its first advertisement for www.msma.org.

November 1996

Collaborative Practice Guidelines:

“Collaborative Practice Guidelines Require Careful Forethought” by Thomas Holloway, MSMA Director of Government Relations



Volume 94 May 1997

Community Health: “Organ Donor Card Use by Trauma and Transplant Center Personnel” by Marc Shapiro, MD, St. Louis

Historical Note:

Missouri Medicine runs a series of three articles on Quality Improvement in February, April and May by Gregg Laiben, MD, Medical Director for the Missouri Patient Care Review Foundation

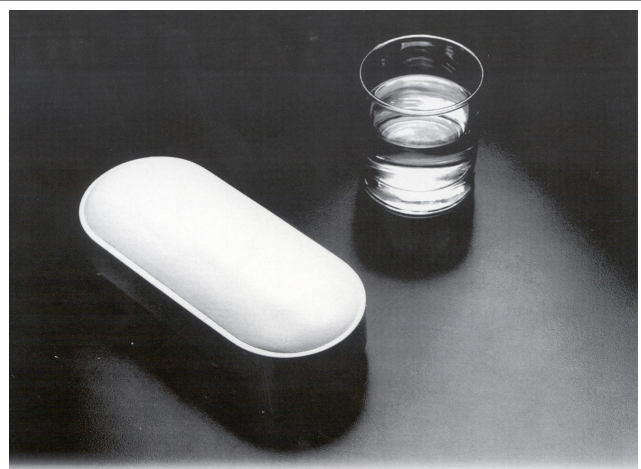
September 1997

Specialty Quiz:

Mark Steele, MD, Department of Emergency Medicine, University of Missouri – Kansas City School of Medicine and Truman Medical Center, begins a regular feature: “Emergency Medicine Quiz”

October 1997

News: Litigation Center Formed



**An Ounce Of Prevention
Is Easier To Swallow.**

Therefore, MOMEDICO is unique in providing statewide Risk Management Programs for Missouri physicians and their staffs. Through seminars, literature, videos and office audits we strive to help you avoid those pounds of cure and the associated costs.

Risk Management Programs. One more reason to choose MOMEDICO for your professional liability insurance needs.

MOMEDICO
The Company Doctors Keep.

St. Louis—8630 Delmar Blvd., Suite 100, St. Louis, Missouri 63124, 314-872-8000 Or Toll Free 1-800-392-8039, Fax 314-872-8785
Kansas City—9229 Ward Parkway, Suite 280, Kansas City, Missouri 64114, 816-363-6161 Or Toll Free 1-800-878-6162, Fax 816-333-8101
Jefferson City—722 Cliff Street, Jefferson City, Missouri 65101, 314-634-8000, Fax 314-634-5275

MSMA's MOMEDICO, September 1994.

Volume 95 May 1998

Alliance Report:

“Health Adventure Center” by Ann Cohen

The Health Adventure Center is a science center focused on health created by the Boone County Medical Society Alliance. [Ed. Note: the Health Adventure Center in Columbia will be open in 2005.]



Volume 96 February 1999

Controlled Substances:

“A Guide to Prescribing, Administering, and Dispensing Controlled Substances in Missouri” by the Bureau of Narcotics and Dangerous Drugs

April 1999

Scientific:

“Internet Addiction: A New Type of Addiction?” by Thomas Eppright, MD, et al.

Volume 97 March 2000

Historical Note:

MSMA plans its Sesquicentennial Celebration – 150 years at the April convention. Incoming President Gordon Goldman, MD, St. Louis and Alliance President Eileen Chalk, Washington, are honored.

November 2000

Historical Note:

J. Regan Thomas, MD, St. Louis, resigns as editor to take the position of Chair of the Department of Otolaryngology-Head and Neck Surgery at the University of Illinois in Chicago.

December 2000

Editor's Desk:

"*Missouri Medicine*: Continues to be a Valuable Asset for MSMA" by John C. Hagan, III, MD, Kansas City, new editor of the Journal. He writes, "These are large shoes to fill that Dr. Thomas has left behind. I will do my best to continue his high standards."



Volume 98 March 2001

President's Page:

"I am NOT a Medical Care Provider... I am a Physician!" by Gordon M Goldman, MD, St. Louis

May 2001

Perspective:

"Animal Rights Extremists Threaten Medical Research" by Joseph E. Murray, MD, Nobel Prize Winner

November 2001

Historical Note:

Missouri Medicine begins to run its first articles on "HIPPA – Health Insurance Portability and Accountability Act," by Michele Kennet, RN, JD



Volume 99 February 2002

Medical-Legal:

"Opportunity at 'Sunset': Missouri Relaxes its Certificate of Need Requirements for Ambulatory Surgery Centers" by Robert Worsing, MD, et al.

April 2002

Special Article:

"Substance Abuse and Dependence in Physicians: The Missouri Physicians Health Program – An Update 1995-2001" by George Bohigian, MD, Jack Croughan, MD, and Robert Bondurant, RN, LCSW

Historical Note:

Missouri Medicine contracts with Missouri Life magazine to supply "discovery guide" inserts in the journal every other month.

July 2002

Historical Note:

This issue is the last regular monthly issue of *Missouri Medicine*. A bi-monthly publication is set to begin with the September/October issue of the magazine. Lizabeth R.S. Fleenor, MA, takes over as Managing Editor.

September/October 2002

Historical Note:

The first bi-monthly journal begins with a three part series on herbal medicine by contributing author, Alan Clark, MD, of Springfield.

November/December 2002

Historical Note:

Missouri Medicine teams up with the University of Missouri-Columbia to run a two issue theme series on the "Care of the Dying Patient" spearheaded by David Fleming, MD.



Volume 100 March/April 2003

"White Coats Fill the Capitol" with testimony in pursuit of meaningful tort reform. More than 700 physicians filled the Capitol during MSMA's White Coat Lobby Day on January 29.

May/June 2003

Historical Note:

Theme issues continue successfully with "*Missouri Medicine* and MU Special Series on Obesity" and "Military Medicine."

September/October 2003

First Journal CME Article:

"Transfusion Medicine-2003: A Comprehensive Review, Part II" by Jay E. Menitove, MD, Kansas City. Members can read, test, and submit questionnaire for one hour of CME.

Volume 101

Historical Note:

MSMA commences its Centennial Year - 101st volume of *Missouri Medicine* in 2004. The year begins with a theme issue on Women's Medical Issues from the University of Missouri – Kansas City and continues with the March/April issue, by Saint Louis University School of Medicine on Medical Genetics. The September/October issue features a series on the Future of Medical Education by Washington University.

The cover of the May/June issue is a copy of the first cover of *Missouri Medicine* that ran in July 1904. It is also the cover for this compendium of history. That issue also featured former journal editors' perspectives from Drs. J. Regan Thomas, Donald Sessions, Jordon Burkey, Alan Clark, and Executive Vice President Cork Swarens. Congratulatory letters were received by the Secretary of Health and Human Services Tommy Thompson; American Medical Association President Donald Palmisano, MD; and United States Senators Christopher Bond and James Talent.

Missouri Medicine begins running "Centennial 1904-2004 Excerpts & Reflections" in March/April, and continues with 1904 through 1929, and again from 1930 to 1959 in the September/October issue. The Annual Directory of Membership featured a watercolor by Columbia artist Paul Jackson entitled "Lewis & Clark" in honor of the bicentennial of the U.S. Army "Corps of Discovery." *Missouri Medicine* wrapped up its Centennial Celebration with the November/December issue reflecting on the years of 1950 through 2004, and highlighting its history of covers.

The history was collected by Managing Editor Lizabeth R.S. Fleenor from the bound journals housed at the MSMA Headquarters' Library at 113 Madison Street.

