The hospital's newly designed emblem is shown above. Its purpose is to make printed and other material emanating from the hospital more quickly recognizable. The emblem, or logo, embodies in its design three symbols reflecting the main functions of the hospital. They are the caduceus, suggesting patient care; a microscope, denoting research, and the lamp of Sanitas, denoting education.

The emblem is a flexible tool — it can be blown up or reduced to any size and can be printed in many color combinations. It is being used for the first time in publications dealing with the hospital fund-raising drive and in this issue.

More and more hospitals across the country are adopting similar emblems to help project their images in the community. Most of these designs seem to stress an artistic arrangement of the hospital's initials, such as ours do.

Keep your eyes open for the new emblem — you'll be seeing it more and more in the future.

216 is all New — Masthead to Foot

You are reading the new 216. It is truly new — masthead to foot. Since the last publication for the general community was first issued in 1952, it has experimented with a number of layout designs, all of which have succumbed to bigger and better layouts permitting the use of more words and more pictures.

The editors now feel that 216, named after the hospital's Kingshighway address, has settled into the four familiar pages. We have at our disposal all the space we need to tell the Jewish Hospital story in its entirety.

The new masthead is ideal, we think, as it clearly identifies our publication. The new masthead is Baskerville — clean and modern and, according to communications research, just right for good readability.

As always, we feel that photographs are of extreme importance. In this new 216, we have given close attention to composition and cropping. You will note, too, that our editorial policy calls for larger, sharper pictures.

For the first time, stories will be placed under specific categories such as nursing, medical, auxiliary, people in the news, and research. It is a rule of thumb in journalism that if the subject matter can be grouped together as much as possible. 216 is not compiled in a day. Its preparation involves obtaining good news leads; arranging and conducting interviews, both in person and via the phone; checking and re-checking facts for accuracy; writing and re-writing drafts; shooting photographs; planning the layout; writing headlines; editing; and putting up proofs; reviewing the final layout; and distributing the newspaper to the more than 7,500 persons who receive each issue.

We work diligently to show our readers how Jewish Hospital functions as a dynamic, briskly-moving institution, whose aim is the very finest in patient care, education, and research.

A campaign to raise $3,112,500 for Jewish Hospital is under way, it was announced by John M. Shoenberg, hospital president and general campaign chairman.

Funds will be used for a multi-story building for, which $1,000,000 in campaign funds will be earmarked, is needed by hospital research personnel who have postponed some projects because of presently inadequate laboratory facilities.

The new building will also provide living accommodations for an increase in students in the school of nursing as well as students who can't be accommodated in the main nurses residence at 306 S. Kingshighway.

The editors now feel that prospective interns are encouraged to visit the hospital and confer with staff members. Twenty seniors are becoming familiar with hospital routines by work here as either night externs or clerks, Dr. John McCormack, the KMOX-radio disc jockey narrator.

The exteriors, from both Washington and St. Louis University medical schools, hold year-round jobs assisting interns and residents on such clinical services as medicine, surgery, obstetrics and gynecology, and pediatrics. The clerks, all seniors at the university, take six-week courses here for credit in medicine and surgery. During the year, clerkships bring even more seniors into contact with the hospital teaching staff, Dr. Pareira pointed out.

About seventy-five per cent of the hospital medical staff holds faculty appointments at one or both of the two local medical schools and are available to answer students' questions about the hospital, Dr. Pareira said.

Like other hospitals, Jewish is often visited by various groups and interested persons who ask questions about the hospital. Medical students and residents in the schools of medicine and dentistry are matched with hospitals and medical students are matched with medical students who can't be accommodated in the school of nursing as well as students who can't be accommodated in the main nurses residence at 306 S. Kingshighway. Forty-seven students are now quartered in a building separated from the main residence.

It is expected that the new building will contain sufficient laboratories, classrooms, space, and faculty offices to increase nursing school enrollment from its present 212 to 250.

A total of $612,500 will be designated for purchase of extra land for parking space. At the present time, three small lots with a maximum capacity of 77 cars and a limited amount of parking meters must accommodate the 2,500 physicians, employees, volunteers, patients, and visitors who use the hospital daily.

The bank loans were made to finance a portion of the hospital construction program, which began in 1951. The loans were an addition to $7,000,000 contributed by the community and were required to pay for certain structural changes.

The changes were prompted by new medical developments including the installment of a cobalt machine and a deep X-ray therapy unit. It is a rule of thumb in journalism that if the subject matter can be grouped together as much as possible.

On the mainland we have a new hospital, the Jewish Hospital of St. Louis. It is in the St. Louis area, but we must tell the story of the hospital in this edition.

For the first time in its history, Jewish Hospital is the subject of a semi-documentary film. It stars scores of employees, medical and house staff members, volunteers, and patients.

Called “This Hospital Is Yours,” it will be premiered at a November 16 dinner for friends of the hospital at the Chase-Park Plaza Hotel in association with the ongoing campaign for hospital funds.

John McCormack, the KMOX-radio disc jockey known as “The Man Who Walks and Talks at Midnight” is narrator.

The black-and-white, 16m.m. production will be released shortly for showings at the hospital. The public relations office will announce showing times and dates in the near future.

Film Stresses “This Hospital Is Yours”
Absentee Ballots

50 Patients Request

For the second straight year, Jewish was the first St. Louis hospital to complete its United Fund campaign and earn a spot on the coveted fair share honor roll. A total of 1,061 employees contributed $12,295 to the three-week campaign here which ended October 12.

The final total was 154 per cent of the hospital’s quota of $8,000. The majority of contributors, 676 persons, gave through the payroll deduction system.

Dr. Littauer, in a payroll letter to all employees, said “I am once again thrilled by the overwhelming support of the Hospital’s United Fund campaign.”

“To all of you who so unselfishly opened your hearts to this indispensable community charity,” he continued, “I wish to extend my deepest thanks.”

Under the direction of Mrs. Virginia Reisinger, director of nursing service, 365 members of the nursing department donated $2,860 to the drive. Other departments, with 100 per cent employee contributions were:

- Medical Records; Heart Station; Walden, admitting; General Accounting; Executive Offices; Gift Gallery; Coffee Shop; Cashiers; Office, Social Work, Personnel; Surgery; Maintenance; Pharmacy; Purchasing; Ear, Nose, and Throat; Dietetics; General Supply; and Housekeeping.

Prior to the campaign, 27 rallies were held in various hospital departments to acquaint employees with facts of the drive. More than 75 team captains as well as eight division leaders, supervised the solicitation of all employees.

Chairman of the 1962 campaign was Robert Rubright. He was assisted by William Chiles, co-chairman, and Mrs. Judy Reinhart, coordinator.

Dr. Norman Drey was chairman of United Fund campaigning among the visiting medical staff — a drive entirely separate from the hospital’s. As of publication time, Dr. Drey reported that 78 physicians and their private office personnel had contributed nearly $7,200.

50 Patients Request Absentee Ballots

Fifty patients in the hospital voted in the November 6 general election by means of absentee ballots.

Voters and volunteers distributed absentee ballot application forms to patients and helped to obtain notaries public to certify all completed ballots.

The hospital public relations office coordinated the program, which had the wholehearted approval of the local election board.

For years, the hospital has provided patients the opportunity to vote in local and national elections through the absentee ballot assistance program.

Annual Strauss Talk
Set for December 11

“Renal Vascular Disease” will be the subject of the annual Arthur E. Strauss Visiting Physician lecture at 9 a.m., December 11, in Steinberg Auditorium of the hospital. Speaker will be Dr. Robert M. Kark, professor of medicine at University of Illinois Medical College and the director of the department of medicine, Presbyterian-St. Luke’s Hospital, Chicago. His medical interest is metabolic aspects of disease, especially the liver, kidney, and gastrointestinal tract.

Dr. Kark, a Cape Town, South Africa native, has lectured throughout the world. He is a staff renal consultant to the U.S. Public Health service and the U.S. Army surgeon general.

Daily Blood Pressures

For years, the hospital has provided daily blood pressure monitoring for the patients in the hospital to obtain material for his Ph.D. thesis.

Tongue Thrusting Gets Its Come-Uppance

Speech pathologist Gayle Brennan is busy grappling with the problem of a special breed of young patients known as tongue thrusters.

“When tongue thrillers swallow,” said Mrs. Brennan, “they push their tongues forward, creating pressure on the teeth. The longer the habit continues, the farther the teeth are pushed. The problem is one of controlling the tongue while swallowing.”

The exercise period generally spans about six to seven weeks, rife with such techniques as “cha swallowing,” and other pronunciations, as well as plenty of homework. “We ask the children to practice at home three times daily, especially before they go to bed so that they may do it unconsciously during their sleep,” Mrs. Brennan said.

A staff orthodontist praising the speech pathology program said, “We find that successful results in teeth straightening can’t be obtained until the tongue thrust habit is altered. It can be the dominant factor in the outcome of a case.”

Speech therapists must first break thumb-sucking habits before she begins teaching her exercises. She suggests that youngsters be broken of their thumb sucking habits either by gentle coaxing or by applying home remedies.

Calendar of Events

December 1 Through January 25

DECEMBER 6 7:30 p.m., all-patient party, “Stars of Tomorrow” variety show, Steinberg Auditorium

DECEMBER 10 2 p.m., rounds with Dr. Robert M. Kark, Arthur E. Strauss visiting physician, Room A

DECEMBER 11 9 a.m., “Renal Vascular Disease,” lecture by Dr. Robert M. Kark, annual Arthur E. Strauss Visiting Physician lecture, Steinberg Auditorium

DECEMBER 12 9 a.m., Executive Housekeepers’ Institute, Steinberg Auditorium

DECEMBER 13 9 a.m., Executive Housekeepers’ Institute, Steinberg Auditorium

DECEMBER 14 9 a.m., Executive Housekeepers’ Institute, Steinberg Auditorium

DECEMBER 15 8:30 a.m., “Patterns and Rates of Neoplastic Growth,” lecture by Dr. John S. Spurtz, Jr., chief surgeon Ellis Fischel State Hospital, Columbia, Dept. of Surgery Weekly Conference, Steinberg Auditorium

JANUARY 19 Noon, “St. Louis Day” program for prospective student nurses, Steinberg Auditorium

JANUARY 24 9 a.m., Home Care seminar for health insurance executives, Steinberg Auditorium

JANUARY 25 9 a.m., Home Care seminar for health insurance executives, Steinberg Auditorium

Speech pathologist Gayle Brennan is busy grappling with the problem of a special breed of young patients known as tongue thrusters.

“When tongue thrillers swallow,” said Mrs. Brennan, “they push their tongues forward, creating pressure on the teeth. The longer the habit continues, the farther the teeth are pushed. The problem is one of controlling the tongue while swallowing.”

To combat tongue thrusting or “reverse swallowing,” as it is sometimes called, some dentists have been referring youngsters between the ages of four and fifteen to the division of speech pathology for evaluation and expections.

Some tongue-thrusters must first break thumb-sucking habits before she begins teaching her exercises. She suggests that youngsters be broken of their thumb sucking habits either by gentle coaxing or by applying home remedies.

The exercise period generally spans about six or seven weeks, rife with such techniques as “cha swallowing,” “kick swallowing,” and other pronunciations, as well as plenty of homework. “We ask the children to practice at home three times daily, especially before they go to bed so that they may do it unconsciously during their sleep,” Mrs. Brennan said.
"Budget-Oriented" Jewish Hospital Sets Sights on Fiscal '63

As the summer holiday season neared its end and Labor Day loomed around the corner, the board of directors, department heads, and administrative and board members geared themselves for their annual round of budget making.

In order to have a fully-approved and working budget ready to greet the next fiscal year, the department heads submitted their estimated 1963 budgets to the general accounting office last September.

The separate budgets were consolidated and turned into the controller. The accountants compared the 1963 estimates with 1962 budgets as well as actual expenditures extended or "annualized" to December 31 to reflect the probable total figures for the year.

"The combined budget submitted by department heads for 1963 represented a deficit of $212,447 plus $160,000 for depreciation expenses," said Irwin Albrecht, assistant director and controller. "After administrative review of each budget item, the deficit was pared to about $20,000 plus the depreciation expenses.

Next, the budget committee, a subgroup of the finance and budget committee of the board of directors, a committee of board members, met for the first of several sessions for administrative review of each budget item, to the importance of the document. The budget was reviewed for fiscal policy and revisions were made.

As 216 went to press, the full finance and budget committee was ready to receive the budget. Later this month the budget will be sent to the board of directors for final approval at its December meeting.

The close inspection of the annual budget points up the fact that Jewish Hospital is extremely budget-oriented. "We have a more detailed budget and a more intensive budget review than most hospitals," Mr. Albrecht said. "And our budget differs from most hospitals in that it reflects turnover, expenses, and personnel control figures. Many hospitals have only a personnel control budget and some have no budgets at all.

The continuous monitoring of the budget, which increases about eight percent each year in line with national trends, is evidenced further in the detailed treasurer's report and operating statement published monthly by the accounting office. These show actual as well as budgeted figures per month and for the year to date.

"The budget gives us a plan to work with," Mr. Albrecht explained. "It gives us a control of each department to determine its performance according to what is expected. It is a management tool for the administrative and department heads to see where improvements can be made, and how it is working. It keeps the board of directors abreast of the hospital's operations for the coming year."

Dr. Alexander Horwitz

Mementos on Display

Biographical material and writings of Dr. Alexander Earle Horwitz are on display in the hospital's memorabilia show-case on the first floor near the doctors' lounge.

Dr. Horwitz, known for his devotion to the care of crippled and handicapped children, was one of the original doctors of Jewish Hospital from 1908 to his death in 1943 at age 61. He was a graduate of Washington University medical school, and he also received an M.A. in orthopedic surgery from Harvard. From 1941 to 1945 he was assistant professor of orthopedic surgery at St. Louis University medical school.

He was a member of the Harvard Club, the University Club, and the American Academy of Orthopedic Surgeons.

The memorabilia display was prepared by Horwitz's nephew, Dr. Irwin B. Horwitz, a member of the hospital's visiting staff.

Personalities

Race, Sex Differences in Response to Sound May Be Demonstrated in Audiology Study

Ways by which persons of varying races and opposite sexes respond differently to the same sound may be demonstrated by research personnel in the audiology section of the department of otolaryngology.

The director of the section, Dr. Robert Goldstein, has been awarded a three-year $70,156 grant from the United States Public Health Service to conduct such a project.

Past studies at the hospital have indicated, Dr. Goldstein said, that not only patients with defective hearing but normal persons as well have a "very wide range variability" in their electrical responses to sound.

"As a group, some patients may be different from normals in the manner in which they respond, but the differences are so variable that we can't use this information in a diagnostic way," he said.

He added that previous studies at the hospital as well as research elsewhere indicate that there may be sex differences as to how the sexes and the different races may respond to various stimuli.

The long-term goals of the studies will be to provide more information about how the brain reacts to sound and why they may not possess normal communication processes. The information obtained would aid experimental and social psychologists, he added.

Kitchen Work Adds Dash of Opportunity For Apprentice Cooks

"What's cooking?" is an overworked phrase chefs get tired of hearing, but who's cooking is something new, at least in the Jewish Hospital kitchen and the St. Louis area as well.

Three cook apprentices are acquiring on-the-job experience here. They are the first of their "free" days—to come in as under-studies to regular cooks. They work without pay on the sixth day, strictly to learn more about their occupation.

Every two weeks the students are quizzed by Mr. Axelrod and his cooks to see how well they've learned their lessons. If they get high marks, they may be permitted to proceed to attempt more complicated tasks.

At the beginning of their training, for example, they learn to use the very latest—knives, especially. They first master proper meat slicing, then making sandwiches, and then cutting garnishes. Later in the course, they learn the mechanics of putting together tricky sauces and gravies.

"To be a good cook," Mr. Axelrod said, "an individual has to have the proper feel for food. He has to like what he's doing."

"Training cooks here in the hospital gives us men who know how to do things the way we want them done," Mr. Axelrod explained.

Hospitals' Personnel Policies Are Studied

Personnel policies in Jewish, Barnes, and Children's Hospitals are under study by the personnel directors of the three institutions, according to William Chiles, Jewish Hospital personnel director.

The study is an attempt to compare various personnel policies among the three hospitals. Mr. Chiles said the personnel directors make recommendations, submitting them to their respective hospital's board of directors for approval.

Under review are such items as the minimum wage, vacations, sick leave, holidays, and jury duty. According to Mr. Chiles, the recently issued employee manual reflects some modification of policy and areas of agreement between the three hospitals.
The Sidney I. Rothschild medical library in the hospital was featured in the August Medical Record News. The occasion was an article written by library director Evelyn Whitlock, who, incidentally, was recently elected vice-president of the Missouri Association of Medical Record Librarians.

Mrs. Whitlock described the operations of the medical library, from its establishment in 1922 with 200 volumes to its current collection of 2,300 volumes. The library regularly receives 157 periodical publications of which 47 were gift subscriptions, she said.

According to the article, it is the library policy to collect and retain material related to the history of medicine and indexes to medical literature and to keep on hand a representative group of the recent books on clinical and laboratory medicine and on specialties. Books are needed periodically because they rapidly become outdated. Magazines, if not regularly used, are kept unbound for one year and then discarded.

Books and periodicals are purchased on recommendations of the directors of the medical and surgical departments as well as suggestions from attending and house staffs. Home circulation of library materials is limited to the attending house staffs and medical students serving as externs. The hospital maintains separate libraries for patients and nurses.

According to Mrs. Whitlock, books, periodicals, and pamphlets are checked out on the first floor. During a week-long "housewarming," the growth of the library is thus kept under control.

Research at the hospital is strengthened by the sale of greeting cards by the Women's Auxiliary. Among the projects which planned and arranged the event are Mrs. Robert L. Hausfater, chairman, and Mesdames Harold J. Abrams, M. Michael Fishman, Ralph M. Friedman, Samuel Gilberg, Melvin Kirstein, Harry J. Laha, Max Libach, Rudick J. Lewis, Donald Quicksilver, Earl Susman, and Milton Yasvis. Mrs. Sander Zwick, auxiliary president, presided.

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Nursing

Education Leaves Granted to 3 R.N.s

Three staff nurses have been granted leaves of absence to continue their professional nursing education. The trio includes:

Mrs. Bern Stewart, assistant instructor in rehabilitation, who will be at the University of Oklahoma College of Nursing.

Miss Wanda Derris, staff nurse in the nursery, who will take a course in premature nursery care at University of Colorado Medical Center and;

Miss Janie Surphlis, staff nurse on 1 South, who will take an intensive course in physical rehabilitation methods for nurses at New York University Medical Center's Institute of Physical Medicine and Rehabilitation under the direction of Dr. Howard. The Blanche Greenwald Memorial Fund supports the advanced education of both Miss Derris and Miss Surphlis.

Student Recruitment Programs Described

A new event, "St. Louis Days," will highlight the recruitment programs for high school seniors scheduled by the School of Nursing during the next school year, according to Mrs. Ben Seuraria, chairman of the recruitment program of the Woman's Auxiliary committee on nursing. "St. Louis Days" will be January 10.

Designed to emphasize career possibilities for graduate nurses, "St. Louis Days" will involve guidance teachers as well as senior students from 35 St. Louis area high schools. Plans for the event include talks by staff and private-duty nurses, and by representatives from the Visiting Nurses' Association and the armed forces.

The traditional "Nurse For A Day" program will be held March 10. Plans include a look at the duties of nurses in the hospital, whereas "Freshman Show Me," held in October, focused on classroom activities of freshman students. "Freshman Show Me" was a segment of the "St. Louis Days," held in October, to familiarize professional and personal groups with administrative and dental resources.

Give Diabetics Chance, M.D. Tells Employers

The diabetic deserves a chance to compete with the non-diabetic for employment with no more restrictions than any false prejudices, Dr. Sidney Goldenberg recently told representatives of the Allied Industries of Missouri.

Industry must be educated to evaluate diabetics and to consider objectively the type of work in which they were engaged might prove dangerous to those with normal hearing and speech who are approaching a sixth sense.

These communication problems are more widespread than most of us may be aware of since no definitive study of their prevalence has been made. Certainly, it is unlikely that many of us will escape a communication handicap as we go into our later decades of life.

Each patient in the study will get a thorough ear, nose, and throat examination, and any medical or surgical problems will be corrected, if possible.

Research will be conducted along with the evaluation and therapy procedures. The department's aim is to appraise of medical therapeutic agents such as antidepressants or antidepressants; and the uses of the basic causes for deterioration of hearing and speech mechanisms, and the development of new therapeutic agents based on new knowledge of the aging process.

Assembling in the project is a new staff member of the Department of Otolaryngology, Dr. David Shepherd, an audiologist. He received a Ph.D. in audiology from Syracuse University and holds a B.A. and M.A. degree from Michigan State University. Other members of the audiologic section of the department are also participating in the hearing and speech aspects of the program. This portion is supervised by Dr. Dr. Robert Goldenberg, director, audiologic section of the department.

Diabetes Society gave similar results. Companies which do not hire diabetics or that the type of work in which they were engaged might prove dangerous to the employee or to others.

Rehab Chief Tells of Vibration Studies

The ability to perceive vibration decreases with age and poor circulation, Dr. Franz U. Steinberg, director of the department of rehabilitation and chronic disease, reports. They may also be helpful in the American Congress of Physical Medicine and Rehabilitation.

The determination of vibratory sensation is an important tool in diagnosing nerve disorders, he said. Loss of vibratory perception in the palms of the hands and the tips of the fingers—the areas most sensitive to vibrations—often foreshadows progressive nerve disease.

Dr. Steinberg was assisted in the research on which the paper was based by his assistant, Dr. G. Granek, an assistant in medicine at Vanderbilt University School of Medicine in Nashville, Tennessee. These results were obtained by use of a Bio-Thesiometer, which involved placing an electric vibrator against the pulp of the big toe and increasing the voltage until the patient was able to feel vibration. The voltage at which patients were able to feel vibration were between 20 and 90; 69 had normal sensation and 29 had insufficient vibration perception in the hands.

The research was supported by a grant from Miriam Lodge #5 United Order of True Sisters.

The United States Public Health Service has chosen Jewish Hospital for a three-year project to demonstrate a hospital-based program of comprehensive dental care for chronically ill, aged, and handicapped persons. Dr. Calvin H. Weiss, director of the hospital's division of dentistry and project director, announced that the hospital will receive $47,500 to support the first year of the project.

The goal of the project is to demonstrate to dentists, physicians, hospital administrators, community health planners, and dental students the role of dentists in the hospital-based health team, with emphasis on the development of new therapeutic agents based on new knowledge of the aging process.

A series of local and regional seminars will be held to familiarize professional groups with administrative and dental problems involved in treating long-term patients.

"The project at Jewish Hospital is unique as a hospital-based program encompassing all types of aged, chronically ill, and handicapped persons," said Dr. William J. Putnam, chief, disease control branch, division of dental public health and resources.

He said, "Jewish Hospital was selected for this demonstration project for a number of reasons — the excellent dental facilities, educational research, program, dental internship program, variety of sources of revenue, and strategic geographic location."

The project team consists of eleven dentists. The research will include one assistant, and one research assistant. Daniel M. Anzel, administrative assistant, is project coordinator.
Personnel Adds

Testing Facilities

A testing and orientation room is under construction in the personnel office, William Chiles, personnel director, reported.

Scheduled for completion this month, the room will be used to give new employees a tape-recorded talk about the hospital. The room will also be used for typing, shorthand, and manual dexterity tests. Other ability tests such as mathematics or spelling may be introduced, Mr. Chiles said.

A glass panel will separate the new 9x5' room from the present interviewing room, allowing the interviewer to talk to job applicants from both sides of the wall and observe those being examined in the other.

The Management Engineering department shares offices with the Personnel department on the ground floor of the hospital.

Department in Depth

Admitting room waiting time has been reduced from 50 to 12 minutes during the past year, Dean Cox, director of admissions, reported. The dramatic reduction is due largely to the use of an automatic pre-admission information gathering plan, he said.

When a doctor notifies the hospital that he is making a reservation for a patient, the admitting office mails the patient information about arrival time, things to bring, visiting hours, and hospital services, and in return asks that the patient fill out and return a personal data sheet, Mr. Cox said.

When a patient arrives at the hospital, all that needs to be entered on his record is the time and his room number, Mr. Cox said. The patient is rarely kept waiting for even this simple procedure because early on the day he is scheduled to enter the hospital, he is called and given a definite appointment time.

The admitting office schedules two patients every ten minutes between noon and 3:30 p.m. daily. About 41 patients, including emergencies, are admitted to the hospital each day, Mr. Cox said. The hospital now averages about 600 admissions per year.

As soon as the form is returned to the hospital, the information it contains is typed in triplicate and may be used for appointment times, Mr. Cox said. Of the remaining 52 per cent, more than 40 per cent are emergency admissions. Less than 12 per cent fail to fill out the forms.

Among the topics to be discussed are procedures in their respective departments. The seminar is the second to be held for home care personnel this year. Sessions for administrative offices were held last winter.

Enrolled in the class are Beulah Bean, supervisor of central supply, and Marie Kupper, assistant director of nursing division. Dr. Jay Goldman, director of the management engineering department and Philip Rasin, member of his staff, conduct the seminar.

Joint Purchasing

Joint Project Reported

Joint purchases of food and other staple items are being made by Jewish, Barnes, and Children's Hospitals, David A Gee, associate director of Jewish Hospital, reported recently.

Among the specific items purchased are oranges, milk, and surgical gloves. New under consideration are contracts for 66 kinds of paper goods and for 21 different surgical dressings, Mr. Gee said.

The three institutions involved are the members of the Washington University Medical School and Associated Hospitals, organized early this year. The joint purchasing began last June and is only one of several cooperative programs.

"Our savings have been realized already from these joint efforts," Mr. Gee pointed out, "although only a limited number of items can be purchased in joint fashion — only those needed in great quantities."

Group buying is becoming a national trend, he commented. City-wide purchasing programs are in effect in Baltimore, Boston, Cleveland, and Pittsburgh.

Mr. Gee is being assisted by William Sann, administrative resident, and Saul Henderleifer, purchasing agent.

Joint Purchasing

Institute Dates

An executive housekeepers' institute will be held in Steinberg auditorium December 12 to 19, it was announced by Beulah Bean, executive housekeeper and president, St. Louis chapter, National Executive Housekeepers Association.

Among the topics to be discussed are proper purchasing procedure, interior design for institutions, safety practices, maintenance of equipment and supplies, and sanitation.

An interior designer, safety expert, hospital administrator, and educators, are among speakers. Fifty persons will attend.

Home Care Statistics for Nine Years

Reflect Broad Activities of Department

Five hundred and thirty patients have been admitted to the Home Care program since it began in 1953, the Home Care department reported recently.

The Home Care program provides medical, nursing, and rehabilitative services to patients in their homes, in order to provide a more favorable environment for recovery, shorten the hospital stay and reduce the expenses of their illness.

The program assists those who need medical care but cannot travel to a physician's office or to a hospital's out-patient department.

The patient's home must be suitable for long term nursing and medical treatment and his family must be willing to accept him back into the home and assist members of the Home Care team in treating him.

Patients may be referred to the program by private physicians on the hospital staff or by house officers. Only patients living in St. Louis and its suburbs are eligible.
Open Letter from Jewish Hospital President

Ten years ago the Jewish Hospital of Saint Louis embarked upon a program recommended by the Health Planning Committee of the Jewish Federation, a program expressing the concept that the greatest service to the community is based on the combination of patient care, medical education, and research. During these ten years the Jewish Hospital — your Hospital — has become one of the outstanding voluntary health centers in the United States.

You have every reason to be proud of the achievements of your Hospital. But medical science does not stand still, and you properly insist that the Jewish Hospital provide you with the latest techniques, the most modern equipment, and the highest quality of care as rapidly as new advances in medicine make them available. The challenge we share is to build on today's excellence to utilize the wondrous new knowledge science will make available tomorrow.

This Hospital is yours . . . a hospital great in standards, great in service, great in its dedication to the community's well-being.

Your Hospital seeks to provide you and your loved ones with the highest standard of health service in the fullest measure of your expectations and increased needs. Towards this end we invite your study and understanding.

Sincerely yours,
John M. Shoenberg

Open Letter from Jewish Federation President

In recognition of the growing needs of the Jewish Hospital, the Board of Directors of the Jewish Federation has approved, after careful study, the Hospital's campaign for $3,112,500.

The Jewish community of Greater Saint Louis may well be proud of its Hospital. The great health center which is the Jewish Hospital today came into being as the result of an exhaustive study of the community's health resources and needs completed some ten years ago by the Health Planning Committee of the Jewish Federation. The Jewish Hospital thereby became the keystone in a coordinated and integrated community health program which has worked so effectively that in November 1961 the Jewish Federation received, in behalf of the community, the annual William J. Shroder Memorial Award for Community Planning of the Council of Jewish Federations and Welfare Funds.

The Jewish Hospital of Saint Louis's belongs to the community it serves. Its needs are the community's needs. I know the community will respond in the fullest measure of understanding and generosity to its Hospital's needs.

With kind personal regards,
Sincerely,
Milton Frank

ARCHITECT'S SKETCH OF PROPOSED MULTIPURPOSE BUILDING.

Functionalism is the keynote of design of the new multipurpose building to be erected by the Jewish Hospital to meet its immediate and urgent space needs. The new structure will house research facilities, additional residential quarters and classrooms for the School of Nursing, and rooms for house staff members now occupying the sixth floor of the Steinberg wing of the main Hospital building.

The building will have nine floors. Three floors will be devoted to residential quarters, four floors to research, and the ground floor and basement to common use. Housing will be provided for 85 student nurses, and for 57 house staff members. The research floors will have 32,000 square feet of laboratory space and related research facilities. Foundations and supports are designed to permit construction of additional floors in accordance with future needs as they develop.

The idea of combining several functions in a single high-rise building was born out of the need to make maximum use of such land as might be available to the Hospital.

By meeting different types of space needs in one building instead of planning for separate structures, considerable savings in money will be effected through the use of a single building site, a common foundation, and one system of mechanical and service facilities.

Plans call for the most efficient use of every square foot of floor space in the building. Research laboratories will be designed to permit combination and subdivision as program requirements change. In addition to sleeping rooms, the residence quarters will have spacious lounges and recreation rooms, as well as ample space for storage.

The building exterior will have the purity and simplicity of line that makes possible the beauty of modern functional architecture.

Bold in its originality of design, beautiful in line, completely functional — your Hospital's new multipurpose building will be a source of pride to all who will have contributed to make it construction possible.

“THIS HOSPITAL IS YOURS.”

That's the title on the cover of the Hospital's new brochure prepared for the current Development Fund Campaign.

It's the story of what goes on behind the scenes in the Hospital so that the services you rightfully take for granted can be rendered. Because a Hospital is people, and the brochure is about the Hospital and the people. About doctors and nurses and administrators and house staff. About nurses aides and housekeepers and orderlies and dietitians. About maintenance men and engineers and switchboard operators and bookkeepers and office workers and all the other 1100 Hospital workers. To say nothing of 500 volunteers of our Women's Auxiliary.

In words and pictures the brochure, “THIS HOSPITAL IS YOURS”, tells the story of all these people and what they do to keep your great center for health functioning at top efficiency twenty-four hours a day, every day of the year.

And the brochure spells out the needs of your Hospital at this time, the needs which have made necessary a campaign for $3,112,500. Again, words and pictures, again the facts succinctly stated — graphically illustrated, to describe your Hospital's urgent need for research facilities, additional residential and teaching facilities for your School of Nursing, space to build, space for parking.

This is a magnificently designed brochure that tells a compelling story — the story of YOUR HOSPITAL, and its needs. If you don't have one, get one. Just call P.O. Box 7-8890 — Extremad 607, and we'll put one in the mail immediately for you. It's a story you'll want to read, because THIS HOSPITAL IS YOURS.
Honorary Chairmen and Fund Officers are Announced

Names of officers in the current campaign to raise $3,112,000 for the hospital have been announced by John M. Shoenberg, hospital president and general campaign chairman.

Honorary campaign chairmen are J. Arthur Baer, Harry Edison, Morton J. May, Sydney M. Shoenberg, Sr., and Charles M. Yalem. Joseph F. Ruswitz is campaign director and Edward F. Schweich is associate campaign director.


Other key committees and their chairmen are:

Woman, Mrs. Sanders B. Zwick; programs, Sydneym S. Shoenberg, Jr.; Public relations, Louis E. Westheimer, chairman, Alfred Fleschman, vice-chairman; dinner, Mrs. Harry W. Loeb; tours, Mrs. Irven M. Barkay.

Medical staff, David Rothman, M.D.; memorials, J. Arthur Baer, II; corporate gifts, Major B. Einstein;

Also, advance gifts, Louis Tiger, chairman, Willard L. Levy and Gordon Scherck; workers, Edwin Levis, Jr., co-chairman; Alexandr S. Loeb, co-chairman, Charles B. Baron, vice-chairman, and Raymond H. Witcos.

THIS HOSPITAL IS YOURS

The following information is taken from a recent report submitted to the Hospital's Committee on Nursing by Edna E. Petersson, Director of Nursing. It highlights problems typical of the nursing profession and hospitals throughout the country: the tremendous changes in nursing education requirements in the past several years as a result of developments in medicine; the desperate shortage of qualified graduate nurses.

Miss Petersson reports: “The School of Nursing Building was erected at 206 South Kingshighway in 1926. At that time the average number of students was 34 and it was anticipated that enrollment might reach 100. The building was planned to house, in addition to the teaching facilities, students, faculty and head nurses. By 1927, 57 students were enrolled and in 1937 enrollment reached 73. There were 143 students in the school in 1947 and it became the policy to gradually place faculty and head nurses on cash salaries and ask them to live away from the student dormitory. In 1957 the student enrollment reached 176. It was then evident that if the school were to continue expanding, more dormitory space would be needed. In 1959 an additional dormitory housing 47 students was opened at 4949 Forest Park Boulevard. In 1961 the school enrollment had reached 212.”

The Jewish Hospital's School of Nursing is accredited by the National League for Nursing which sets the standards for the field of Nursing Education. Accreditation, Miss Petersson points out, is indicative of the fact that the Jewish Hospital School of Nursing is to survive. And a major criterion in judging a good school of nursing is its physical plant. “The Recruitment program of the Jewish Hospital School of Nursing is faced with competition from local schools of nursing who have or are in the process of providing the latest facilities for their teaching programs.”

The Jewish Hospital has clinical facilities that make possible an enrollment of 520 students in the School of Nursing, an increase of 38 over present enrollment. The 47 students presently housed in the Jewish Hospital School Annex should be re-integrated into the total student body for greater efficiency in administration and teaching. To achieve the re-uniting of the student body, accommodate the small increase in enrollment and eliminate some of the crowding in the present main building of the School of Nursing, the Jewish Hospital plans to provide 41 new sleeping rooms, for 82 students, in the projected multipurpose building which is the largest item in the Development Fund Campaign now in progress.

In 1955 the Jewish Hospital of Saint Louis received a check for $350 from Mr. Morton J. May to help start a research program. Since then, with the increasing generosity of Mr. May and other far-seeing individuals, with grants from foundations, industry and the Public Health Service the research budget at the Jewish Hospital has grown to almost $500,000 a year, and it can be anticipated that the budget will reach a million dollars within the next decade!

It must be pointed out that practically all the funds for research at Jewish Hospital come from sources outside the Hospital's operating budget.

The vital importance of research to the modern hospital is manifested in many ways. In a paper delivered before the Tri-State Hospital Assembly in 1960, published in Hospital Administration, Jewish Hospital's executive director, Dr. David Littauer reported: “During the 1950’s more than 400 new prescription drugs were introduced. During the last twenty years we have seen the introduction of the antibiotics, antihistamines, synthetic hormones, amino acids, radiotopes, tranquillizers, energizers, polio, and other viral vaccines. It has been estimated that seven out of ten prescriptions today are for drugs or compounds that did not exist in 1945.”

Equipment is another area in which research has enabled medicine to make giant forward strides. Hospitals today are the beneficiaries of new miracles uncovered in the fields of physics and electronics. Fan-tastically sensitive devices for diagnosis of diseases and conditions that could not be detected twenty years ago, powerful new therapy machines, automatic devices for speeding up diagnostic procedures, automatically sensitive devices for diagnosis of diseases and conditions that could not be detected twenty years ago, powerful new therapy machines, automatic devices for speeding up diagnostic procedures, automatically sensitive devices for diagnosis of diseases and conditions that could not be detected twenty years ago, powerful new therapy machines, automatic devices for speeding up diagnostic procedures, automatically sensitive devices for diagnosis of diseases and conditions that could not be detected twenty years ago, powerful new therapy machines, automatic devices for speeding up diagnostic procedures.

With the new drugs and equipment have come amazing developments in medical and surgical fields that we have come to take for granted — open heart surgery, transplantation of organs, cardiac monitoring.

The Jewish Hospital is preparing for the new miracles that research will unfold by providing 30,000 square feet of new research laboratories and facilities in the multipurpose building included in the needs to be met by the current Development Fund Campaign.
$900,000 Loan Made
Miracles Possible;
Must Now be Repaid

People who have had homes built for themselves know something about the problem of the unanticipated needs that seem to arise constantly during the building process — and the consequent increase in costs. Multiply these problems a thousand-fold in numbers and complexity and one can begin to grasp some of the problems involved in the construction of a modern hospital. Aside from the inevitable changes that arise after the blueprints and estimates are finalized, hospitals must deal with new medical developments that occur during the very process of construction.

A generous community made possible the implementation of the Health Plan developed by the Jewish Federation eleven years ago. This included the enlargement of the then 298-bed Jewish Hospital. During the course of construction it became apparent that at least one additional operating room would be required. A blood bank had to be created. A water tower had to be built, and several areas had to be remodeled to provide urgently needed space for new needs. The development of new and more effective deep therapy equipment necessitated the installation of the cobalt bomb and deep X-ray treatment facilities. The outbreak of staphylococcal infections in hospitals throughout the country made imperative the installation of expensive procedures and equipment for infections control. (The system developed at Jewish Hospital has made the Hospital's Infections Control Manual a "best seller" in hospital circles across the country!) For these and many other changes and additions, it was necessary for the Hospital to borrow $900,000. The work paid for with these funds made possible the completion of the building and equipment program projected for the Hospital in 1951. It made possible the magnificent facilities which serve the community's health needs today.

To pay off this debt to the past and clear the way for its continued growth and development in the service of the community, the Jewish Hospital has included the repayment of loans in its current Development Fund Campaign.

2,500 Persons Use Hospital Each Day:
77 Parking Spaces!

Visitors are usually impressed by the attractive, functional buildings and facilities of the Jewish Hospital. But they are more often depressed by the difficulties of finding parking space. Some 2500 people come and go through the Hospital each day — staff, patients, visitors, volunteers, others who have business at the Hospital. The majority of these come by car. To deal with this daily traffic, the Jewish Hospital can provide parking space for 77 cars on its three small lots! The lucky ones can benefit from a few metered parking spaces on the streets near the Hospital.

The property purchase program of the Jewish Hospital will help solve this most critical problem. In the Current Development Fund Campaign, $612,500 has been earmarked for the purchase of property so that the Hospital can provide better parking facilities.

Another major item in the Hospital's property program is the acquisition of land for present and future construction needs. At the moment, except for its meager parking lots, the Hospital does not have a single square foot of land on which to build. In addition to acquiring land on which to build the multipurpose building for research and the School of Nursing facilities and to meet parking needs, the Hospital will be able, through its property program, to plan for a future growth on a long-term basis.

THIS HOSPITAL IS YOURS
THE MEMORY OF THE RIGHTEOUS SHALL BE FOR A BLESSING"
PROVERBS 10:7

The announcement of the current Development Fund Campaign of the Jewish Hospital has inspired many inquiries as to the possibilities of endowing plaques in memory of loved ones and to honor the living. To answer these inquiries, the Memorials and Honorials Committee of the Hospital has prepared a beautifully illustrated booklet describing the areas and rooms available for endowment in both the projected new construction and in the main Hospital building. The amounts required for endowing each area and room is given, as well as the approximate location.

To obtain a copy of the booklet, please call Forest 7-8080, extension 487, and it will be sent to you.

The following persons have generously volunteered their time to work as solicitors for the fund campaign. When this issue of 216 went to press, 100 persons had agreed to work. The names of some 50 additional workers will be released later.

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Lester P. Ackerman, Jr.
Fred Appelton, Jr.
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Robert Bass
Howard P. Bennett
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Richard L. Corp
Jack Chassidy
Abe Cohen
Bill Goldberg
Harry Goldberg
Irevile Cooper
James M. Dreyer
Edward Falk
S. Dukhotzky
Charlene Eldin
Julian Eldin

The following hospital publications are yours free . . . just for the asking:

"This Hospital is Mine," six-page bronze and buff brochure listing "The Memory of the Righteous," six-page brochure listing resources and development office.

"This Hospital is Yours," reprint of article by Dr. David Littauer. Available at hospital public relations office, first floor.

"Facts about Jewish Hospital," reprint of article by Dr. David Littauer. Available at public relations office.

Available at public relations office.

"Hospital of the Sixties," a full-size reprint of an exciting feature article in the St. Louis Post-Dispatch. Available at public relations office.

"The Memory of the Righteous Shall Be for a Blessing".

Publications . . . Yours For The Asking

The following hospital publications are yours free . . . just for the asking:

"This Hospital is Yours," 16-page, gold and black brochure describing hospital's current fund campaign goals and depicting behind-the-scenes activities of the hospital. Available at hospital resources and development office, first floor.

"The Memory of the Righteous," six-page bronze and buff brochure listing memorial and honorial availability in proposed multi-story and present building. Available at resources and development office.

"What you want to know About the Development Fund Campaign," 12-page folder with pertinent questions and answers. Available at hospital resources and development office.

"Facts about Jewish Hospital," wallet-size card with annual statistics about the hospital. Useful also as place cards. Available at hospital public relations office, first floor.

"Behind the Scenes at Jewish Hospital," a full-size reprint of an exciting feature article in the St. Louis Post-Dispatch. Available at public relations office.

"Hospital of the Sixties," reprint of article by Dr. David Littauer. Available in resources and development office.

"This Hospital is Mine," folder reviewing patient comments. Available in resources and development office.

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This campaign is under the joint auspices of The Jewish Hospital and The Jewish Federation of St. Louis.

JEWISH HOSPITAL DEVELOPMENT FUND

In consideration of the gifts of others and the obligations to be incurred thereon, I pledge to the Development Campaign of the Jewish Hospital of Saint Louis, in cash and/or marketable securities.

The Sum of ____________________________ Dollars

Signed ____________________________ Date ____________________________ 1966

Per ____________________________ (If sum, foundation, trust, etc.)

Solicitor ____________________________

(If sum, foundation, trust, etc.)

216 
ST. LOUIS 
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Contributions to Jewish Hospital Funds

Contributions received are used for research, appliances for patients, new equipment, and other worthy undertakings, sponsored by The Jewish Hospital Medical Center Auxiliary.

The following are contributions received during period July 21, 1962 to October 15, 1962.

(Contributions to this Fund may be made by sending checks, payable TO THE JEWISH HOSPITAL TRIBUTE FUND, to Mr. Henry H. Silver, 6510 Waterman Avenue, St. Louis 30, or Mrs. Joseph F. Rauwolf, 102 Lake Forest, St. Louis 17).
DISPLAYING TWO RECENT WORKS IS ARTIST-INTERN DR. MARSHALL KATZMAN of the Hospital House staff, suited to an intern's budget. "I sometimes since he began his rotating internship here with forms and colors to depicting images has also displayed his paintings at a side-walk stand in Gaslight Square.

Dr. Katzman prefers creating designs with forms and colors to depicting images of identifiable objects. "I generally begin working with only a notion of the colors I want to use," he explained. "About half way through a theme becomes apparent and I follow it. However," he added, "if the design seems to be an abstract of something, I might continue to develop the form more clearly."

Working on masonite, a kind of heavy cardboard, because its less expensive than canvas, Dr. Katzman uses oils mixed with housepaint, also because the price is better suited to an intern's budget. "I sometimes use ink, too," he said, "and almost anything else I can get a hold of." An experimenter, Dr. Katzman applies the paint with his fingers, rags, a palette knife, a pen, and — rarely — a brush. He has tried spraying the paint from the tip of a pen, and — rarely — a brush. He has used ink, too," he said, "and almost anything else I can get a hold of."

Suggestions from his wife, incidentally, usually provide the titles for his works. Aside from paintings, he has also made professionally made picture frames are too expensive, Dr. Katzman said, so he assembles his own. "The hardest thing about painting," he exclaimed, "is making the frames!"

Endocrine Lab Does Complex Analyses Within Hospital

DR. EISENSTEIN

The recently established Endocrine Diagnostic Laboratory will provide not only all of the commonly used procedures for the diagnosis of disorders of glands whose secretions pass directly into the blood stream, but will also perform more complex analyses, according to Dr. Albert B. Eisenstein, director, department of medicine.

The existence of the laboratory will bring more patients with endocrine disorders into Jewish Hospital, Dr. Eisenstein said. He believes that there is no other laboratory in the Midwest which is prepared to perform all of the complex analyses which will be undertaken here.

At present physicians must rely largely on commercial laboratories, most of which are out of state and some as far away as California. The hospital's laboratory is to be self-sustaining, but Dr. Eisenstein reported that charges would be nominal and possibly less than those of commercial labs. Like a private laboratory, however, this one will perform tests for any physician who requests them.

Among the tests which the laboratory will run are a variety of analyses of steroid hormones in the urine and blood, such as determinations of male and female sex hormones and adrenal cortex hormones. Tests relating to the pituitary and thyroid glands will also be introduced. About a half-dozen procedures are now being performed, Dr. Eisenstein reported. He said that even though the laboratory would be utilized in certain research projects where specialized analyses would be helpful, the lab was created primarily as part of the hospital's patient and physician service and not for research.

Dr. Miguel Ficher, who holds a Ph.D. in chemistry from the University of Buenos Aires, is in charge of the new lab. He has one full-time and one part-time assistant.
Long-Term Patient Care Seminar is Planned by Center

A two-day seminar on long-term patient care is slated for January 24 and 25, 1963 under sponsorship of the Training Center for Coordinated Home Care and Other Out-of-Hospital Health Services. On the invitation list are Blue Cross and Blue Shield and other health insurance executives and key personnel from other professional health agencies. Among speakers will be Sylvia Peabody, R.N., assistant director, Visiting Nurse Association of St. Louis; Mrs. Evie Carter, director, Missouri Division of Welfare, and Dr. Joseph Siefel, medical director, Associated Hospital Service of New York.

Purpose of the seminar will be to familiarize the participants with characteristics of home care programs, visiting nurse services, and chronic disease programs in general hospitals. Cost and financing problems will be emphasized.

Dr. Littauer will preside at the opening session.

Research Grants

The following research grants or grant renewals have been received since July 1 by members of the hospital Research Institute and other key personnel. (List includes subject matter, grantee, source, and one-year value of each grant.)

<table>
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<tr>
<td>Vitamin B6, Glucocongenic Activity of Adrenalin Steroids</td>
<td>Dr. Albert B. Eisenstein, National Vitamin Foundation</td>
<td>$9,925</td>
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<tr>
<td>Central Nervous System and Pituitary Adrenocortical Functions</td>
<td>Dr. Albert B. Eisenstein, U. S. Public Health Service</td>
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<td>Nitrogenous and Sugar Constituents of Human Epidermis</td>
<td>Dr. Sam Frankel, U. S. Public Health Service</td>
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Communications Problems Associated with Aged, New | Dr. Ben Senaturia, Morton D. May Foundation and Louis | $17,000 |
| B. Beaumont Foundation |