William Chiles Appointed Administrative Assistant

New Personnel Director Named

William H. Chiles

William H. Chiles, Personnel Director at The Jewish Hospital of St. Louis, has been named Administrative Assistant. His areas of responsibility will include Security, Auxiliary Services, House Staff Activities, Fire and Safety, Disaster Planning, and Accident Control and Prevention. Other duties under his direction will be Workmen’s Compensation, Research Facilities, Accreditation and Hospital Inspections Coordination, and The United Fund and Jewish Federation drives.

Mr. Chiles joined the Jewish Hospital as Personnel Director in June, 1961. He was previously the Personnel Director for the Crown Drug Company in Kansas City, Missouri. He attended the Central Methodist College at Fayette, Missouri, and received a Masters Degree from the University of Tennessee at Knoxville.

Richard M. Tureen

Richard M. Tureen assumed duties as the new Personnel Director for the Jewish Hospital on September 8. Mr. Tureen was formerly a training manager for Proctor and Gamble, Incorporated, St. Louis, Missouri. He received his Bachelor’s Degree in Business Administration from the University of Miami, and a Masters Degree in Counseling Psychology from St. Louis University.

United Fund Liftoff October 1

As the Jewish Hospital United Fund Campaign begins on October 1 with the slogan “Apollo ’69 Moon Shot,” the Hospital Campaign will have its own rocket aimed for the moon with a goal of $18,950 for the 1969 Campaign.

David A. Gee, executive director of the Hospital, has been named chairman of the United Fund St. Louis Hospitals Section with Vern Spradling, director of Systems and Procedures, as chairman of the Jewish Hospital campaign. Mandy Kopelwitz, R.N., will serve as co-chairman and Barbara Levy, secretary in Public Relations, acting as secretary of the Hospital campaign.

Employees have again been asked to give to the fair share principle. Fair share is based on one hour of pay per month for 12 months.

A poster of the United Fund girl will be mounted near the cafeteria exit and a large moon poster will be displayed and used as a progress report to chart the course of the funds contributed by employees as Apollo ’69 heads for the moon and the Hospital goal of $18,950.

As a United Fund Drive kickoff reminder for October 1, space food donated by Pillsbury Baking Company was given to each hospital employee.

1969 Graduation Ceremonies

Graduation exercises for 60 student nurses of The Jewish Hospital of St. Louis, were held recently at the United Hebrew Temple. Miss Margaret Loh, Director of Nursing (left) is pictured with the 1969 graduating class. Sixty-three percent of the graduate nurses will join the staff of The Jewish Hospital.
Hospital Welcomes

House Staff Wives

A special luncheon was held on August 27 at the Hospital M.A.C. Room in honor of the House Staff wives.

Mrs. Stanford Wessler and Mrs. Arthur E. Baue were present to meet the wives and extend a welcome to the new members of the Hospital family. David A. Gee, executive director, presented a brief program on the Hospital following the luncheon and tours were conducted to familiarize the wives with the hospital area and some of the new facilities.

Joan Cohen, wife of Jerome D. Cohen, M.D., Chief Resident, Department of Medicine, spoke on the facilities available in the hospital and recreation, cultural and work projects in the St. Louis area.

Dr. Arthur E. Baue (left) and Dr. Stanford Wessler, chat with Mrs. Benjamin M. Goldstein (left) and Mrs. Jerome D. Cohen, before the annual get-acquainted luncheon held for the wives of House Staff members.

Candy Striper, Shelly Webb, entertained little Ta Rene Bates, daughter of House Staff Intern Dr. Thomas R. Bates and Mrs. Bates. Ta Rene was one of the many children cared for by volunteers while their mothers attended the special luncheon.

Flower Arranging Course Begins

September 27

Mrs. Debbie Groducky and Mrs. Helene Goldstein, co-chairman of the Clover Garden, the Hospital's flower shop, have announced that registration is now open for the flower arranging course to begin on September 27.

The course, which is sponsored by the Women's Auxiliary, is under the direction of Mr. Ed Young, professional flower designer, who conducts the course consisting of three-hour sessions held one day each week for a six-week period. The flower arranging sessions will be taught on successive Saturdays from 12:30 p.m. to 3:30 p.m. at the Hospital. All registrants are requested to pledge a minimum of six months of volunteer service to the Clover Garden, three and one-half hours one day each week.

During their volunteer hours, students will learn how to handle flowers and plants, wait on customers and learn the general duties of a Clover Garden volunteer. After completion of the course, those whose designing skills meet the requirements of the Clover Garden will become apprentice designers.

Staff Nurse Aids Firemen

To again prove that nursing has no boundaries, Beverly Kaufier, R.N., in Obstetrics and her daughter Nancy, treated four firemen who collapsed from heat exhaustion and smoke inhalation when fighting a fire in a three-story home in University City.

The Delonde Mobile Reserve, a private assisting unit, helped Mrs. Nancy, treated four firemen who collapsed from heat exhaustion and smoke inhalation when fighting a fire in a three-story home in University City.

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Building Fund Contributions Announced

Edward B. Greensfelder, president, has announced contributions of $1,700,000 to the Advance Building Fund, which was established at the Hospital in October, 1968, in anticipation of future construction. The total includes the $1 million pledge made by the Jewish Hospital Auxiliary, which was reported in the June issue of "216."

In acknowledging the gifts, Mr. Greensfelder said, "We are greatly encouraged by the spontaneity and support which members of the community have pledged to the Hospital. Their recognition of our need to expand will enable us to maintain present programs at the same high level and develop new programs of medical excellence.

"For the past three years a long range planning committee has analyzed the Hospital's resources and potential. Members of the Board, Medical Staff and the Administration have engaged in intensive evaluation concerning future needs of the institution in relation to the needs of the community. These needs are presently being brought into the physical perspective by a leading architectural firm. Major emphasis in the planning calls for improved patient care facilities, ancillary services and additional parking."

The proposed expansion program has been reviewed and approved by the Metropolitan St. Louis Hospital Planning Commission. It is anticipated that the project at The Jewish Hospital, which took two of the three Pulse awards in its size group and has recently been announced as a winner in the 1969 competition in the category of 530-bed hospitals.

The national contest is conducted by Pulse on Patient Relations, a monthly newsletter distributed to more than 6,000 hospitals throughout the United States. S. M. Edison Chemical Company Inc., manufacturer of hospital products, sponsored the 1969 Pulse Awards Program.

Judges of the national contest noted that the patient relations project at The Jewish Hospital, which took top honors this year, was truly patient-oriented with a program that meets its goal of establishing a communications link between the patient and the many personnel attending his needs. The 40-page entry, entitled, "All of Our Patients Are VIP's!", told a story of total patient care by taking the reader through a typical hospital stay, from pre-admission to discharge. "It shows a great interest in the welfare of the patient," said the judges. "It presented an excellent story to the community it serves."

Mr. Edward McDonald (left) of the Marshall Associates organization, Chicago, Illinois, presents the First Place Winner's plaque to David A. Gee, executive director.

The Jewish Hospital of St. Louis became one of the first two triple crown winners in the National Pulse Awards Contest, held annually to evaluate public relations programs in hospitals from coast to coast. Two years ago, The Jewish Hospital took two of the three Pulse awards in its size group and has recently been announced as a winner in the 1969 competition in the category of 530-bed hospitals.

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Help us to Help Others
CONTRIBUTIONS received are used for research, appliances for chronic patients, new worthy undertakings, sponsored by the Jewish Hospital Auxiliary, and a portion of the funds received were used during the period May 15 to July 15, 1969, any contributions received after July 15, 1969, will be listed in the next.
Give
For Handicapped Persons From Every Age Group

For Young Men and Women From All Economic Groups, City and County

For Children Who Can't Be in Their Own Homes

For the Ill and Infirm in Their Own Homes

For Anyone in the Community Who Needs Blood Urgently and Fast

For Those Who Have Trouble Hearing or Speaking

Share
For Children Who Need the Special Benefits of Institutional Care

OPE is in your hands

United Fund
Graduation Ceremonies

During the ceremony, top honors were awarded to Mrs. Gayle Mann Lutz, daughter of Mr. and Mrs. E. O. Mann, New Haven, Missouri. Mrs. Lutz won the $1,000 Jewish Hospital Auxiliary Award, given annually to the graduating senior who ranks first in her class.

Miss Anita Kay Propst, daughter of Mr. and Mrs. Joseph E. Propst, 1018 Fairmont, Jefferson City, Missouri, received the $500 Hattie Waldheim Scholarship, as the second highest ranking senior in the 1969 graduating class. Miss Sheila Ann Rubach, daughter of Mr. and Mrs. Homer Rubach, Route 1, Campbell Hill, Illinois, received honorable mention.

Miss Dorene Benz, daughter of Mr. and Mrs. Bernhard Benz, 9913 Jan Drive, St. Louis, received the Franc Award of $100 gold and a Silver Key as the highest ranking freshman in the School of Nursing. Miss Mary Kathryn Kramer, daughter of Mr. and Mrs. Felix B. Kramer, 7412 Delta S., St. Louis, and Miss Ann Marie Laramie, daughter of Mr. and Mrs. Raymond F. Laramie, 6253 Florissant, Kirkwood, received honorable mention.

Mrs. Marjorie Irene Levinstein Schupbach, daughter of Mr. and Mrs. Paul Levinstein, 7535 Dajoby Lane, University City, was selected as the student who showed outstanding kindness and consideration to patients. She received a $25 Franc Award.

Miss Mary Elizabeth Landolt was recognized for outstanding interest and participation in student activities. She received a $25 Franc Award. Her parents are Mr. and Mrs. John P. Landolt, 12725 Big Bend, St. Louis.

Scholarships were awarded to seven graduate nurses of the Hospital.

The special awards are given to a graduate nurse of The Jewish Hospital as a means to further their education and advance the nursing profession through graduate study.

The Elsie Probsthorn Scholarship given by Dr. Jacob Probsthorn and children was received by Mrs. Dolly Herndon, head nurse on Division 5 Center. Mrs. Herndon will continue her education as a part-time student at the University of Missouri.

The Lillie E. Green Scholarship, awarded each year through the efforts of Dr. Jacob Probsthorn, was presented to Mrs. Ann Bromet, head nurse on Post-Partum. In furthering her nursing education, Mrs. Bromet will continue her studies as a part-time student at Forest Park Community College.

Mrs. Willa Jean Nelson, evening supervisor for medicine, received the Leo C. Fuller Scholarship, given by Mrs. Robert S. Weinstock and Mrs. Morton R. Bearman. Mrs. Nelson will attend St. Louis University this fall on a part-time basis.

The Sum and Jeanette Koplar Scholarship, given by Mr. Sam Koplar, was awarded to Mrs. Helen Krajacic, head nurse on 4 south. Mrs. Krajacic will enroll this fall at the University of Missouri as a part-time student.

Miss Sue Williams, staff nurse in the Medical Intensive Care Unit, was the recipient of the Frieda H. Leonson Scholarship, given by Mr. and Mrs. Leon Leonson. Miss Williams will attend St. Louis University as a part-time student.

The Helen A. Salomon Scholarship was awarded to Miss Kathleen Walsh, head nurse on Division 3 south-west. This scholarship given by Mrs. Helen A. Salomon, will enable Miss Walsh to continue her education as a part-time student at the University of Missouri.

The Barney Fisher Scholarship Fund, established by Mrs. Goldie Fulman in memory of her son, was received by Mrs. Phyllis Jackson, assistant director of nursing, Department of Psychiatry.

Mrs. Harry L. Franc presented the Franc Awards, Mrs. Norman W. Drey, Auxiliary President, presented the Hospital Auxiliary Award, and Mrs. Stanley M. Cohen, Chairman, Committee on Nursing announced the Blanche Greenwald Award, Lillie E. Green Scholarships, Leo C. Fuller Scholarship, Sam and Jeannette Koplar Scholarship, Frieda Leonson Scholarship, Helen A. Salomon Scholarship, Hattie Waldheim Scholarship, and the Barney Fisher Fellowship Award.

1969 Jewish Hospital School of Nursing Graduates

Marcia Louise Alexander, St. Louis, Mo.; Cynthia Jane Baird, Overland, Mo.; Mrs. Mary Patricia Banks Fischer, East St. Louis, 111.; Linda Carol Lodge, Geneseo, 111.; Gayle Virginia Mann Lutz, New Haven, Mo.; Janis Ann Mo.; Nancy Ruth Ehrlich, Collinsville, Ill.; Margaret Ann Cregan, St. Charles, Mo.; Jeannette Cheryl Crull, Portland, Chap, St. Louis, Mo.; Bellene Elias Cohen, Kansas City, Mo.; Blank, St. Louis, Mo.; Deborah Lynn Boyher, St. Louis, Mo.; Cathy Ann assistant director of nursing, Department of Psychiatry.

Mrs. Mirtha Jean Nelson, evening supervisor for medicine, received the Leo C. Fuller Scholarship, given by Mrs. Robert S. Weinstock and Mrs. Morton R. Bearman. Mrs. Nelson will attend St. Louis University this fall on a part-time basis.

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1969 Jewish Hospital School of Nursing Graduates

Administrative Resident Named

Mr. Brown, who has just completed a year of graduate study in Hospital Administration at Washington University, is a graduate of Phillips University, Enid, Oklahoma.

Edgar B. Greenfelder, (left), president of the Hospital, and Julian L. Meyer, president of the Associates of The Jewish Hospital of St. Louis, pose with Golden Owl Award received by the organization for their participation in community relations activities.

The Associates of The Jewish Hospital of St. Louis received the Golden Owl Award, presented at a national conference in New York for the organization’s achievement in playing a key role in the Hospital’s community relations program.

"Education of the community about modern health care and the indoctrination of potential community leaders" was cited by the judges as the objective of the award winning program. "Jewish Hospital, a non-sectarian teaching hospital affiliated with Washington University School of Medicine, achieved these goals through the creation of an educational membership organization, the Associates of The Jewish Hospital of St. Louis."

President of the Associates is Julian L. Meyer. Organized in 1968 the Associates has – during its first year – provided educational programs for its members with speakers including Drs. Melvin Schwartz, Alex Kaplan, Gene Specter, David Rothman, and Arthur E. Baue. Topics have ranged from drug usage to horizons in cardiac surgery. A special series of "Behind the Scenes" programs enable members to see the Hospital in action. The First Annual Dinner, held in April, featured guest speaker Mark Berke, newly elected president of the American Hospital Association and executive director of Mount Zion Hospital and Medical Center in San Francisco.

The organization also was instrumental in the Hospital’s acquisition of the new Radio-isotope Scanner with a gift of $15,000.

Total membership in the Associates, to date, is 344 families.

Recent members include: Mrs. David N. Grosberg, Mrs. Richard J. Kline, Mr. and Mrs. Kenneth W. Levy, Mr. and Mrs. Richard L. Meyehardt, Mr. and Mrs. Allen J. Portnoy, Mr. and Mrs. Sidney Rich, Mr. and Mrs. Richard B. Rosenhal, Mr. and Mrs. Arnold H. Schwab, Mrs. Ben Shifrin.

Mr. and Mrs. Richard B. Rosenthal, David N. Grosberg, Mrs. Richard J. Kline, Mr. and Mrs. Kenneth W. Levy, Mr. and Mrs. Richard L. Meyehardt, Mr. and Mrs. Allen J. Portnoy, Mr. and Mrs. Sidney Rich, Mr. and Mrs. Richard B. Rosenhal, Mr. and Mrs. Arnold H. Schwab, Mrs. Ben Shifrin.

Farrell Show Direct From Room 711

The phone line to room 711 had been as busy or connected as the activities of the Hospital more to the outside world than during the stay of disc jockey Reed Farrell.

Farrell, who has the Reed Farrell Evening Show on WEF Radio from 5 to 8:30 p.m., in describing his show, said, "I try to feel what my audience wants through the phone calls that come in, then I do whatever I feel like doing, including the type of music for the mood of the evening, but my show is always me." This is the same type of broadcast he has done by phone hookup to station WEF from his room at the Hospital.

In keeping up with his show by telephone from his room, Farrell reported on the activities around him, the people he met throughout the day, and the personnel on his floor. In his enthusiasm for the treatment he received during his stay at the Hospital, he commented, "Nobody likes to spend their time in a hospital but with the treatment you get here from everyone, you know each patient is really a VIP to them."

His special praise went to many but he felt every hospital should have a Supervisor Morehead (Theresa Morehead, R.N. Supervisor), and Volunteer Worker Helen Kirakos has been one of his favorite people since they first met and she presented him with four colorful balloons because “all of our kids get them here.”

He was also kept busy throughout the day conducting what seemed to be business as usual for the George-Savan Advertising Agency where he is an Account Executive.

During a 15-minute visit, Reed received a minimum of 12 phone calls and three personal visits from friends and business associates. “I’ve never met a Transylvanian I didn’t like, I just dig people. I don’t know what I would do if they put out a ‘No Visitors’ sign and took out my phone,” said Reed.

Disc jockey Reed Farrell of Station WEF, conducted his evening show broadcast live to the radio audience from his room while a patient at the Hospital recently.

Barbara Janes Receives New Appointment

Mrs. Barbara Janes, Director of Community Relations, has been named Director of the new Jewish Hospital Development Office, located in the Central Medical Building at 4910 Forest Park Boulevard, Room 312, according to David A. Gee, executive director.

The office has been established to carry out all ongoing fund raising activities for the Hospital, as well as planning for the future building expansion program which will be announced in the future.

Mrs. Janes joined the hospital in 1964 as Director of Public Relations. In 1966 she was named Director of Community Relations in charge of Public and Patient Relations and ongoing Development.

The Associates Receive Award

The WUMSAH board represents three member institutions: Barnes Free Skin and Cancer Hospital, Barnes Hospital, Central Institute for the Deaf, Jewish Hospital of St. Louis, St. Louis Children's Hospital and Washington University School of Medicine.

The purpose of WUMSAH is to improve the knowledge, teaching and practice of medicine and related subjects; to provide and assist its member organizations in providing hospital facilities, physical properties and programs appropriate for the care and treatment of patients, for the teaching and training of medical and auxiliary personnel for medical research. The goal of the medical center board is the advancement of medical teaching, research and patient care.

Other board members, included among them some who signed the original WUMSAH “Agreement for the Creation of a Medical Center” in 1962, are George H. Capps, president of Capitol Coal and Coke Co. and Mid-America Movers; Edwin M. Clark, former president and chairman of the board, Southwestern Bell Telephone Co.; Mr. Johnston; Mr. Kenton King, M.D., dean, Washington University School of Medicine; Harry N. McCluney, vice president, Anheuser-Busch, Inc.; Spencer T. Olin, director, Olin Mathieson Chemical Corp.; Robert W. Otto, member of Barnes Hospital board of trustees; Joseph F. Rowitch, president, Renard Linoleum and Rug Co.; Charles A. Thomas, chairman of Washington University board of trustees; and Neal S. Wood, former vice president and director, A.P. Green Refractories Co.
Smile Campaign Begins

20 Winners Each Week

A hospital-wide smile campaign for the more than 1,800 employees of The Jewish Hospital of St. Louis, has been announced by the Public Relations Department of the Hospital as another part of their extensive Patient Relations program.

With the slogan, "Put the 'I' in your smile and 'U' may be the Employee to Receive a Smile Award," the 8-week contest will begin September 8, with twenty employees honored each week with a "Smile Award" pin. In the final week of the contest, all winners will then compete for the top award to be decided by votes cast by all hospital employees and patients. Along with other honors and recognition, the top award winner will receive a weekend trip for two to a prominent lake of the Ozarks resort hotel.

"The Hospital with a Smile" campaign is being conducted as an awareness of the great importance of a friendly and helpful attitude projected to patients and visitors by Jewish Hospital personnel.

Doctor Kleiger
New Director of Intensive Care

Dr. Stanford Wessler, Physician-in-Chief at The Jewish Hospital of St. Louis and John E. and Adaline Simon Professor of Medicine at Washington University, has announced the appointment of Dr. Robert E. Kleiger as director of the Medical Intensive Care Unit at Jewish Hospital.

Dr. Kleiger, formerly a Fellow in Cardiology at Stanford University School of Medicine before coming to the Jewish Hospital, served as a Captain in the United States Army in 1966-1968, where he was the director of the De Witt Army Hospital Coronary Care Unit. He also was a Fellow for two years with Dr. Bernard Town at the Peter Bent Brigham Hospital.

The 16-bed Medical Intensive Care Unit is designed to provide immediate lifesaving comprehensive care for the acutely ill medical patients with eight of the beds in the Unit designed specifically for intense coronary care.

Doctor Kleiger
New Director of Intensive Care

Dr. Stanford Wessler, Physician-in-Chief at The Jewish Hospital of St. Louis and John E. and Adaline Simon Professor of Medicine at Washington University, has announced the appointment of Dr. Robert E. Kleiger as director of the Medical Intensive Care Unit at Jewish Hospital.

Dr. Kleiger, formerly a Fellow in Cardiology at Stanford University School of Medicine before coming to the Jewish Hospital, served as a Captain in the United States Army in 1966-1968, where he was the director of the De Witt Army Hospital Coronary Care Unit. He also was a Fellow for two years with Dr. Bernard Town at the Peter Bent Brigham Hospital.

The 16-bed Medical Intensive Care Unit is designed to provide immediate lifesaving comprehensive care for the acutely ill medical patients with eight of the beds in the Unit designed specifically for intense coronary care.

The Henry L. Etman Award will be given annually to a graduate of the Hospital’s School of Medical Technology. David A. Gee, (left) executive director, accepts the plaque representing the Award from Henry L. Etman III at the School’s graduation ceremony. Linda Strike, a recent graduate of the School was the recipient of the $1000 Etman Award. The Award will be presented yearly to a senior student for outstanding papers or reports on work performed or being performed. The recipient’s name will be inscribed on the plaque which is to be displayed in the Department of Laboratory Medicine.

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