Hospital Smile Award Winners Announced

A Special Tribute to Each Smile Award Winner

It costs nothing, yet creates much. It enriches those who receive, without impoverishing those who give. It happens in a flash and the memory of it sometimes lasts forever. No one is so rich he can get along without it, and no one is so poor but that he is richer for its benefits. It creates happiness in the home, fosters good will in business and is the countersign of friends. And if in the hurry and rush of the day, you meet someone who is too weary to give you a smile — leave one of yours. For no one needs a smile so much as those who have none left to give.

Pictured displaying their winning smiles and envelopes containing their gift certificates are from left to right, Addie Sanders, second prize winner, Sally Herren, third prize winner, and the grand award winner Audrey Hamilton.

The Smile Award contest was concluded on November 11 with a drawing in the Employee Cafeteria. Winners’ names were drawn by Rebecca Dyer, a patient in Rehabilitation.

Dr. Gitt Dies

Dr. Joseph J. Gitt, a psychiatrist on the staff of The Jewish Hospital, died of a heart attack in his home in Ladue on December 24. A graduate of the Washington University Medical School in 1930, Dr. Gitt was an instructor in Clinical Neurology at the University from 1939 until 1949, and was then appointed an assistant professor of Clinical Neurology in 1949 until present. His private practice at 100 North Euclid was devoted to Neuropsychiatry.

The Grand Prize award was won by Audrey Hamilton, Unit Secretary, who received a weekend for two at the Lake of the Ozarks. Second Prize was received by Addie Sanders, Admitting Office. Mrs. Sanders was the recipient of a dinner for two at Stan Musial and Biggie’s and tickets for the St. Louis Blues vs. Pittsburgh hockey match.

Projects Approved

Dr. Hyman R. Senturia, director, Department of Radiology, recently announced that the Jewish Hospital is now one of twenty participating institutions in the Cooperative Regional Radiation Therapy Development and Support Program supported by the Bi-State Regional Medical Program.

The purpose of the program is to extend the full resources of cancer centers to every participant in the Bi-State area. Three separate, but clearly coordinated, efforts are offered: a Physics and Treatment Planning Center, training of technologists, and teaching of radiation biology to residents or trainees in radiology and practicing radiologists in the community.

The Hospital has taken advantage of all of these programs. A telescope has been installed in the Department of Radiation Therapy which allows for transmission and reception of information relative to the management of patients for whom treatment planning assistance is desired. The Hospital’s radiation therapy technologists have spent time at the Physics and Treatment Planning Center for orientation in the newer techniques which this program requires and our residents are learning radiation biology and physics at Mallinckrodt Institute of Radiology.

The Regional Medical Programs are under the authority of the Department of Health, Education & Welfare with Dr. Carlos A. Perez, Associate Professor of Radiation Therapy, Washington University School of Medicine, as Program Director of the Radiation Therapy Cooperative Development Project.

(Continued on page 3)
Let’s Roll the Film on Old Newsboys Day

A Jewish Hospital Production
Lead Role…………………Helen Moran
Co-starring Virginia Reisinger and………………William H. Chiles
Other stars are Abby Barbaro, R.N., Alma Borror, Richard Brown, Jack Churchill, Julie Davis.
Bea Katz, Mandy Kopelwitz, R.N., Barbara Levy, Production Manager, Terry Loftus, Kathy Lydon, S.N.
Barbara Madison, L.P.N., Barbara McCall, Steve Middleton, Sylvia Miller, R.N., Charles Noble.
Roger Shielos, Phyllis Smith, Evelyn Tackett, Richard Tureen, Betty Watts, Shirley Wellman.

“Paper! Getcher Mornin’ Paper!”

SCENE I


Raymond J. Highfill, controller, attended a series of lectures on Hospital Accounting and Medicare Audits in St. Paul, Minnesota on December 11-12. The meeting was sponsored by the Minnesota Society of Certified Public Accountants.
The Jewish Hospital Nurses Alumnae Association is engaged in a project to raise funds to be used for a scholarship for a member of the Association to attend a university of her choice for advanced education. Tickets may be purchased from any Alumnae member on a portable TV with the winner to be announced at a drawing to be held at the Annual Alumnae luncheon in May. The Alumnae Association entertained members of the 1970 graduating class of the Hospital School of Nursing at a brunch held at Luigi’s on January 3.

Evelyn Whitlock, R.R.L., attended the annual meeting of Medical Record Librarians in New York City. She reported that the agenda of the meeting included a change in the name of the organization from the American Association of Medical Record Librarians to the American Medical Record Association.

Letter to Maintenance Department:
We, the Unit Secretaries of Jewish Hospital, wish to commend the men in Maintenance.

For giving the best of service, for being prompt in any emergency and for showing us that each problem is important, down to the smallest detail.

We sincerely hope that the Maintenance Department will continue to give our hospital their best.

We thank you,
The Unit Secretaries
of Jewish Hospital.

The Jewish Hospital Volunteers for “Old Newsboys Day,” November 26, collected $180.63. This was the largest amount raised by employees since the Hospital began participating in the Globe-Democrat campaign to aid underprivileged children in the St. Louis area.

THE END
Students from the School of Nursing act as victims of a simulated emergency at a disaster drill held at the Hospital November 20. Pictures showing medical aid to the “victims” are student nurses Sandy Huggins and Kathy Hagen, Benjamin Goldenstein, M.D., third year resident and Martha Port, medical records, who tags each disaster victim for identification purposes upon arrival for emergency treatment.

Robert Burstein, M.D., attending physician, Department of Obstetrics and Gynecology, is working in conjunction with Anthony Fletcher, M.D., and Norma Fletcher, Ph.D., of Washington University School of Medicine, on research into the long-term effects of oral contraceptives. They have recently received research funds from the National Institutes of Health and Seile Drug Company to study side effects among 100 patients using oral contraceptives.

Two types of oral contraceptives will be administered in the study, the standard birth control pill and a new single hormone pill, the “mini-pill.” Since birth control pills have been linked with various body functions, the research is directed towards studying the effects of both pills on users and clarifying any changes which may develop. In theory, the “mini-pill” will utilize the possibilities of side effects, especially blood clotting.

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Blood tests developed by Drs. Fletcher will be utilized to determine a tendency for blood clotting. By this research it is hoped that a standard test can be developed which will identify women who are prone to developing clotting problems. Research funds for this project come from NIH contract No. NIH 69-2263.

Women participating in the study will undergo thorough blood and physical examinations at frequent intervals. In addition, the patients will be studied by Frank Wilson, Ph.D., and Herbert A. Leeper, Ph.D., Department of Speech Pathology. They will explore the possibilities of a correlation between pitch changes in voice production and the use of oral contraceptives.
Arthur E. Baue, M.D., Surgeon-in-Chief, demonstrates a mechanical heart massager which he co-developed. He is being interviewed by Barry Serafin of KMOX-TV.

Tran Van Lin, a 13 year old Vietnamese patient, looks up for approval on his project from Franz U. Steinberg, M.D., director of Long Term Care. Lin who was wounded while fleeing a war torn village was provided medical care without charge.

Mrs. Florence Arnold, R.N. (left), Premature Nursery, looks on as Miss Margaret Loh, Director of Nursing, presents a $50 bond to Mrs. Ann Bromet, R.N. (right). Mrs. Bromet and her baby son, Michael, are members of the hospital's Children of House Staff members were entertained by Candy Strippers and volunteers while their mothers attended a get acquainted luncheon held in their honor.

David A. Gee, executive director (right), Alfred Fleishman, public relations consultant (left), and Charles Hefti, station moderator, discuss today's health care costs on KMOX Radio's "At Your Service."

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A new Hospital Blood Bank Program was offered by Jewish Hospital in cooperation with the Auxiliary, Mrs. R. R. Zimmerman is Auxiliary Chairman of the program.

A Major Benefactor Plaque was planned for the main lobby at the Kingshighway entrance to the Hospital. Individual plates listed the names of all donors who have contributed a total of $25,000 or more to the Hospital since it was founded in 1900.

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The Associates of The Jewish Hospital announced a gift of $15,000 to the Hospital's Department of Radiology toward the purchase of a new diagnostic unit for scanning various organs in the body using radioactive isotopes.

Two new board members were elected — Sydney M. Shoenberg as a life member and Eugene C. Weissman for a three-year term.

The 10th Annual Arthur E. Strauss Visiting Professor of Medicine Lecture was delivered by Saul Farber, M.D., Professor of Medicine and Nathan Friedman Professor of Cardiovascular and Renal Disease, New York University.

The hospital-wide smile campaign for the more than 1,800 employees began September 8. Pictured are weekly smile award winners being presented their "Smile Pins" by David A. Gee, executive director.

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at The Jewish Hospital of St. Louis

The first annual Fall Buffet of the Associates of the Hospital was held on October 22. Thirty-eight presidents of local Jewish religious and civic organizations were guests of the Hospital for a dinner on October 29. Members of the Temple Israel Sisterhood decorated the Sukkah booth located in the main reception area of the Hospital.

Symposium at the Hadassah Medical Organization health care at Hebrew University in Jerusalem, was a guest speaker at the Hospital. The lecture was held in the annual Holiday Party to be held on Tuesday, December 23 in the Employees Dining Room of the Hospital.

Senior students from the Jewish Hospital School of Nursing were guests of the Cardinal Baseball team and pitcher Bob Gibson during National Hospital Week.

The Auxiliary Spring Meeting was held at the Chase Club on May 1. The star of NBC's "Today" show, Barbara Walters, was the guest speaker for the annual meeting.

Edward B. Greensfelder, president of the Hospital, announced the appointment of members named to Senior posts and the appointment of five new board members at the May meeting of the board. The new appointments were, Mrs. Stanley M. Cohen, Joseph Rhoads, M.D., Surgeon-in-Chief of the Hospital of the University of Pennsylvania, and Joe Simpkins.

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The Women's Auxiliary of the Hospital held their Annual Fall Meeting at the Westwood Country Club on October 15. The first annual Fall Buffet of the Associates of the Hospital was held on October 22. Thirty-eight presidents of local Jewish religious and civic organizations were guests of the Hospital for a dinner on October 29. Members of the Temple Israel Sisterhood decorated the Sukkah booth located in the main reception area of the Hospital.

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News In Pictures

Honorary Development Council Meeting

Held in the Steinberg Amphitheater of the Yalem Research Building on December 10.

General chairman of the Expansion Program, Joseph F. Ruwitch, at left, discusses building plans with (from left to right) John J. Fox and Robert L. Wolfson, chairman of the Expansion Program Foundation and Government Division.

Members of the Honorary Development Council met at the Hospital December 10. Morton D. May, chairman of the Council, hosted the meeting of prominent St. Louis civic and corporate leaders. The Honorary Development Council is the endorsing group for the Hospital's recently announced building program. At the meeting, from left, Mr. May, Sydney M. Shoenberg, Jr., Edward B. Greensfelder, hospital president, and Charles H. Yalem discuss features of the new parking garage.

On tour of the Hospital, Council members listen to J. Russell Little, M.D., explain his research. They are, from left, State Senator Theodore McNeal, Jason Blake, Hospital assistant director, General Leif J. Sverdrup, John L. Wilson, William L. Davis, Jr., and Harry F. Harrington.

Group to Combat Air Pollution

Six Hospitals and Two Medical Schools Represented

Members of the Jewish Hospital Medical Staff were among fourteen St. Louis area physicians specializing in lung diseases who have formed a group to combat air pollution.

The doctors involved represent six hospitals and both local medical schools in the area. S. David Rockoff, M.D., head of the Barnes Hospital section on Pulmonary Radiology, was elected chairman of the group.

Physicians elected to the group’s executive committee are I. Jerome Flame, M.D., a member of the Jewish Hospital staff and an assistant professor of clinical medicine at Washington University; and Dr. Herbert Sweet, chief of the Firmin Desloge Hospital pulmonary division and professor of clinical medicine at St. Louis University.

According to the chairman, Dr. Rockoff, the first order of business will be to “determine exactly what is being done by existing authorities and how effective their measures are.”

Dr. Flame commented, “We feel doctors should help take the lead in this problem, so they can become a focal group that elected officials can turn to for advice, in addition to turning to their own appointed officials.”

Other physicians from the Jewish Hospital staff in the organization which has been named “Lung Specialists of St. Louis Against Air Pollution,” are Arthur E. Buse, M.D., Surgeon-in-Chief, Alexander Gela, M.D., Joseph Levitt, M.D., and Robert Senior, M.D.

Named Public Relations Head

She was graduated with honors from Lake Forest College in 1967.

Mrs. McCall has worked in St. Louis as a program developer for the Human Development Corporation and as a public relations and editorial assistant with the St. Louis City Plan Commission. She worked as an editorial assistant for three years in the public relations office of her college and as a free lance writer for the National Observer.

Mrs. McCall and her husband, David, are from Lincoln, Nebraska. He is a student at Concordia Seminary.

Beginning January 1, all employees of the Hospital are eligible to participate in a tax deductible savings plan. The plan, called Tax Sheltered Annuity, is designed to allow employees of non-profit organizations such as the Hospital, a way of saving for their retirement that is advantageous to them in the payment of their yearly federal income tax. Money invested in the Tax Sheltered Annuity Plan is tax free.

Information meetings to explain the Tax Sheltered Annuity program were held on December 18 and 19 in the Steinberg Amphitheater.

Students of the Hospital’s School of Nursing who presided as class officers for the past year (top row - left to right) Mary Kay Gavin, Linda Zerr, Wendy Friedman, Sue Keller and Chris Endres. New officers installed for 1970 are (bottom row - left to right) Sally Manion, treasurer, Kate Eagan, corresponding secretary, Kathy Weiss, recording secretary, Paula Calvert, vice president, and Barbara Denny, president.
**Contributions CONTINUED**

**DONOR**

IN HONOR OF

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Named Heart Fund Chairman

Mrs. Morton D. May

Mrs. Morton D. May, a member of the executive committee and board of directors of the Jewish Hospital and a graduate of the Hospital's School of Nursing, has been named general campaign chairman for the 1970 Heart Fund Drive. Mrs. May is the wife of Morton D. May, recently appointed chairman of the Honorary Development Council of Jewish Hospital.

As chairman, Mrs. May will direct activities of over 18,000 heart association volunteers. The Heart Fund campaign will be conducted during February, and funds collected will support research, professional and public education and community service programs of the St. Louis Heart Association.

Mrs. May's interest in the Heart Association is closely related to her interest in the Jewish Hospital. The Hospital has received more than $54,000 of Heart Association research funds since 1968.

Employees Launch Fund Campaign

The employees' "Let's All Build For Our Future" campaign is underway this month. The campaign's goal is 100 percent participation, according to Bo Axelrod, chairman. Co-chairmen of the campaign are Mrs. Virginia Reisinger, R.N., and Mrs. Evelyn Whitlock.

"The important thing about this drive is that employees feel they are an important part of the Hospital's future. We have no set goal as to the amount contributed by employees; our main objective is their full support," said Mr. Axelrod.

Department meetings have been scheduled for all employees to discuss the building plans and to encourage participation in the Expansion Program. Department solicitors have been named to contact employees individually.

Each employee will be given a packet containing "Of Time and Direction," the Expansion Program brochure which includes a monthly planning calendar, and a pledge card. Employees may elect to make their contribution on a payroll deduction basis.

Employees who contribute to the Expansion Program will receive a green and white lapel button saying, "Let's All Build For Our Future," and their name will be placed on an honor roll of contributors in the Hospital lobby.

Gifts

Mr. and Mrs. Isadore Cohen recently made a contribution to the Hospital to establish The Isadore and Celia Cohen Research Fund for Cardiovascular Diseases. The contribution was made in honor of their 56th anniversary, celebrated on December 29th. Anyone wishing to send a tribute in honor of Mr. and Mrs. Cohen may do so by addressing their contribution to The Jewish Hospital Tribute Fund.

A recent donation of $15,400 was presented to The Jewish Hospital of St. Louis by Mrs. Ira Simon. The gift was made to The Ira and Herbert Simon Research Fund, established in 1961 by members of the Simon family.

Drs. Austen & Bondy Visiting Professors

One of the last babies of the year — but certainly not the least, is Michael John Dohr who weighed in at 13 lbs. 2 ozs, at birth at the Jewish Hospital. Michael John, the son of Mr. and Mrs. John Dohr, 4905 Millwar, St. Louis County, was born on December 26, 1969.

Hospital Physicians Receive Heart Association Grants

Heart Association Grants

According to Dr. James G. Janney, Jr., president of the St. Louis Heart Association, the newly-announced awards are part of a record total of more than $13 million research effort by the American Heart and its affiliates, with the Association's research program supported entirely by public contributions to the Heart Fund Campaign.

In addition to the Missouri-St. Louis allocations, the American Heart Association has awarded $86 thousand in Grants-in-Aid to other area physicians and researchers including four physicians of The Jewish Hospital of St. Louis staff, Dr. Louis V. Avioli, director of the Division of Endocrinology and Metabolism, Dr. Rex L. Jamison, director of the Renal Division, Dr. Laurence A. Sherman, director of the Diagnostic Coagulation Laboratory and Dr. Stanford Wessler, Physician-in-Chief and John E. and Adeline Simon Professor of Medicine at Washington University.