



EXCELLENT PHOTOGRAPH is made of Vice President Richard M. Nixon as he receives word President Eisenhower has been moved in ambulance to Walter Reed Hospital with intestinal inflammation. (International Soundphoto)

Nation's Doctors Are Asked to Be Frank, Reduce Waiting Time

Chicago —(U.P.)— The nation's doctors have been advised to show greater frankness in diagnosing patients' ills, cut down the time spent in waiting rooms and stamp out a "growing tension" between specialists and general practitioners.

Dr. Dwight H. Murray of Napa, Calif., president-elect of the American Medical Association, diagnosed some of the ills

of the profession at the opening session of the AMA's 105th annual meeting.

Murray spoke as some 12,000 physicians and almost 15,000 interns, nurses, technicians, students and doctors' wives began swapping the newest developments in medicine and surgery.

A highlight of opening day activities was the selection of a physician to receive the AMA's

distinguished service award, one of medicine's highest honors.

Delegates Select Winner

The association's House of Delegates, a 192-member body which represents the nation's doctors, was to select the award winner at its opening session from three names submitted by the AMA board of trustees.

The first general scientific session featured a symposium

discussion of polio with reports by Dr. Leonard A. Scheele, surgeon general of the United States, and Dr. Jonas E. Salk, discoverer of the Salk vaccine.

In his opening address, Dr. Murray said a public opinion survey conducted by the AMA indicated that the public "still continues to be critical of us for high fees, for coldness and impatience, for lack of frankness

and for unavailability."

Patients Complain

He said the survey showed that patients complain "twice as much about long waiting as about fees," and he urged doctors to reduce the waiting time in the reception room.

Murray said that "in almost all cases the patient has a right to know" what the doctor's examination discloses about his

condition. In some "extreme" cases, he said, a relative or a close friend of the patient should be informed.

He said he has seen "increased warning signals which indicate a growing tension between general practice and specialization." He warned that any cleavage due to "petty jealousies" will weaken the profession.



Longview Story . . .

The Long-Bell story in Washington State began with a 1918 agreement among R. A. Long and his associates to go forward with the business. It was nearly four years later, on Dec. 6, 1922, when they were called together for a final decision—this time with their wives. Long spoke first to the women, saying:

"This is going to require the husbands of some of you women to be away from home an unusually large amount of time because this cannot be done in a day or it cannot be done by men remaining at home . . . So you must expect, now, that they will be gone a great deal and I want you to understand what that means . . . It is often stated that the wife of a man can either make him or break him. She has a lot to do with his success or failure, so with you women in connection with these men we are starting on the way now—your manner of lending encouragement, as the case may be, is going to have a lot to do with the success of the enterprise."

And he added, for all hands, "Let us not be governed by selfishness in the work that is before us, and by selfishness I mean the thought alone of making money, but rather to build up a successful business that will do great good."

A Great Adventure . . .

The meeting of the 18 members of the Long-Bell board and their wives had opened with prayer and with reading of the 67th Psalm. Men and women alike were ready to put their faith for their futures in the forests of a far country as they heard . . . "Then shall the earth yield her increase; and God, even our God, shall bless us . . ."

Their leader was now a man of 72 years. But they believed in his inspiration and his mission. They agreed to his proposals. In the seemingly manner and plain way of a business meeting.

Robert Alexander Long was 68 years old in 1918, when he decided against the liquidation of his Southern lumbering or-

ganization and resolved to launch a new enterprise in the Pacific Northwest. For 43 years he had been main owner and manager of the Long-Bell Lumber Company. It had grown from one retail lumber yard to a great Midwest chain with its own sources of lumber supply—vast tracts of Southern longleaf pine and big sawmills in Texas and Louisiana—and with a magnificent headquarters building in Kansas City. But the pine stands were almost gone by 1918.

Longview Spirit . . .

Through the years of expansion R. A. Long had stuck to a policy of selection and training within his own organization when promotions were in order or new executive positions were to be filled. Steadfastness and loyalty were not virtues left to provide their own rewards in the Long-Bell Lumber Company. It was a place to get ahead. And by 1918 R. A. Long had an organization of executives in top jobs who had, in the main, started at the bottom years before. They were characteristically family men and churchmen. Long himself was as religious in his inward being as John D. Rockefeller Sr. His Christian faith was his guide in business relations.

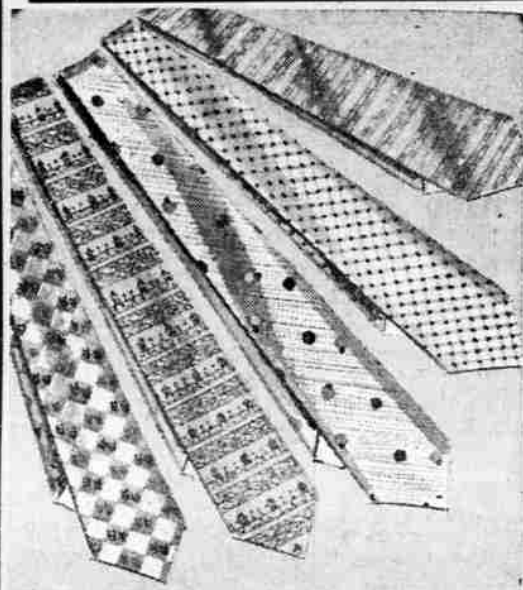
And this was the spirit and character of Longview and its early growth. In his highly readable and informative book on Longview, John M. McClelland Jr., tells that "R. A. Long was present at the first meeting of the city council when the lumber company turned over the administration of local affairs to the newly elected representatives of the people. He said, 'We need divine guidance in opening a new enterprise in this great Northwest country,' and Mr. Long then led the group in prayer."

STARTS AUTO INDUSTRY

Rio De Janeiro —(U.P.)—President Juscelino Kubitschek Monday signed a decree implementing plans for the creation of a Brazilian automobile industry.

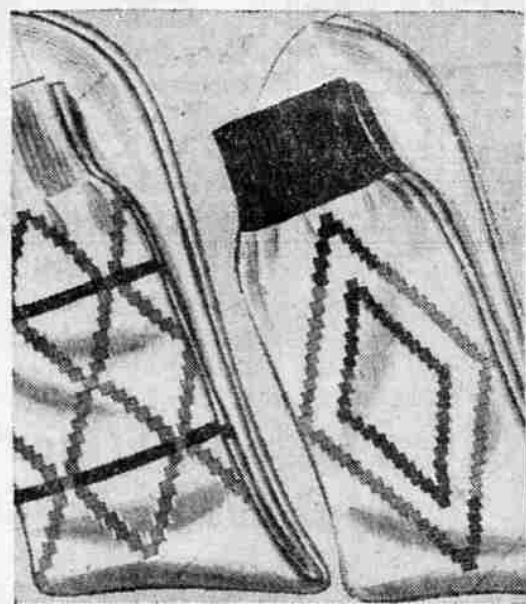
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