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## FINAL PLANS FOR NEW WING

By Wendell Weisend

The new \$3,386,000 seven-floor addition to Duke Hospital is expected to be under construction by April or May, President Hollis Edens announced last week. The wing will provide a new out-patient clinic and more than 100 new beds and will answer the pressing need for relieving congestion in the present out-patient clinic and the hospital service areas.

Bringing the number of beds to 668, the new addition will make Duke, among private general hospitals in the South, second in size only to Johns Hopkins Hospital in Baltimore. It will also improve the out-patient clinic, already termed Duke's "greatest single contribution to Southern medical care"

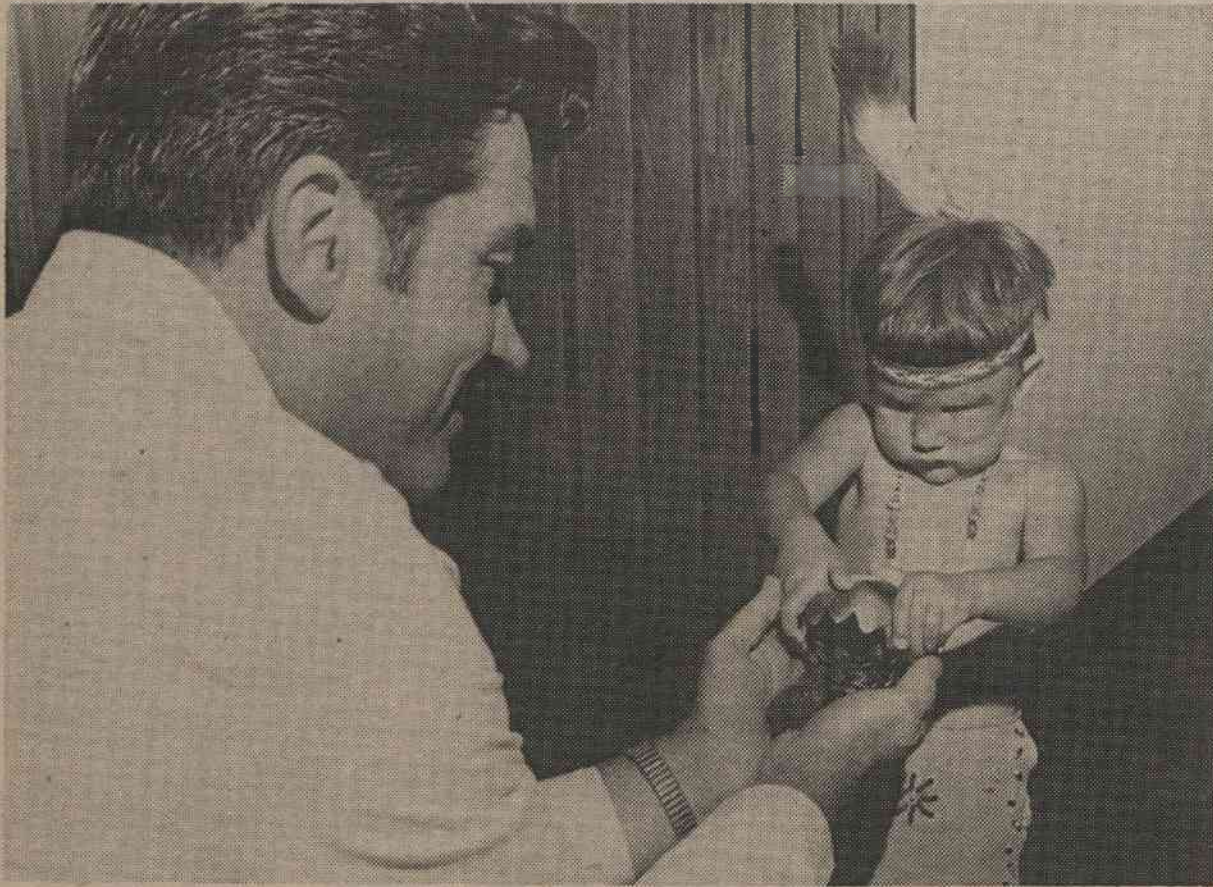
The out-patient clinic, originally designed for 200 patients a day, now handles some 160,000 visits a year -- an average of more than 400 per day.

"All departments, but especially pediatrics, psychiatry, surgery and medicine, are in great need of more out-patient clinic space," Dean Davison said. In the new wing, which will extend back from PDC toward the

Duke Gardens, pediatrics and psychiatry will occupy the entire basement (See sketch, page 2.)

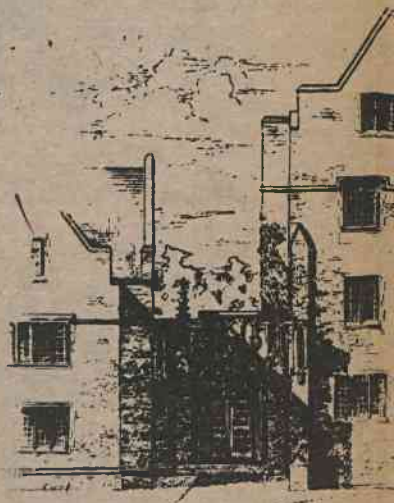
The new out-patient clinic (occupying the basement, ground and first floor in addition) will reduce waiting time and provide faster and more efficient medical service with larger, more comfortable waiting areas, more examining rooms and increased medical facilities.

Expanded medical facilities will include 10 new operating rooms, three additional X-ray machines, a central



**A CHILD'S SINCERITY** — *Intercom*, September 1968, the first produced by the newly organized public relations office, carried this photo and a story of Ronda Lynn Bradley, a three-year-old Cherokee girl who had a large dark birthmark removed from her face by a series of operations by Duke plastic surgeons. A friend in Durham saved pennies for the child over a number of months between the last

operation and a return for evaluation. Instead of buying something for herself, Ronda said she wanted to give the money to the hospital's "church," the Allen Memorial Chapel which was soon to be opened. Accepting the gift on behalf of the "church" was Dr. Stuart Sessoms, then director of the hospital.



Architects' drawing of new wing

# Growing with the medical center for a quarter of a century

(Continued from page 1)

employees," she explained.

"We (the auxiliary) had tremendous cooperation from the administration and from employees. We tried to fill *Intercom* with things of direct interest to employees," she said.

Porter said that the university photographers supplied photographs for the "marvelous little publication."

And she added, "I would also like to emphasize how much of a valuable service Elon Clark did for me and *Intercom*."

Mary E. Manchester, who has been a member of the auxiliary since it was organized, remembers *Intercom's* infancy.

"I think the auxiliary did a tremendous job in getting it started," she said. "Then the medical center began to spread out and a bigger publication was needed.

"I think it's a very good publication now," she added. "I think it does an excellent job of keeping people informed...it helps to keep you in touch with what is going on."

Porter, who had been women's editor for the *Durham Morning Herald*, 1950-53, served as editor of *Intercom* from 1954-1958.

### Committee helped with leg work

*Intercom's* second editor was Evelyn Stead. She took over in 1958 and was editor until 1965 when the first full-time public relations employee was hired by the medical center.

"*Intercom* was quite a different publication back then," she recalled.

"We had a committee to suggest ideas and give approval on articles and format. We would have a committee meeting and then I would run around and do the leg work for the publication," she said. "Nina Waite, Pat Wynn and Andy Wallace also helped with the leg work.

"The paper was six or eight pages on glossy stock," she continued. "A man at (Seeman's) printer would do the layout...I would go over to the printers, proof the copy and he and I would work together, juggling the copy to make it fit."

She said they usually received the finished product 10 days to two weeks later.

Stead, who still reads *Intercom* regularly,

said, "We rarely got turned down for interviews. If we were doing a feature on someone, we would take a rough draft back and have them approve it."

But the medical center and its communications needs grew beyond the resources of an all-volunteer staff.

"When I left in 1965, I felt the whole medical center had grown enough so that a full-time public relations person was needed...someone who would be around all of the time."

That someone was Virginia Swain, the medical center's first public relations assistant. The first issue she edited was dated February 1965.

Under a full-time editor, *Intercom* eventually became a monthly publication.

Then in 1968, the public relations office was established, and Joe Sigler, who had been medical writer for the university's Office of Information Services, was named director of medical center public relations.

"For a number of years, under the editorship of Ginger Swain (now Ginger Smith), *Intercom* was excellently edited and produced on a regular schedule," Sigler said. "That made it all the more conspicuous by its infrequency after she left Duke."

"When the Office of Public Relations



**THE GOOD LUCK TRADITION** of rubbing Louis Pasteur's nose was recorded in *Intercom* Sept. 14, 1973. Sherry Pogmore demonstrated the technique to fellow nursing students Sue Frederick and Anne Young.

## Intercom

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