

Asking Around

By Marie Price

What would you recommend to increase attendance at the annual hospital picnics?

Senior Staff Member: Notify chief of every department and have secretary therein call each member in the department; have resident of each service arrange for maximum number of house officers to be free of duties so that they may attend.

Maid: More games and recreation for women. There's too much for the men and not enough for the women to do.

Nurse: Publicity. The newer employees of the hospital do not know enough about the annual picnic to receive enough encouragement from the small posters.

Secretary: Attendance would increase if there was more organized publicity.

SUPT'S CORNER

(Continued from page 2)

plined organization with its many segments losing their identity with the total function. Although it is obviously impossible to return to the one big happy family concept of our early years, it is extremely important that every member of the Medical Center staff recognize that he is an ambassador of public relations for the institution. None of us can hope to know every member of the Medical Center staff nor can we hope to understand every activity that is being carried on, but we can take pride in our organization and sell it to our ever-growing community. If we have shortcomings, and I am sure that we have many, we should keep these within the family and work together to eliminate them.

Duke University Medical Center is going to grow, and with its growth our public relations job is going to become more difficult. If our public relations are to be effective, every member of the Medical Center family must exert greater effort and understanding than ever before.

Jordan Named to Top Florida Post

L. R. Jordan has resigned his post as Director of the Duke University Medical Center's Out-Patient Department to accept a top hospital administrative position at the University of Florida. Effective September 1, Mr. Jordan became Director of the Teaching Hospital and Clinics at the University of Florida's J. Hillis Miller Health Center in Gainesville, Florida. The 400-bed hospital at the Health Center there has been in operation



L. R. Jordan

since October 1958. Jordan was also named associate professor of management in the College of Business Administration of the University.

He had been director of the Duke Out-Patient Department, an assistant superintendent of Duke Hospital and assistant professor of hospital administration at Duke since 1957. Earlier he was a consultant to the department of medicine at Duke and a faculty member in the University of North Carolina School of Business Administration. Mr. Jordan's contribution to the Duke Medical Center's Out-Patient Department is best summed up in his own statement of its aims.

Christian A. Letzing

Christian A. Letzing, for many years in charge of the Brace Shop at Duke Hospital died September 13, 1959, at the age of 75. Dean W. C. Davison writes of Mr. Letzing:

"Duke University Medical Center has lost one of its pioneers in Christian A. Letzing. Mr. Letzing came from the Children's Hospital in Boston in 1931 and quickly established a reputation of not only making excellent braces and orthopedic appliances for children and adults, but also in training others to follow in his footsteps. Two of his outstanding disciples are Bert R. Titus who is now Director and Instructor in Orthosis and Prosthesis of the Duke University Medical Center and William McEl-duff who has his own orthopedic appliance office in Asheville.

"Mr. Letzing started his career by repairing bicycles and then as the demand for orthopedic appliances increased he converted his shop and made braces and splints. He was so successful that the orthopedic division of the Children's Hospital in Boston soon persuaded him to move to the Children's Hospital.

"Dr. Alfred R. Shands, Jr., who was in charge of orthopedies at Duke in 1931, learned of Mr. Letzing's ability and invited him to come to Duke. We shall all miss him, but we shall also be grateful to him for his great contribution to the development of orthopedic appliances at Duke and in the State."

"Our philosophy," he had said, "is to provide medical care of the same high quality as that received by private patients and then to require the patient to pay in accordance with his ability. We believe that the assumption of some financial responsibility is important for the patient's dignity and self-respect and we make every effort to keep people from feeling that they're charity patients."