



The NEW LOOK in Surgical P.D.C. Smart navy blue suits and monogrammed white blouses are "the thing" these days in SPDC. Adopted at the suggestion of the personnel themselves, the costume lends an air of business-like good taste to SPDC offices.

Our Hospital Commandments

1. The patient is the most important person in the hospital.
2. The patient is dependent on us; our reputation is dependent on him.
3. The patient is not an interruption of our work—he is our work.
4. The patient does us a favor when he calls; we are not doing him a favor by serving him.
5. The patient is not someone to argue with, but someone to comfort.
6. The patient is a part of our business, not an outsider.
7. The patient is not a cold statistic; he is a flesh and blood human being with feelings and emotions like our own.
8. The patient is a person who brings us his illness; it is our duty to justify his faith in us.
9. A patient is deserving of the most courteous and attentive treatment we can give him.
10. Remember always, if people did not become ill there would be no need for this or any other hospital.

—from

"The University Hospital Star"
University of Michigan

Aging Study Center Sponsors Gerontology Conference

A representative group of physicians and professional workers in health-related fields met at Duke University November 19-21 for the First Annual Conference on Gerontology.

Dr. Ewald W. Busse, Duke Aging Center director, said that the conference was the first of four planned for successive years. The series will give equal attention to the biological-medical aspects and to the social and behavioral aspects of aging.

Elevators

(Continued from page 5)

mimeographed sheet explaining the rules in detail has been distributed throughout the Medical Center.

Mr. Louis Swanson, Assistant Superintendent, reports that the plan has been favorably received, that cooperation of Medical Center personnel has been good, and that the system is achieving its aims.

Supt's Corner

(Continued from page 3)

to be good. No matter how excellent the quality of medical care, a dirty and poorly maintained building makes their care appear to be below the standards they expect.

The Medical Illustrator— At Your Service

(Continued from page 2)

skin grafts. One of the most dramatic uses of the epidermal injections is the field of corneal scars. This is one of the areas in which the medical artist works with the surgeon forming a team that can offer impressive results to the patient. Sometimes a large, whitish scare covers the colored part of an eye. The medical artist assists the surgeon in attaining the proper dye for his tattooing of this scar so its color closely resembles the patient's other eye.

Opaque cosmetics is just a fancy way of saying pancake-like makeup. And if you could see some of the before and after pictures of the work done here at Duke in this area, you would say these artists could compete favorably with the best makeup artists in Hollywood. Accident victims and patients will all sorts of skin blemishes are referred to the medical illustration department where special makeup preparations are carefully matched to the patient's own skin color. Then the most effective use of these cosmetics is taught and the patient is ready to order his creams and powders from his druggist and put his best face forward.

FOCUS ON THE EYE

Duke has for many years pioneered in the photographing of the inside of the eye—retinal or eye ground photography—first in black and white and now in color. As you well know, one of the first things most doctors look at is your eyes since vital clues in diagnosing and following the progress of many illnesses can be learned from the appearance of the retina. Raymond Howard is an expert in this field. He can take a series of pictures of a person's eye and then make a composite picture which gives the doctor a picture of the inside of practically the whole eye.

(Continued on page 8)