

Sales Tax S.O.S.

From the Women's Auxiliary comes a plea: Please pay your sales tax cheerfully! The Auxiliary girls don't like the pennies anymore than the customers, but 'tis the law, so please help them out with willingness to pay—and any and all smiles are welcomed!

Reed Joins Staff

In December 1964, William W. Reed joined the staff here at Duke Medical Center as administrative assistant to the Assistant Administrative Director of the Medical Center, Mr. L. E. Swanson.

Mr. Reed succeeds Mr. David R. Page, who left Duke in December for San Antonio, Texas to begin serving a tour of duty with the army.



William W. Reed

As an assistant in the Planning and Construction office, Mr. Reed's duties will include the following: "development and completion of remodeling projects, preparation of equipment lists in cooperation with the hospital staff and the architects, purchase of equipment, and the keeping of records."

Prior to coming to Duke, Mr. Reed worked in hospital administration as

Dr. Busse Honored

Dr. Ewald W. Busse was designated the first J. P. Gibbons Professor of Psychiatry at Duke University Medical Center in special ceremonies held January 25.



Dr. Busse

The distinguished professorship was established through the generosity of the late J. P. Gibbons, Hamlet, N. C. business executive who for many years has demonstrated a personal interest in meeting mental health needs and in Duke Medical Center.

A special feature of the January 25 ceremonies was a presentation of the late Mr. Gibbons' portrait to the Medical Center by the Department of Psychiatry.

Dr. Busse joined the Duke faculty in 1953 when he was appointed chairman of the department of psychiatry. In 1957 he was named director of the Center for the Study of Aging at Duke.

A native of St. Louis, Mo., Dr. Busse is well known nationally for the work he has done in his field. He is listed in Who's Who in America, American Men of Science and American Men of Medicine. He holds both the M.D. and Sc.D. degrees.

a Hospital Sergeant Major in the U. S. Air Force Hospital in Glasgow, Montana. He has served in the Armed Forces since 1944 and has held a number of hospital administrative positions.

Administrative Director's Corner



by CHARLES H. FRENZEL

To some extent the rate of growth of our teaching, research, and service programs will depend upon our ability to attract affiliated health-related institutions to the Duke University Medical Center environment. Three such facilities are already located in close proximity to Duke: the state owned Cerebral Palsy Hospital, the federally owned VA Hospital, and the local community owned Child Guidance Clinic (featured in this issue of *InterCom*). Our affiliation with each of them takes different form and accomplishes different functions but all three facilities contribute greatly to our programs.

The Medical Center has many strengths to attract facilities to our area; but in competing nationally, regionally, or statewide it must recognize the requirements of the sponsoring agency or group and offer the resources and the affiliation relationship that will meet these requirements as well as provide the program needs of the Medical Center.

Our future plans include many specialized community health programs and other special health facilities. National and state interest is very high in the areas of mental illness, rehabilitation, and chronic diseases. Investment in facilities for care in these areas by agencies outside of Duke University would allow us to proceed more rapidly with facilities for teaching and acute care, utilizing funds available to the Duke University Medical Center. Further cooperation with existing health facilities would also serve to increase our capacity for research, teaching, or service.

A thank-you to our staff and the students from the school of nursing who cooperated so well to keep the hospital staffed during the big snow of January 16.