

Stars 'Swing' for Pediatric Research Here

The Second Annual Duke Celebrity Golf Tournament, sponsored by the Pediatrics Department here, will be held tomorrow and Sunday at the Robert Trent Jones Golf Course on Duke's West Campus.

This year the tournament has been expanded into a two-day 36-hole contest.

It will feature participating celebrities, many of whom were present for the inaugural event in 1974, and a long list of related social activities.

All proceeds from the tournament will go into the Children's Research Development Fund which is used to finance on-going programs in the Department of Pediatrics and to inaugurate new research into the diseases of children.

Included among the celebrities who are scheduled to compete are singers Perry Como and Chet Atkins, astronauts Eugene Cernan, Jack Swigert Jr. and Charlie Duke Jr., actors Ed Nelson, Peter Lind Hayes and Jack Albertson, baseball stars Mickey Mantle, Dick Groat and Roger Maris, basketball stars Jerry West, Jeff Mullins and Jack Marin, professional golfers Mike Souchak and Marilyn Smith and Colonel

Sanders, a noted fryer of chicken.

The idea for the tournament originated with Dr. John Griffith, associate professor of pediatrics and neurology. Three years ago, Griffith realized that funds were short for needed pediatric research and that something had to be done to supplement government and foundation funding. The tournament was the result of his efforts and the efforts of dozens of other area citizens.

Gallery tickets, which are \$3 each, may be purchased at the gate on the days of the event, and children under 12 accompanied by a parent are admitted free.

Advance tickets may be obtained from the Duke Golf Course office, located just beyond the corner of N.C. 751 and Science Drive on campus, and at most other area golf courses and country clubs. A weekend ticket package costs \$5.

The tournament will begin at 9

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Sharing Some THOUGHTS

by
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Ninety-nine years ago Alexander Graham Bell invented a device that could transmit the voice of a speaker in one place to a listener elsewhere.

It came to be known as the telephone.

There have been few inventions in our history that have had such an impact on our daily lives and our communications. Imagine how many times in the course of a day we use the telephone without even thinking about it.

Perhaps more to the point, remember a time when your telephone wasn't working and recall how "out of communication" you felt.

We in the United States are by far the world's major telephone addicts. With something over 125 million telephones, we have more than the next 10 countries combined. New York City alone has more telephones than the countries of Spain or Sweden or the total continent of Australia.

Bringing it down to a sharper focus in our own community — the community of the Duke Medical Center — we recognize how much our daily activities depend on the use of the telephone.

The telephone people tell us that we pick up our phones here to receive calls totaling about 22,000 a day.

Aside from the essential nature of the telephone in conducting our business here, there is another very major point: We have 22,000 opportunities a day to make a good impression.

With 22,000 individual telephone contacts being made daily among ourselves and between ourselves and people outside of Duke, the importance of our telephone manners can't be overemphasized.

Many times a person's first contact with Duke Hospital or one of our clinics is by telephone. As a result, his first impression of us is formed by the way his call is answered and the way he is treated by the person who responds to him. Everyone knows that first impressions count and first impressions stick.

There is little reason to think we are not making a good impression. For example, relatively few of the letters of complaint we receive mention lack of telephone courtesy as a major problem at Duke.

But just as preventive medicine
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DURHAM, NORTH CAROLINA

With Bicentennial Flavor

Dietary Inaugurates Patient Dinner Gift

The medical center joined the spirit of the country's bicentennial celebrations this week by introducing a new patient meal service and gift

idea — the Centennial Dinner Service.

The service, which may be purchased for \$10 per dinner

through the auxiliary's Pink Smock gift shop or directly by patients through the Dietary department, features a six-course meal.

Arriving beside on blue table linens accented with colonial silver service, stemware and a fresh carnation, the dinner offers selections from an array of appetizers, salads, vegetables and desserts.

Within their diet restrictions, patients may order such entrees as Prime Roast Rib, Chicken Kiev or Split Alaskan King Crab.

Though the dinner is suited primarily only for unrestricted diets, a modified menu will allow patients on soft diets and at least two gram sodium diets the option of participating in the service.

Available to patients and their guests from 5-7 p.m., Tuesdays through Saturdays, the Centennial Dinner can be served to a maximum of four people in the patient's room.

Patients may order the service directly from their rooms by calling 684-3441 before 2:30 p.m. on the days it is offered.

The hospital's food service department operates the dinner program from a small third floor kitchen in its catering division, which has served hospital business meetings and special conferences for many years.

Many innovative programs recently have been added to the hospital's patient meal service, including the railroad-themed "Nutrition Station" for pediatric patients and a new two-week selective menu featuring regional and seasonal foods.



JOINING THE CELEBRATION—Mr. Gerhard Puchner on Welcn ward enjoys the inaugural dinner in the Dietary department's new program commemorating the country's bicentennial — the Centennial Dinner Service. (Photo by Margaret Howell)