

Medical Alumni News

By IDA LUCILLE WALLACE

DR. A. M. YOUNG, III, '37med, and Miss Joyce Mersfelder were married March 1 in the First Christian Church, Oklahoma City. Dr. Young is engaged in private practice with his father in Oklahoma City.

► Dr. Wylie T. McCollum, '40med, visited the Medical School last month. He is serving his internship in Gallinger Municipal Hospital at Washington, D. C. His brother, Dr. E. B. McCollum, '32med, has been practicing in Detroit, Michigan, for the last eight years.

► Capt. E. P. Reed, '31med, has been visiting his brother, Dr. Karl A. Reed, '33 med, at San Francisco, California, on his way to the Philippines for a year's active service in the Army Medical Corps. Captain Reed formerly practiced in Brownsville, Texas.

► Dr. Eugene N. Davie, '40med, a lieutenant in the United States Navy, was married February 8 to Miss Marjorie Inez Sifford. The marriage took place in St. Paul's Episcopal Church in Oakland, California. Dr. Davie is on duty at the Mare Island Naval Hospital, and their home address is 138 Farragut Avenue, Vallejo, California.

► Dr. Emma Jean Anthis Cantrell, '33 med, visited the Medical School recently. Dr. Cantrell is associated with her husband, Dr. David E. Cantrell, '34med, in private practice at Healdton, Oklahoma.

► The following graduates of the Medical School have recently been called to active service: Capt. Everett G. King, '33 med, of Duncan, to Station Hospital, Fort Sill; Lt. Victor Pryor, '31bs.med, Holdenville, to Fort Sill; Lt. James R. Ricks, '38med, formerly physician of the Oklahoma City public schools, to Fort Sill; Lt. Orville M. Woodson, '33med, of Poteau, to Fort Sill; and Lt. Herman W. Gaddis, '36med, of Corpus Christi, Texas, to Fort Sam Houston.

► Dr. Robert Messenger, '38med, and Mrs. Messenger, of Oklahoma City, announce the birth of a daughter, Karel Lee, February 25.

► The wedding of Dr. James Samuel Binkley, 29bs.med, '30ba, and Miss Katherine Bretch, '39fa, took place in Oklahoma City in March. Miss Bretch, whose home is in Oklahoma City, was a member of Pi Beta Phi at the University and was selected as beauty queen. Dr. Binkley is a cancer specialist in New York City. During the last year he was a Rockefeller Clinic Fellow in cancer and gave a series of postgraduate lectures to

physicians in Oklahoma. Dr. Binkley was a member of Phi Delta Theta fraternity at the University.

► A son, John Stephen, was born January 30 to Dr. E. O. Bradfield, '36med, and Mrs. Bradfield, of Temple, Texas. Dr. Bradfield is resident surgeon at the Scott and White Hospital at Temple.

► Dr. Samuel H. Alexander, '28med, major in the Medical Corps of the United States Army who is now stationed at Army Medical Center, Washington, D. C., reports that other O. U. alumni holding commissions in the regular Army and now on duty at the Medical Center at Washington are Capt. Audrey L. Jennings, '29med, and Capt. Rex C. House, '33med. Capt. Harold A. Vinson, '35med, was recently on duty in Washington but has been transferred to Fort Sill, Oklahoma.

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The Profit Angle in Research

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throughout the country during the past quarter-century because of world economic forces. Its decline in Oklahoma has been even more pronounced because the fertility of the virgin soil with which the state was originally endowed has been reduced by erosion and objectionable farming methods. The oil industry has augmented our wealth and income from farming during years past, but the decline of this industry is evident. We must turn, then, to new types of enterprise.

Other states in the south have been faced with a similar problem, which they have met by developing manufacturing. Much of this manufacturing has been of small-scale operation or has been developed to serve local markets, although some manufacturing, notably in the textile industry, is of large-scale production and serves a national market. Oklahoma must also find the solution of its problem in the development of manufacturing industries.

Business research can aid in a movement for developing manufacturing by making scientific studies of particular problems confronting business. Chief among these problems are:

1. Location, character, and extent of the market, both local and national.
2. Channels for reaching the market.
3. Quality and quantity of our labor supply, including the comparative advantages of the types of labor in the state in different types of industry.
4. Transportation costs, including the

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