

SECOND GENERAL SESSION

ANNUAL BANQUET

Plantation Supper Club. *For Directions See Back Cover*

THURSDAY, SEPTEMBER 15, 1949

8:00 p.m. to 10:00 p.m.

Presiding: Ernest A. Branch, D. D. S., President
(Dress—Optional)

Invocation

Introduction of Guests

Introduction of Guest Speaker: E. H. Ellinwood, M. D.,
Director Consolidated Health Department, Greens-
boro

Address: C. W. Phillips, Director, Public Relations
Department, The Woman's College of the Greater
University, Greensboro

DANCE

10:00 p.m. to 2:00 a.m.

(Dress—Optional)

THIRD GENERAL SESSION

Main Ball Room, O'Henry Hotel

FRIDAY, SEPTEMBER 16, 1949, AT 9:00 A.M.

Presiding, Ernest A. Branch, D. D. S., President

9:00 a. m. Symposium: "The Local Health Depart-
ment Looks at Needs and Op-
portunities for Health Educa-
tion"

Panel Leader: Miss Maxine Shafer, Health
Educator, Asheville and
Buncombe County Health
Department

Participants:

Fred G. Pegg, M. D., Health Officer,
City-County Health Department, Win-
ston-Salem

Miss Mae McFee, Clerk, City Health De-
partment, Asheville

Miss Ruth Merelyn Thompson, Health
Educator, District Health Department,
Rutherfordton

Miss Annie G. Robinson, Supervisor,
Public Health Nurses, Cabarrus Coun-
ty Health Department, Concord
Thomas Sharpe, Sanitarian, Health De-
partment, Hickory

10:15 a. m. Address: "Public Health Welcomes Its New
Opportunities for Service," H.
Lee Large, M. D., Acting City
Health Officer, Rocky Mount

Address: "Medicine Looks Forward In Public
Health," G. G. Dixon, M. D.,
Ayden, President, N. C. State
Board of Health

Address: "Dentistry Looks Forward In
Public Health," A. C. Current,
D. D. S., Gastonia, Member N.
C. State Board of Health

SECTION MEETINGS

FRIDAY, SEPTEMBER 16, 1949

2:00 p. m. to 5:00 p. m.

and

SATURDAY, SEPTEMBER 17, 1949

9:00 a. m. to 10:45 a. m.

HEALTH OFFICERS' SECTION MEETING

Hunt Room, King Cotton Hotel

FRIDAY, SEPTEMBER 16, 1949

2:00 p. m. to 5:00 p. m.

Presiding, K. C. Moore, M. D., Chairman

"Diabetes As A Public Health Problem"—W. B. Hunt-
er, M. D., Health Officer Harnett County Health
Department, Lillington, N. C.

"The Tuberculosis Program of the District Health De-
partment, Chapel Hill, North Carolina"—O. David
Garvin, M. D., District Health Officer, Chapel Hill,
N. C.

"Making Local Health Service Attractive"—C. C. Ap-
plewhite, M. D., Director Division of Local Health
Administration, North Carolina State Board of
Health, Raleigh, N. C.

"Health Centers"—Robert F. Young, M. D., Health
Officer, Halifax County Health Department, Halif-
ax, N. C.

"Local Health Administration"—Jackson T. Ramseur,
M. D., District Health Officer, Rutherfordton, N. C.

"Health Education for Future Teachers"—Robert R.
King, Jr., M. D., Health Officer Alamance County
Health Department, Graham, N. C.

SYMPOSIUM

SATURDAY, SEPTEMBER 17, 1949

9:00 a. m. to 10:45 a. m.

"WHERE ARE WE TODAY IN VD CONTROL"

Is V. D. Decreasing?

The Status of Short Term Therapy

The Function of the Health Department Clinic.

What Are the Most Effective Case-Finding Meth-
ods?

Moderator: Dr. J. J. Wright, Director, North Carolina
Syphilis Studies, University of North Carolina

Participants:

Dr. F. W. Harb, Director, Eastern and Western
Medical Centers

Dr. O. L. Ader, Director, V. D. Clinic, Durham
Health Department

Dr. C. G. Sheps, Associate Director, North Caro-
lina Syphilis Studies, University of North Carolina

SANITARIANS' SECTION MEETING

Ball Room, O'Henry Hotel
FRIDAY, SEPTEMBER 16, 1949
2:00 p. m. to 5:00 p. m.

William A. Broadway, Chairman, Presiding

- 2:00 p. m. The President reports
2:15 p. m. Committee appointments
2:20 p. m. Panel—Group discussion—"The Sanitarian and Public Relations"
Participants: Mrs. Ida Friday, School of Public Health, Chapel Hill, N. C.
Miss Elta Mae Mast, School of Public Health, Chapel Hill
Charles D. Williams, City Health Department, Asheville
W. C. Haas, City of Wilmington and New Hanover County Health Department
Julian Taylor, Catawba-Lincoln-Alexander Health Department
Frank H. Barr, Durham City-County Health Department
W. H. Pierce, Wilson City-County Health Department
Joe A. Livingston, City-County Health Department, Winston-Salem
J. C. Higdon, Cherokee - Clay - Graham Health Department
Norman Gaskill, Wayne County Health Department
- 2:45 p. m. Group Discussions:
- Restaurant Sanitation—O'Henry Ball Room
Leader—O. W. Strickland, Davidson County Health Department
Recorder—Thomas J. Sharpe, Catawba-Lincoln-Alexander Health Department
Referee—O. R. Braugher, Union County Health Department
- Rural Sanitation—Room 216, O'Henry Hotel
Leader—W. B. Gaylord, Jr., Martin County Health Department
Recorder—Brevitt Hook, Alamance County Health Department
Referee—B. C. Sandford, Richmond County Health Department
- Milk Sanitation—Room 234, O'Henry Hotel
Leader—J. A. Westbrook, Orange-Person-Chatham District Health Department
Recorder—Sam Rich, City Health Department, Charlotte
Referee—Ross L. Mecham, City-County Health Department, Winston-Salem
- Meat Markets, Abattoirs, Chicken Processing Plants—Ball Room Foyer, O'Henry Hotel
Leader—J. H. Sechrest, Health Department

PROGRAM

NORTH CAROLINA PUBLIC HEALTH ASSOCIATION

Theme . . . "Going Forward in Public Health"

Registration begins:

Thursday morning, September 15, 1949, at 9:00 a.m. in the main lounge of the O'Henry Hotel.

There will be one registration desk for members and guests.

FIRST GENERAL SESSION

Main Ball Room, O'Henry Hotel
THURSDAY, SEPTEMBER 15, 1949, AT 2:30 P. M.
Presiding: Ernest A. Branch, D. D. S., President

Call to Order

Invocation

Welcome: J. A. Doggett, Chairman, Consolidated Board of Health, Greensboro.

Recognition of guests and special announcements.

Ten-minute business session.

Greetings and Introduction of Speaker: J. Roy Norton, M. D., Secretary and State Health Officer.

Address: "Going Forward With the Joint School Health Program," Clyde A. Erwin, State Superintendent of Public Instruction.

Address: "Increased Appropriations—A Challenge," C. C. Applewhite, M. D., Director, Division of Local Health Administration, N. C. State Board of Health.

Symposium: "The Recruitment of Personnel"
Participants:

C. C. Applewhite, M. D., Director, Division of Local Health Administration, N. C. State Board of Health

O. David Garvin, M. D., District Health Officer, Chapel Hill

Miss Marion Ferguson, Chief Public Health Nurse Consultant, State and Local Health Services Branch, Public Health Service

Miss Elizabeth Lovell, Supervisor of Health Education, Division of Local Health Administration, State Board of Health

William C. Gibson, Sanitary Engineer, Department of Field Training, School of Public Health, Chapel Hill

Publicity Committee:

W. H. Richardson, Chairman.....Raleigh
Mrs. Laura Lowe, Chairman.....Greensboro

Membership Committee:

Harold Parker, Chairman.....Winston-Salem
E. H. Ellinwood, M. D.....Greensboro
Miss Atha Howell.....Greensboro

Nominating Committee:

H. C. Whims, M. D., Chairman.....Asheville
Mrs. Alma McCracken.....Waynesville
Mrs. Katherine Miller.....Tarboro
O. B. Gurganus.....Durham

Legislative and Retirement Committee:

C. N. Sisk, M. D., Chairman.....Morganton
A. C. Bulla, M. D.....Raleigh
C. W. Armstrong, M. D.....Salisbury
O. David Garvin, M. D.....Chapel Hill
William A. Broadway.....Asheville
Mrs. Edith Brocker.....Chapel Hill

Obituary and Resolutions Committee:

N. Thomas Ennett, M. D., Chairman.....Beaufort
W. C. Hass.....Wilmington
Mrs. Fannie Jones.....Fayetteville

EXHIBITS

The exhibits will be placed on the mezzanine floor of the O'Henry Hotel:

Tuberculosis Association—N. C. Tuberculosis Association, Raleigh

Red Cross—Greensboro Chapter, American Red Cross

Heart Association—Tuberculosis and Heart Association, Greensboro

Cancer Society—North Carolina Cancer Society, Educational Offices, Communication Center, Chapel Hill

Mental Hygiene—N. C. Mental Hygiene Society, State Board of Health, Raleigh

Dairy Councils—Dairy Councils of Durham, Winston-Salem - Lexington, and Greensboro - High Point Dairy Councils

N. C. Premature Baby Program—State Board of Health, Raleigh

Public Health Nurses—Public Health Nurses of Greensboro

"The Health Department—Health Education" — North Carolina State Board of Health

Theme . . . "Going Forward in Public Health"

ment, Greensboro

Recorder—R. T. Daniels, Jr., Pasquotank-Perquimans-Camden Health Department

Alternate—W. H. Potts, M. D., Wayne County Health Department

School Sanitation—Room 220 O'Henry Hotel

Leader—Charles Morgan, Pitt County Health Department

Recorder—W. C. Lackey, State Board of Health, Murfreesboro

Referee—E. E. King, Jr., Edgecombe County Health Department

3:45 p. m. General Assembly—Ball Room, O'Henry Hotel

Summary of reports on group discussions.

4:15 p. m. Business Sessions — Election of Officers — Ball Room, O'Henry Hotel

5:00 p. m. Adjourn

5:00 p. m. Organizational Meeting — Ball Room, O'Henry Hotel
National Association of Sanitarians

SATURDAY, SEPTEMBER 17, 1949

Ball Room, O'Henry Hotel

9:00 a. m. to 10:45 a. m.

9:00 a. m. Presentation Honorary Memberships

9:30 a. m. "New Merit System Regulations as They Affect the Sanitarian," J. M. Jarrett, Director, Division of Sanitary Engineering, State Board of Health, Raleigh

10:00 a. m. "New Field Training Program," W. C. Gibson, Supervisor, Field Training, School of Public Health, Chapel Hill

10:30 a. m. Installation of New Officers

10:45 a. m. Adjourn

NURSING SECTION MEETING

FRIDAY, SEPTEMBER 16, 1949

2:00 p. m. to 5:00 p. m.

Ball Room, King Cotton Hotel

Miss Atha Howell, Chairman, Presiding

2:00 p. m. Business Meeting

2:30 p. m. Panel—"Some Phases of School Health"

Leader—Miss Marie Lowe, Executive Secretary, Community Nursing Service, Winston-Salem

Participants:

Dr. M. D. Bethel, Health Officer, Charlotte

B. L. Smith, Supt. of Schools, Greensboro

Mrs. Marion Cooke, Public Health Nurse, Greensboro

Miss Doris Jones, Teacher, Greensboro

Mrs. Clyde Andrews, Lay Person, Greensboro

4:00 p. m. Mental Hygiene in the Schools—Miss Julia Freund, U. S. P. H. S. Consultant in Mental Hygiene for the State of Maryland
SCHOOL IS OUT

NURSING SECTION MEETING

SATURDAY, SEPTEMBER 17, 1949
9:00 a. m. to 10:45 a. m.

Miss Atha Howell, Chairman, Presiding

9:30 a. m. "Innocence Abroad"—Miss Margaret Blee, Associate Professor of Public Health Nursing, University of North Carolina, Chapel Hill, N. C.

SECRETARIES' SECTION MEETING

Bellemeade Room, O'Henry Hotel

FRIDAY, SEPTEMBER 16, 1949
2:00 p. m. to 5:00 p. m.

Presiding: Miss Hazeline Umstead, Chairman

2:00 p. m. Welcome: Miss Hazel Sykes, Secretary, Greensboro

Response: Miss Betty Wynne Ingram, Secretary, Halifax

History of Secretaries Section: Mrs. Berta Ellis, Secretary, Durham

Recognition of Past Chairmen

Introductions and Announcements

3:00 p. m. Talk: "New Office Practices," George M. Joyce, Auditor, Woman's College, University of North Carolina, Greensboro

3:45 p. m. "Good Grooming for Secretaries," Lewis Rosenberg, Brownhill's, Greensboro. Followed by Fashion Show to illustrate this talk.

4:30 p. m. "Dramas on Public Relations," directed by Miss Elizabeth Lovell, Director of Health Education, State Board of Health, Raleigh

Participants: Miss Nettie Day, Health Educator, Spray, N. C.

Miss Eva Higdon, Health Educator, Graham, N. C.

5:00 p. m. Get Acquainted Period, Directed by Mrs. Jennie Brady, Secretary, Greensboro

Vocal Selections: Miss Joy Culbreth, Secretary, Greensboro; Miss Betsy C. Farlow, Greensboro, Accompanist

"If You Are But A Dream," by Rubenstein
"When Day Is Done," by Robert Katcher
Refreshments

SATURDAY, SEPTEMBER 17, 1949
9:30 a. m. to 11:00 a. m.

Bellemeade Room, O'Henry Hotel

9:30 a. m. Business Session and Election of Officers
Program Committee for Secretaries Section:
Mrs. Mildred Gay, Durham, Chairman

OFFICERS 1948-49

President.....Ernest A. Branch, D. D. S., Raleigh
Vice-President.....S. B. McPheeters, M. D., Goldsboro
Secretary-Treasurer.....Harold Parker, Winston-Salem

THE EXECUTIVE COMMITTEE

The Executive Committee consists of the above-named officers and:

H. W. Stevens, M. D.....Immediate Past President, Wilson
J. Roy Norton, M. D.....State Health Officer, Raleigh
G. Westbrook Murphy, M. D.....President, N. C. Medical Society, Asheville
Mrs. Alma McCracken, R. N.....Member-at-Large, Term expires 1949, Waynesville
Gordon Battle, Sanitarian.....Member-at-Large, Term expires 1950, Greensboro
W. P. Richardson, M. D.....Member-at-Large, Term expires 1951, Chapel Hill

SECTION CHAIRMEN

K. C. Moore, M. D., Laurinburg.....Health Officers
Miss Atha Howell, Greensboro.....Nurses
William A. Broadway, Asheville.....Sanitarians
Lynn G. Maddrey, P. H. D., Raleigh.....Laboratory
Miss Hazeline Umstead, Durham.....Secretaries

PROGRAM COMMITTEE

J. Roy Norton, M. D., State Health Officer, chairman. Committee composed of above-named officers and section chairmen.

The Auditing Committee:

Mrs. Louise Workman Young, Chairman.....Charlotte
E. H. Ellinwood, M. D.....Greensboro
Mrs. Ruth Cook.....Winston-Salem

The Arrangements Committee:

Members of the Guilford County Health Department

Exhibit Committee:

Mrs. Laura Lowe, Chairman.....Greensboro
J. S. Sechrest.....Greensboro
Mrs. Catherine Layton.....Greensboro

REGISTRATION AND INFORMATION

A Registration and Information Desk will be maintained in the Main Lounge, O'Henry Hotel during the days of the meeting, from 9:00 a.m.

A Registration Fee of 50c will be charged for everyone attending the meetings.

Membership dues in the North Carolina Public Health Association are \$1.00 per year. If your dues have not been paid, they will be accepted at the Registration Desk. If you are not already a member you are cordially invited to become one.

Tickets for the Banquet and Dance should be secured at the time of registration.

To avoid disturbing either the speaker or the audience, members are asked not to enter or leave the Ball Room during the presentation of papers.

Please wear your badge during all sessions.

The Dairy Bar is sponsored by:

THE DAIRY COUNCIL OF HIGH POINT AND GREENSBORO

Through the co-operation of the following ice cream and milk companies:

Biltmore Dairies
Borden Company
Clover Brand Dairy
Coble Dairy Products Company
Guilford Co-operative Company
Lindale Dairy
Pet Dairy
Southern Dairies

The Bar will furnish free ice cream and milk products for all. It will be open Thursday, 10 o'clock 'til 3 o'clock; Friday, 12 o'clock 'til 2 o'clock and 4 o'clock to 5 o'clock, and all day Saturday.

Mrs. Donald Nelson, State Board of Health, Raleigh

Miss Sarah Goggans, State Board of Health, Raleigh

Officers of Secretaries Section for 1949:

Miss Hazeline Umstead, Durham, Chairman

Miss Mae McFee, Asheville, Vice-Chairman

Miss Jessie L. Stroud, Mocksville, Secretary

Mrs. Lucy Jones Raney, Raleigh, Historian

LABORATORY SECTION MEETING

FRIDAY, SEPTEMBER 16, 1949

2:00 p. m. to 5:00 p. m.

Civic Room, O'Henry Hotel

Presiding: Lynn Maddrey, Chairman

"Experiences in Establishing a New Laboratory,"
Dr. R. F. Young, Health Officer, Halifax County Health Department, Halifax, N. C.

"Operation of a Blood Bank," Dr. Thomas B. Wilson, Rex Hospital, Raleigh, N. C.

"Bacteriological Control of Milk," Dr. M. L. Speck, Professor of Bacteriology, North Carolina State College, State College Station, Raleigh, N. C.

Round Table Discussion of Laboratory Problems.
Leader, Lynn Maddrey, Chairman

SATURDAY, SEPTEMBER 17, 1949

9:00 to 10:45

Civic Room, O'Henry Hotel

Business and Election of Officers

Adjournment

V.D. FOLLOW-UP WORKERS SECTION MEETING

FRIDAY, SEPTEMBER 16, 1949

2:00 p. m. to 5:00 p. m.

Assembly Room, Greensboro Health Department

SATURDAY, SEPTEMBER 17, 1949

9:00 a. m. to 10:45 a. m.

Follow-up Workers are invited to attend other section meetings

SPECIAL MEETING OF HEALTH EDUCATORS

Parlor A — King Cotton Hotel

FRIDAY, SEPTEMBER 16, 1949

2:00 p. m. to 5:00 p. m.

A special business meeting of Health Educators is called

All Health Education Workers affiliated with both official and voluntary agencies are urged to attend

SATURDAY, SEPTEMBER 17, 1949

9:00 a. m. to 10:45 a. m.

Health Educators are invited to attend section meetings of other groups

Theme . . . "Going Forward in Public Health"

FOURTH GENERAL SESSION

Ball Room, King Cotton Hotel

FRIDAY, SEPTEMBER 16, 1949

At 8:00 p. m.

Presiding, S. B. McPheeters, M. D., Vice-President

Introduction of Speaker: M. V. Ziegler, M. D., Regional
Medical Director, U. S. Public Health Service

Address: Leonard A. Scheele, M. D., Surgeon General
U. S. Public Health Service

SECTION MEETINGS CONTINUED

SATURDAY, SEPTEMBER 17, 1949

9:00 a. m. to 10:45 a. m.

Health Officers' Section Meeting—King Cotton Hotel,
Hunt Room

Sanitarians' Section Meeting—O'Henry Hotel, Ball
Room

Nursing Section Meeting—King Cotton Hotel, Ball
Room

Secretaries' Section Meeting—O'Henry Hotel, Belle-
meade Room

Laboratory Section Meeting—O'Henry Hotel, Civic
Room

V. D. Follow-up Workers Section—Invited to attend
meetings of other sections

Health Educators' Section—Invited to attend meetings
of other sections

FIFTH GENERAL SESSION

Ball Room, O'Henry Hotel

SATURDAY, SEPTEMBER 17, 1949

At 11:00 a. m.

Presiding, Ernest A. Branch, D. D. S., President

11:00 a. m. Reports of Section Meetings by Section
Chairmen

Summarization of Thirty-eighth Annual
Session, North Carolina Public Health
Association—Edward G. McGavran, M. D.,
Dean, School of Public Health, the Uni-
versity of North Carolina

11:40 a. m. Presentation of Certificates of One Hun-
dred Per Cent Membership—Harold E.
Parker, Secretary-Treasurer

Presentation of Reynolds Medal—J. W.
R. Norton, M. D., State Health Officer
and Recipient of 1948 Award

Business Session

Installation of New Officers

Remarks by President

Adjournment Sine Die

PROGRAM

Of The

Thirty-Eighth Annual Session

NORTH CAROLINA PUBLIC HEALTH ASSOCIATION

SEPTEMBER 15, 16 AND 17, 1949

Theme . . . "Going Forward in Public Health"

HEADQUARTERS: O'HENRY HOTEL
GREENSBORO, NORTH CAROLINA

**DIRECTIONS FOR REACHING
PLANTATION CLUB**

Routes 29 and 70 — High Point Road

Go West, my friend, on the street West Market,
On your own you will be, and I can't help it.

U. S. Route 29 and 70 is your beat,
When the trees and grass grow in the middle of the
street.

Slow down—a stop light comes in a block.
Turn left—you are on South Aycack.

Continue on; when the next light's green, turn right,
Continue again 'til you come to another light.

Turn left—between the Pure and Texaco,
Travel carefully as under the railroad you go.

Swing right; Swing left; Let 'em rack,
On the left Coca-Cola; on the right, Chicken Shack.

Drive on; pass Southern Queen and Casa Blanca,
Go down a hill and up a hill; we're not serving Sanka.

Pass Piedmont Pie, look to the right,
Plantation Club is all alight.

To all you see, be sure to tell—
Tell everyone, "B. Y. O. L."

Program

Of The

Thirty-Eighth Annual Session

NORTH CAROLINA PUBLIC HEALTH ASSOCIATION

SEPTEMBER 15, 16 AND 17, 1949

Theme: "Going Forward in Public Health"

HEADQUARTERS: O'HENRY HOTEL
GREENSBORO, NORTH CAROLINA