

1952

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program

OCTOBER 9, 10, 11, 1952

**Annual Meeting
North Carolina
Public Health
Association**

ASHEVILLE, N. C.

● The Buncombe County Chapter of the American National Red Cross and the Asheville Regional Blood Center extend greetings to the members of the North Carolina Public Health Association in convention in Asheville!

● We feel that we have a mutual interest in promoting the general health of state and nation and we are grateful for the cooperation we have received from the Health departments, hospitals and the Medical profession.

● Our goal has been to supply whole blood and its derivatives to the public without charge and also to supply the requirements of whole blood and plasma requested by the department of defense for the armed forces.

● If this is to continue we will require the regular and continued support of our people and as representatives of Health agencies in your communities you can be of considerable assistance in stimulating the interest of the donors. We would always welcome the opportunity to supply you with information and it would be a pleasure to have you visit us.

● We hope you will enjoy your stay in Asheville, will have a great convention and that you will return again real soon.

FREDERICK STARR WRIGHT, M.D.
Director
Asheville Regional Blood Center

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CALENDAR OF EVENTS

THURSDAY

October 9th

- A. M. Registration—All day, Lobby, Battery Park Hotel
- 11:00-12:30 First General Session, Municipal Auditorium
- P. M. 1:00 Sanitarian's Luncheon, Ballroom, Battery Park Hotel
- 2:00- 4:00 Second General Session, Municipal Auditorium
- 8:00-10:00 Third General Session, Municipal Auditorium

FRIDAY

October 10th

- A. M. Registration—All day, Lobby, Battery Park Hotel
- 8:30 Breakfast—Secretaries, Front Roof Garden, Battery Park Hotel
- 9:00-12:00 Venereal Disease Section Meeting, To be announced
- 9:00- 1:00 Special Sessions
- 9:00- 1:00 Health Officers' Section Meeting, West Ballroom, George Vanderbilt Hotel
- 9:00- 1:00 Sanitarian's Section Meeting, Municipal Auditorium
- 9:00- 1:00 Public Health Nurses' Section Meeting, Ballroom, Battery Park Hotel
- 9:00- 1:00 Health Education Section Meeting, Teen-Age Center, Municipal Auditorium, Basement
- 9:00- 1:00 Laboratory Section Meeting, Sundial Room, George Vanderbilt Hotel
- 9:00- 1:00 Secretaries' Meeting, Front Roof Garden, Battery Park Hotel

- P. M. 1:00 Luncheon — Nurses, Rhododendron Room, Battery Park Hotel
- 1:00 Luncheon — Executive Committee, George Vanderbilt Hotel
- Afternoon Free for Entertainment and Shopping
- 1:30 Health Educator's Meeting, Ballroom, Battery Park Hotel
- 7:30 Annual Banquet, Dance, Municipal Auditorium

SATURDAY

October 11th

- A. M. 9:30 Fourth General Session, Ballroom, Battery Park Hotel

THURSDAY

October 9th

- A. M. Registration—All day, Lobby, Battery Park Hotel
- 11:00-12:30 FIRST GENERAL SESSION, Municipal Auditorium
 Invocation—Reverend R. Dwight Ware, Asheville, North Carolina
 Moderator for Presbyterian Ministerial Association for Western North Carolina
 Welcome—Earl W. Eller, Mayor, City of Asheville
 Welcome—Margery J. Lord, M.D., Health Officer, City of Asheville.
 Response—H. W. Stevens, M.D., Health Officer, Wilson County, North Carolina
 President's Address—J. J. Wright, M.D., President, N.C.P.H.A.
 Announcements
- P. M. 1:00 Sanitarian's Luncheon, Ballroom, Battery Park Hotel

THURSDAY

October 9th

- 2:00-4:00 SECOND GENERAL SESSION,
Municipal Auditorium
Mrs. Louise P. East, Presiding.
"A Working Definition of Public Health"—E. G. McGavran, Dean, School of Public Health, University of North Carolina
"The Public School and Public Health"—D. Hiden Ramsey, Vice Chairman, State Board of Education.
- 8:00-10:00 THIRD GENERAL SESSION,
Municipal Auditorium
John J. Wright, M.D., President, N.C.P.H.A., Presiding.
"Adventuring in Public Health"—Reginald M. Atwater, M.D., Executive Secretary, A.P.H.A.
- 10:00-12:00 Square Dancing, Roof, Battery Park Hotel

FRIDAY

October 10th

- A. M. Registration—All day, Lobby, Battery Park Hotel
- 8:30 Breakfast—Secretaries, Front Roof Garden, Battery Park Hotel
- 9:00-12:00 VENEREAL DISEASE SECTION Meeting (Place to be announced)
Robert C. Bulla, Chairman, Presiding
"Problems in Venereal Disease Control"—W. G. Simpson, M.D.
"Case-finding Techniques"—C. S. Buchanan
"Interviewing Techniques"—R. J. Jensen
"Prevention and Control Operation"—Harry Van Velsor, M.D.
General Discussion.
- 9:00- 1:00 Special Sessions

FRIDAY

October 10th

- 9:00- 1:00 HEALTH OFFICER'S SECTION Meeting, West Ballroom, George Vanderbilt Hotel
- 9:00- 9:45 Health Officers will meet in conjoint session with the Nurses' Section for the first three lectures of the Nurses' Section
- 10:00 Health Officers will convene in another room for their own meeting where a panel will discuss: "THE HEALTH OF THE CHILD"

SPEAKERS:

"Health of the Young Child From the Point of View of the Pediatrician"—Dr. Roy David Daniel, Pediatrician, Sylva, N. C.

"Implications of Accident Hazards in the Child"—Dr. Barnes M. Woodhall, Neural Surgeon, Duke Hospital, Durham, N. C.

"Implications of Health in the Younger Child to the General Health of the Population Now and Later"—Dr. Ralph Siler Morgan, Specialist in Internal Medicine, Sylva, N. C.

"Nutrition as a Health Factor in our State"—Dr. Bertlyn Bosley, Chief, Nutrition Section, State Board of Health, Raleigh, N. C.

"Meeting Special Problems of the School-Age Child"—Dr. E. C. Corkey, Assistant Health Officer, Health Department, Goldsboro, N. C.

Discussion Period

FRIDAY

October 10th

- A.M. 9:00 SANITARIAN'S SECTION Meeting, Municipal Auditorium
Invocation
- 9:15 Election and Installation of Life Members
- 9:25 "Effect of National and World Conditions on Future Progress in Environmental Sanitation"—Senator Clyde R. Hoey

- 10:15 Recess
- 10:20 "Recent Trends in Environmental Sanitation Programs"—Wm. T. Inghram, Ph.D., Associate Professor of Public Health, New York University; Editor, "Modern Sanitation"
- 11:15 "Selling Public Health Programs"—Mr. Don S. Shoemaker, Editor, Asheville Citizen-Times, Asheville, N. C.
- P. M. 12:15 Business Session
- 1:00 Adjournment

FRIDAY

October 10th

- A.M. 9:00 PUBLIC HEALTH NURSES' SECTION Meeting, Ballroom, Battery Park Hotel
Miss Alice Kinney, Chairman, Presiding
THEME—"Advancing Age, A New Frontier"

PANEL

Moderator—Miss Margaret Blee, Associate Professor, Public Health Nursing, University of North Carolina

Participation from the field of:

Psychology—Dr. Roger W. Howell, M. D., Professor of Mental Health, University of North Carolina

Public Health—Dr. M. B. Bethel, M.D., Health Officer, Charlotte City Health Department

Nutrition—Dr. Bertlyn Bosley, Nutrition Division, State Board of Health

Retirement—Miss Mary MacKay, Retired Nurse, Black Mountain, N. C.

Public Welfare—Mrs. Annie May Pemberton, Supervisor, Services to the Aged, State Department of Public Welfare

Religion—The Rt. Rev. M. George Henry, D.D., Bishop of the Diocese of Western North Carolina, Asheville, North Carolina

Industry—Mr. A. L. Bechtold, Personnel Director, Lance, Inc., Charlotte, North Carolina

10:30 Intermission
Problems in Geriatrics
Buzz Session
Open Forum

P. M. 12:30 Luncheon (Place to be announced)
"Recreation and Hobbies"—Miss Frances
Jeffers, State Department of Public Welfare
Business Session

FRIDAY

October 10th

A. M. 9:00 HEALTH EDUCATION SECTION Meet-
ing, Teen-Age Center, Municipal Audi-
torium, Basement

THEME—"Is It True What They Say
About Community Health?"

"The Laymen Speak"—

Nelson W. Stephenson, Consultant on
Community Services, State Board of Pub-
lic Welfare, Presiding

Oral L. Yates, Farm Bureau Federation,
Waynesville, N. C.

To be announced, Home Demonstration
Federation

Miss Vivian Stewart, N. C. Council of
Churches, Hendersonville, N. C.

Mrs. E. N. Howell, N. C. Parents-Teach-
ers Association, Swannanoa, N. C.

Mrs. Catherine Birchette, Negro Health
Council, Asheville, N. C.

10:30-11:30 "We Reply"—

Dr. Alice Schriver, Department
of Health Instruction, Woman's
College, University of North Caro-
lina, Greensboro, N. C., Presiding
Mrs. Francis S. McConnell, Educa-
tional Director, N. C. Heart Associ-
ation, Chapel Hill, N. C.

Dr. Dorothy G. Park, Director,
Division of Psychiatric and Psy-
chological Services, State Depart-
ment of Public Welfare, Raleigh,
N. C.

Dr. Ruth Collings, Director, De-
partment of Health, Woman's Col-
lege, University of North Carolina,
Greensboro, N. C.

Miss Kathleen Eudy, Public School
Teacher, Asheville, N. C.
Miss Nettie Day, Health Educator,
Spray, N. C.

- 11:30-12:30 "Everyone Joins In"
Moderator — Miss Elizabeth Lovell,
Director, Health Education, State
Board of Health, Raleigh, N. C.
Summarizer—Mr. Charles Spencer,
High School Coordinating Service,
Raleigh, N. C.

FRIDAY

October 10th

- A.M. 9:00 LABORATORY SECTION Meeting, Sun-
dial Room, George Vanderbilt Hotel
- 9:20 Address of Welcome — N. F. Hunt, Jr.,
Chairman, Laboratory Section, City Health
Department, Charlotte, N. C.
- 9:30 "Malaria From the Laboratory Standpoint"
Aimee Wilcox, Protozoologist, Federal
Security Agency, National Institute of
Health, Columbia, S. C.
- 10:00 "Some Problems Encountered in the Dif-
ferential Diagnosis of Tuberculosis by Bac-
teriological Methods"
Dr. S. T. Walton, V.M.D., Ph.D., Oteen
Veterans Hospital, Oteen, N. C.
- 10:30 "The In Vitro Virulence Test for Diphtheria"
Dr. Martin Frobisher, Jr., Sc.D., Commu-
nicable Disease Center, Chamblee, Ga.
- 11:00 Intermission
- 11:15 "Treponema Pallidum Immobilization Test"
Dr. Harold J. Magnuson, M.D., Venereal
Disease Exp. Laboratory, Federal Se-
curity Agency, Chapel Hill, N. C.
- 11:45 Panel Discussion of Laboratory Problems
1. Boner J. Martin
Quality Control Supervisor
Coble Dairy
Lexington, N. C.

2. Dr. Lynn G. Maddry, Ph.D.
Principal Bact.
State Laboratory of Hygiene
Raleigh, N. C.
3. Harold Satterwhite, M.T., R.T.
N. C. Sanatorium for T.B.
McCain, N. C.
4. Max Rieenburg
Clinical Laboratory
Asheville, N. C.

FRIDAY

October 10th

SECRETARIES' Meeting, Front Roof Garden, Battery Park Hotel
Mrs. Sibyl Grimes, V. Chairman, Presiding

- A. M. 8:30 Breakfast Meeting
 Invocation—Mrs. Pearl Morris, Rutherford County Health Department, Rutherfordton, N. C.
 N. C.
 Welcome—Miss Mae McFee, City Health Department, Asheville, N. C.
 Response — Miss Frances Rice, District Health Department, Orange-Person-Chatham-Lee Counties, Sanford, N. C.
 Address—"Your Public Relations Opportunity," Mr. A. L. Bechtold, Public Relations Director, Lance, Inc., Charlotte, N. C.
 Business Session
- P. M. 1:00 Luncheon—Nurses, Rhododendron Room, Battery Park Hotel
- 1:00 Luncheon—Executive Committee, George Vanderbilt Hotel
 Afternoon Free for Entertainment and Shopping
- 1:30 Health Educator's Meeting, Ballroom, Battery Park Hotel

7:30 Annual Banquet, Municipal Auditorium
John J. Wright, M.D., President, Presiding
Introduction of Guests
Presentation of Merit Award
Presentation of Carl V. Reynolds Award
Entertainment

10:00 Dance

SATURDAY

October 11th

A.M. 9:30-12:30 **FOURTH GENERAL SESSION,**
J. J. Wright, M.D., President, N.C.P.-
H.A., Presiding
"Summary of Highlights of Meeting"
Dr. M. B. Bethel, Health
Officer, City of Charlotte,
Charlotte, N. C.
Reports of Committees:
Executive Committee
Obituary and Resolutions
Legislative—Dr. Bertlyn Bosley
Merit System—Dr. David Garvin
Membership—Mrs. Louise Y. Work-
man
Auditing—Miss Mae Reynolds
Nominating
New Business
Presentation of New Officers
Adjournment



Dr. Edward G. McGarvan has been Dean of the School of Public Health, University of North Carolina since 1947. For the past four months he has been in Europe serving as United States delegate to the World Health Conference in early May and subsequently studying public health problems throughout six or seven countries.



Dr. Reginald M. Atwater was born in 1892, graduated from Colorado College in 1914 and earned his M.D. from Harvard in 1918. He has Master of Public Health and Doctor of Public Health degrees from Johns Hopkins University School of Hygiene and Public Health. He has been Executive Secretary of the American Public Health Association since 1935.



Senator Clyde R. Hoey was born in 1877 in Shelby, N. C. He served as Governor of the State of North Carolina from January 7, 1937, to January 9, 1941. He was elected to the United States Senate in 1945 and re-elected November 7, 1950 for another six years where he serves as Chairman of the Senate Permanent Sub-Committee on Investigations.

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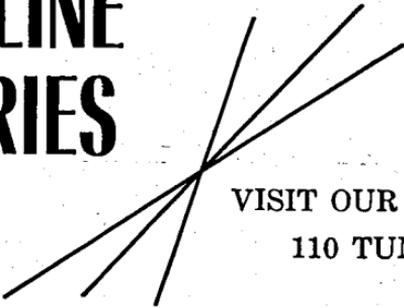
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