In business to serve doctors," James Picker advertised when he began his x-ray supply service in 1915. And through his 50-year career as an x-ray equipment manufacturer, his method of "studying the doctor's needs and preparing to meet them at a moment's notice" made him one of the most complete and conscientious suppliers of radiographic equipment in the United States.

Of the large number of first designs and important innovations attributed to Mr. Picker's company — including lead rubber gloves and one of the first gallbladder dyes — probably the most popular contribution to physicians was a portable Army Field X-ray unit used near the front lines during World War II. Mr. Picker offered the engineering and research facilities of his Cleveland plant to the US Army Surgeon General for development of this mobile unit. His firm then produced the equipment, which could be packed in three boxes (each measuring 3x3x4 ft and weighing 360 lb) and flown to medical stations throughout Europe. The first 100 units were shipped to the USSR.

Income from these army units was so far beyond expectations that Mr Picker returned $4 million of it to the US Treasury Department. "When a country has given you as much as the United States has given me, you are grateful when an opportunity presents itself for repaying some of your debt," Mr Picker said at the time. "We consider it a patriotic duty to make these funds immediately available to the government to accelerate the war program." For its production of the mobile field units, Picker Corporation was the first radiologic equipment plant to receive the Army-Navy Production E Award in 1942. This honor was renewed for three successive years.

When double-emulsion films became available in 1919, Mr Picker replaced the glass plates then on physicians' shelves with the new product. But the new films were highly flamma-

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