Smith, Kline & French Laboratories

cordially invites you to attend

The First Demonstration of

Natural Color Television for Teaching Surgery and Medicine

June 6th, 7th, 8th and 9th

One thousand, nine hundred and forty-nine

at the Annual Session of the American Medical Association

Convention Hall

Atlantic City, New Jersey

Please present this invitation at number 17 Registration Booth in the Lobby of Convention Hall for admission to the Color Television Demonstration, Rooms 20 and 21, Third Floor

(over)
The staffs of the Hospital of the University of Pennsylvania and the Atlantic City Hospital are cooperating with us to televise in natural color—to Convention Hall—actual surgical and medical procedures while under way.

This inaugurates a series of nation-wide medical convention demonstrations of natural color television as a new aid in medical teaching sponsored by Smith, Kline and French Laboratories.

The television equipment for this purpose—a pioneering development—was specially designed and produced, at our request, by the Columbia Broadcasting System, Inc., with Zenith Radio Corporation and Webster-Chicago Corporation collaborating.