

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.

Courtesy of Craig Christensen