



NURSES AND DOCTORS SEE AN OPERATION TELEVIEWED IN COLOR AT UNIVERSITY OF PENNSYLVANIA HOSPITAL, WHERE THE EQUIPMENT WAS GIVEN FINAL TESTS

SURGERY IN COLOR TELEVISION

New system will give students a doctor's-eye view of operations

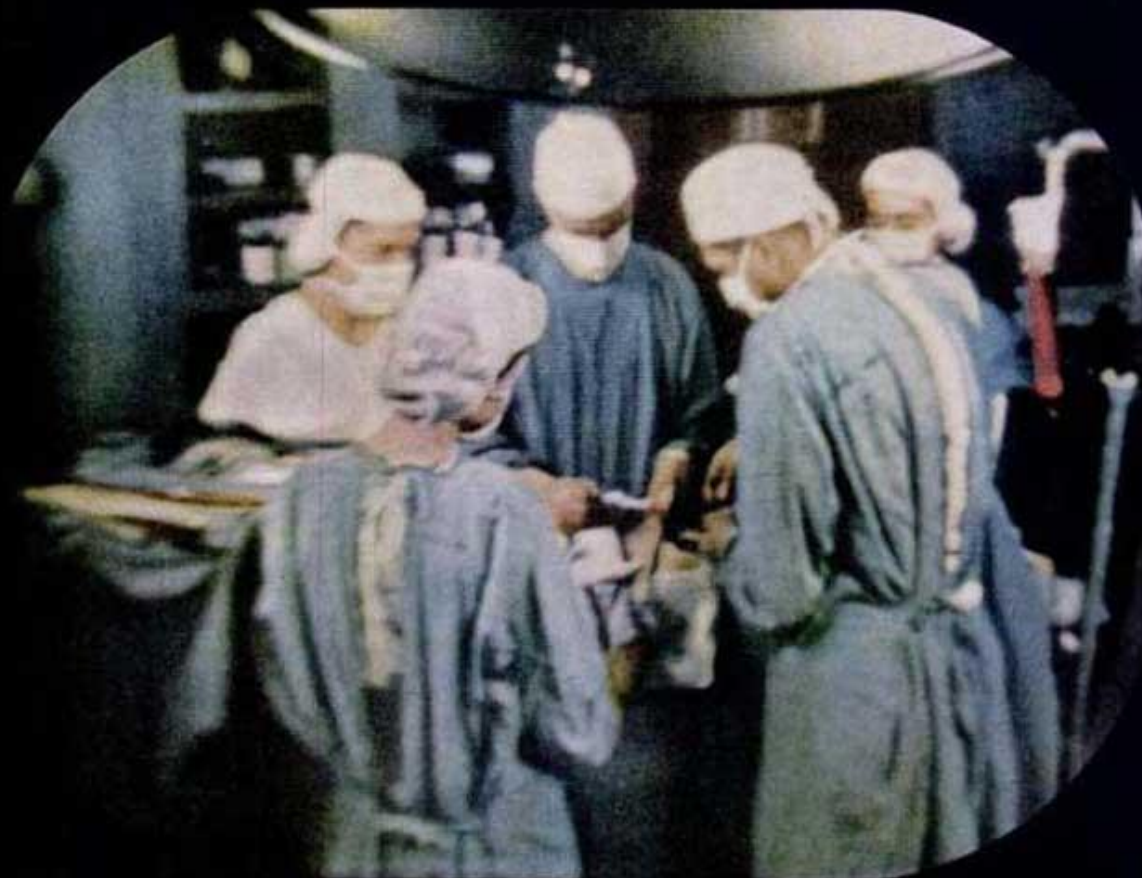
Next week in Atlantic City's huge Convention Hall 15,000 members of the American Medical Association will watch the first large-scale demonstration of television in full color. On 20 specially built receivers, 1,000 doctors at a time will see a Caesarean, an appendectomy, a bone graft and other operations as up to now only the operating surgeon and his assistants could see them. In this, its first practical application, color television will prove itself to be an important aid to the teaching of medicine; for it will supplant the student's-eye view of an operation (too often a row of smock-clad backs) with a surgeon's-eye view. Not only form but all-important color variations are reproduced, and with considerably greater faithfulness than is indicated by the pictures on the opposite page, whose clarity suffered as a result of the long exposures required.

Credit for getting color television out of the laboratory and into practical, if still limited, use goes to the Columbia Broadcasting System, which has perfected a method of color transmission, and the pharmaceutical house of Smith, Kline & French, which sponsored and helped develop its medical

application. This joint effort was aimed primarily at producing a new method of visual education for the medical profession. But the very existence of a practical color television system, even of a restricted, closed-circuit type, inevitably raised the question of when color television will be available to the general public. The answer must come from the Federal Communications Commission, which has considered this and other color systems but so far has licensed none. Two years ago the commission turned thumbs down on the CBS method on the grounds that it had not been sufficiently developed and tested. At that time CBS color television could not be received on standard sets. It could not be transmitted over standard channels and its quality needed some improvement. Since that time CBS has altered its color system so that telecasts can be transmitted on any channel and (by the use of a rather bulky adapter) be received on existing sets. As for present quality, it would seem that any color television good enough to give doctors a satisfactory view of the vital organs ought to be good enough to give the public a satisfactory view of Arthur Godfrey's red hair.



REMOTE-CONTROL CAMERA, designed by CBS especially for use in the televising of surgery, gets unobstructed view of operation from its position above table.



SURGEONS SPONGE UP BLOOD IN TELEVISED DEMONSTRATION OF STOMACH OPERATION



INFLAMED SKIN IS DIAGNOSED FOR DOCTOR AUDIENCE AS HARD-TO-CURE PSORIASIS