

PROGRAM*

The surgeons and physicians participating are all members of the staff of Grady Memorial Hospital.

Monday - February 6

- 9:00 A.M. Introduction
Mr. Lawrence L. Gellerstedt, Vice-Chairman, Fulton-DeKalb Hospital Authority
- Welcome
The Hon. Herman Talmadge, Governor of Georgia
- Welcome
The Hon. W. B. Hartsfield, Mayor of Atlanta
- 9:15 A.M. Herniorrhaphy
- 10:00 A.M. Radical Mastectomy
- 1:30 P.M. Corneal Transplant
- 2:30 P.M. Demonstration of the Application of New Methods for the Use of the Electrocardiogram for Cardiac Diagnosis
- 3:00 P.M. Intra-arterial Transfusion
- 3:30 P.M. Demonstration of the Technic of Bone Marrow Aspiration Biopsy
- 4:00 P.M. Demonstration of Mouth and Face Cancer
- 4:30 P.M. Gastroscopy in the Diagnosis and Treatment of Gastric Lesions

Tuesday - February 7

- 9:00 A.M. Hysterectomy
- 10:00 A.M. Lobectomy
- 1:30 P.M. Craniotomy
- 2:30 P.M. Demonstration of the Use of Cardiac Catheterization in the Diagnosis of Heart Disease
- 3:15 P.M. Demonstration of Technic for the Study of Patients with Liver Disease, including Liver Biopsy
- 3:45 P.M. Peripheral Vascular Disease
- 4:15 P.M. Use of Radioactive Isotopes in Surgical Diagnosis

* Subject to availability of patients.

Wednesday - February 8

- 9:00 A.M. Thyroidectomy
- 10:00 A.M. Gastrectomy
- 1:30 P.M. Excision of Head of Radius**
- 2:30 P.M. Demonstration of Fresh Pathological Specimens
- 3:00 P.M. Demonstration of Points in Physical Diagnosis of Patients with
Medical and Neurological Diseases
- 3:30 P.M. Nephrectomy

** Or other orthopedic procedure.

TELEVISION ARRANGEMENTS

The many detailed arrangements which were necessary for the presentation of this program were made with the kind co-operation of the Atlanta Graduate Medical Assembly Committee: A. H. Letton, M. D., General Chairman, L. Minor Blackford, M. D., E. Van Buren, M.D., Hartwell Boyd, M.D., and B. L. Shackelford, M.D.; and its special Television Committee: R. Hugh Wood, M.D., Ira A. Ferguson, M.D., Joe S. Cruise, M.D., and Phillip K. Bondy, M.D. Under special arrangements with Smith, Kline & French Laboratories, Kendall A. Elson, M.D., Associate Professor of Clinical Medicine at the University of Pennsylvania School of Medicine, will act as television co-ordinator.

THE COLOR TELEVISION EQUIPMENT

The color television equipment was specially designed and manufactured by Columbia Broadcasting System, Inc., for teaching surgery and medicine. The first equipment of its kind to date, it is owned by Smith, Kline & French Laboratories and is being demonstrated by them at medical conventions throughout the country as a contribution to medical teaching.

The CBS color TV system is the field-sequential type operating on the same principle as black and white television. The pictures, element by element, line by line, frame by frame are transmitted in rapid enough succession to present a complete picture to the eye. To introduce color, further use is made of the retentivity of the human eye. The scene to be transmitted is picked up by a camera lens and filtered through rotating filter discs in such a way that first, only the green components of the scene are transmitted during $1/144$ of a second, then the red components and then the blue components, each for $1/144$ of a second. Thus, in $1/48$ of a second, a new color cycle will recur.

The receivers are the direct view type utilizing a color disc which rotates in synchronism with the color disc at the camera. Equipment-wise and in operation the color television method used is substantially no more complex than black and white television. The camera is mounted on a mobile tripod and is brought to within a few feet of the operative field. Ordinary operating room lighting more than suffices for the colorcast. A control panel in the operating room at Grady Memorial Hospital monitors the colorcast as it is transmitted to the Municipal Auditorium.

A few words about this
**COLOR TELEVISION
DEMONSTRATION**

ANOTHER FIRST

in the history of

The Atlanta Journal

"Covers Dixie Like the Rest"

- 1887 — **FIRST** Southern newspaper to publish a WOMAN'S PAGE.
1894 — **FIRST** to organize the SOUTHERN ASSOCIATED PRESS.
1901 — **FIRST** in the South to furnish SPECIALIZED SPORTS REPORTING.
1912 — **FIRST** Southern paper to produce a local SUNDAY MAGAZINE.
1919 — **FIRST** in the South to publish its own SUNDAY ROTOGRAVURE SECTION.
1922 — **FIRST** Southern newspaper-owned RADIO STATION — WSB.
1934 — **FIRST** in Atlanta with a weekly FOOD SECTION.
1935 — **FIRST** in Georgia with Associated Press WIRE-PHOTO.
1944 — **FIRST** in Georgia with FREQUENCY MODULATION.
1945 — **FIRST** Journal SUNDAY MAGAZINE in FULL COLORGRAVURE.
1948 — **FIRST** in the South with FAXIMILE Station.
1948 — **FIRST** in the South with 304,191 SUNDAY CIRCULATION.
1948 — **FIRST** newspaper-owned TELEVISION STATION in the South.

and now

1950 — **FIRST** in the South to broadcast

COLOR TELEVISION



THE ATLANTA JOURNAL COMPANY, licensees of radio operations WSB, WSB-FM and WSB-TV, in conjunction with the Atlanta Graduate Medical Assembly and the Columbia Broadcasting System, is privileged to provide the first showing of color television to a general public in the South. The demonstration to be shown here is a part of the activities designed to gather information on public reaction to color television for the further assistance of the Federal Communications Commission in its deliberations.

The program will be picked up by a specially-designed color television camera located at the Grady Memorial Hospital. Both pictures and sound will be transmitted by *wire circuits* of the telephone company to the special color receivers before you here in the Auditorium. This is a demonstration and not a broadcast and is available *only* on the sets linked by *wire* to the camera.

The camera and studio equipment used in this demonstration were specially designed and built by the Columbia Broadcasting System for teaching medicine and surgery, and is the first of its kind to date. All the apparatus—both here and at the hospital—is owned by Smith, Kline and French Laboratories, whose cooperation is gratefully acknowledged. It has been used previously to demonstrate medical techniques before thousands of physicians and surgeons in Philadelphia, Atlantic City, Chicago, Denver, New York and Washington.

The system employed in this demonstration is known as the field sequential type, operating on the same basic principle as black and white television. The pictures—element by element, line by line, frame by frame—are transmitted in rapid enough succession to present a complete picture to the eye. To introduce color, further use is made of the retentivity of the human eye. The action to be transmitted is picked up by the camera lens and filtered through rotating filter discs in such a way that first, only the red components of the scene are transmitted during $1/144$ th of a second, then the blue components and then the green components, each for the $1/144$ th of a second. Thus in $1/48$ th of a second, a new color cycle will recur.

There are two general types of receivers which can be used in receiving color television. One is the all-electronic type, in which color is combined electronically in the equipment associated with the kinescope tube. The receivers to be used here utilize a color disc which rotates in synchronism with the color disc at the camera.

It should be noted, as information, that the Federal Communications Commission has not as yet established standards for either transmission or reception of color television. Until such is done, demonstrations such as we have here must be on a laboratory basis.

The Atlanta Journal
and
Television Station WSB-TV
invite you to a special demonstration of
Color Television
Tuesday evening, February seventh, 1950
from eight until eight-thirty
Municipal Auditorium

PLEASE PRESENT THIS CARD AT THE
DOOR. BECAUSE OF LIMITED FACILITIES
ADMISSION MUST BE RESTRICTED TO
INVITED GUESTS, HOLDING CARDS

ATLANTA GRADUATE MEDICAL ASSEMBLY 1950

This admits holder
to all scientific sessions.
Please wear at all times.

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Courtesy of Craig Christensen