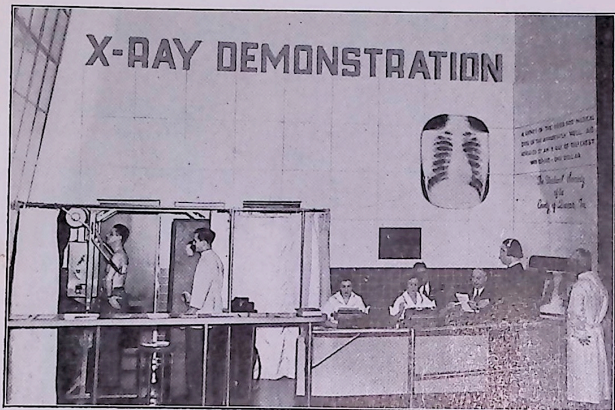


MUOX

NEW YORK WORLD'S FAIR 1939

X-RAY

THE PHYSICIAN'S
MAGIC EYE



CHEST X-RAY DEMONSTRATION

SPONSORED BY THE

MEDICAL SOCIETY OF THE COUNTY OF QUEENS, INC.

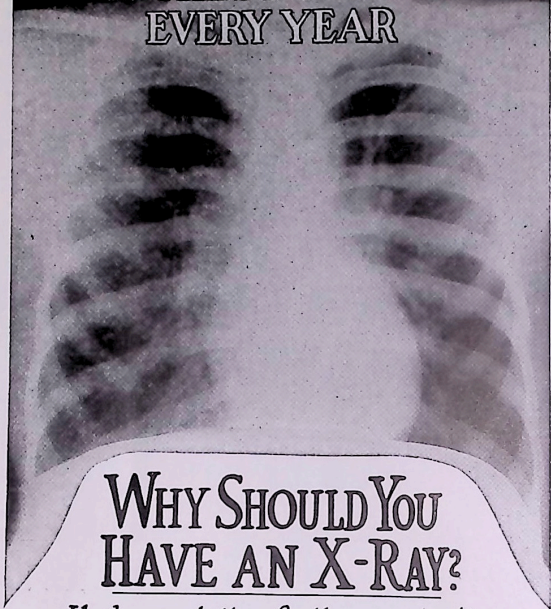
NEW YORK CITY

A UNIT OF THE AMERICAN MEDICAL ASSOCIATION

Offers you an opportunity to have an X-ray of
your chest by the new Rapid Method.

ONE DOLLAR is the cost
which includes
report by a Physician selected by the Medical Society.

EVERYONE SHOULD HAVE
A CHEST X-RAY
EVERY YEAR



WHY SHOULD YOU HAVE AN X-RAY?

*It shows whether further examination
by your physician is needed.*

It is a means of early diagnosis.

Due to a special rapid method—requiring but a moment,
and the large number made, the cost is but

ONE DOLLAR

which includes confidential report to your family physician.

CHEST X-RAY SURVEY

For more than a century and a quarter, since its organization in 1806, the Medical Society of the County of Queens, located in one of the five boroughs of Greater New York, has been active in the service of humanity. During these years it has been engaged in disseminating medical information and participating in activities directed toward the preservation of the health of the community.

In the Medicine and Public Health Building, the Hall of Man, facing the Perisphere, the Medical Society is sponsoring what is accurately described as "A Survey of the Need for Medical Care of the Apparently Well as Revealed by an X-ray of the Chest." Here any visitor to the Fair can have a chest X-ray picture taken in a few seconds.

Because of the importance to the individual of information that may be revealed by an X-ray examination, the low cost is quite out of proportion to its value. The charge is but one dollar. This includes a report by competent physicians. Their findings are mailed to the family physician together with the radiograph. All reports are treated in the strictest confidence. The same degree of confidential privacy is maintained as exists between physician and patient in every day practice.

Such a study on so large a scale as this is possible only because of the recent development of a rapid and economical method of making chest X-rays which utilizes paper X-ray film in rolls. A thousand X-rays can be made in a day with a single unit at a cost that almost anybody can afford.

In this Exhibit there are modern X-ray machines equipped to use rolls of the new paper film, adequate dressing rooms, and technical and secretarial personnel trained in the use of this new medium. Women are furnished with capes to wear while being X-rayed.

For physicians and others who are interested in the finished product, the X-rays on paper film, there are also on exhibition rolls of finished radiographs mounted in a mechanically operated viewing cabinet by means of which a hundred films may be reviewed in a few minutes.

The outstanding characteristics of the Rapid Paper Film Chest X-ray Method are its speed, low cost, mobility,

adequacy and uniformity of quality. The method is found to be particularly applicable to schools, colleges, factories, industrial groups, such as unions, fraternal and benevolent groups, lodges—in short, in all fields adaptable to large scale surveys.

● **Everyone Should Have a Chest X-ray
Every Year**

It is hoped, through its medium, that a large proportion of unsuspected pathology (shown by previous surveys to be present in a small percentage of the apparently well) will be brought under medical treatment or observation. It is further designed to create public good will toward the medical profession. In addition, the collection of a large volume of data will serve, at some future date, as a nucleus for numerous statistical studies which will be of value from many aspects.

**Damon
Runyon's
The Brighter Side**

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"The greatest of all human assets, yet the one least treasured and protected, is bodily health. By the time most of us get to thinking seriously of health, the inroads of carelessness, if not downright indiscretion, are such that it is generally too late to make complete repairs.

"This is a health talk. The only persons who need to be warned to take care of their health are the young, and the young pay scant attention to reminders on that subject. It is unnecessary to warn those of middle age and beyond, because their own aches and pains are constant reminders."

