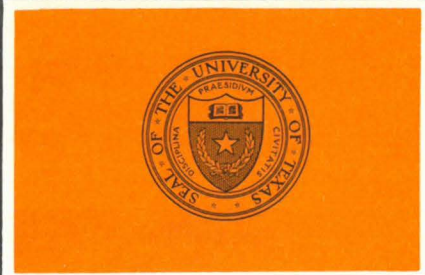


Sept. 11, 1968

NEWS RELEASE

THE UNIVERSITY OF TEXAS SOUTHWESTERN MEDICAL SCHOOL AT DALLAS



FRANK CHAPPELL *Director of Medical Information*

BOB FENLEY *Science News Editor*

DALLAS -- A member of The University of Texas Southwestern Medical School's faculty, William A. Osburn, has been invited to give the principal address at the annual convention of the Association of Medical Illustrators in Chicago.

Osburn, Associate Professor and Chairman of the Department of Medical Art and Visual Education at Southwestern, was staff medical illustrator for Mayo Clinic and art director for W. B. Saunders Co., one of the largest medical textbook publishers, before joining Southwestern.

Osburn will speak on "The Paradox of Progress--Coping With Complexity" during the Sept. 29-Oct. 2 convention, concerned with the education of biomedical communication specialists to deal with the problems of an increasingly populous and complex society.

The AMI is an international organization of medical communicators and educators. Osburn's talk will be the annual "Max Brodel Memorial Address" in honor of the "father" of medical illustration in the United States who formed the first school for medical artists at Johns Hopkins Medical School in 1914. Also on the program will be Dr. Edward Annis, past president of the American Medical Association.

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Southwestern Medical School has pioneered in the education of medical illustrators, offering a similar curriculum since 1949. Osburn was a graduate in 1949, receiving the Master of Medical Art degree after receiving the first Bachelor of Medical Art degree from Southern Methodist University in 1948.

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