14266 COMPETITIVE PROBLEMS IN THE DRUG INDUSTRY

A PRACTICAL APPROACH TO ALLERGIC DERMATOSES IN CHILDREN, with Vincent J. Fontana, M.D., Professor of Clinical Pediatrics, New York University College of Medicine, New York City. Dr. Fontana demonstrates ways in which the general physician can arrive at positive diagnoses of both common and less-frequently encountered allergic dermatoses in children. He follows each diagnosis with its recommended treatment.

(18 minutes) (in color)

161493

ASTHMA — PART I — ETIOLOGY AND DIAGNOSIS. A new and more active differentiation between Asthma of known and unknown origin has been established by Irving H. Itkin, M.D., Chief, Department of Asthma Allergy, National Jewish Hospital and Research Center and Assistant Professor of Medicine, University of Colorado Medical Center. Dr. Itkin demonstrates the Quantitative Inhalation Challenge Apparatus, a new tool useful in distinguishing between Asthma of known and unknown origin, and explains how this differentiation is useful in the management of the disease. (18 minutes).

ASTHMA — PART II — MANAGEMENT AND RE-HABILITATION. Treatment of the acute attack of asthma as well as a program directed towards long term management is illustrated by Irving H. Itkin, M.D., Chief, Department of Asthma Allergy National Jewish Hospital and Research Center and Assistant Professor of Medicine, University of Colorado Medical Center, Denver, Colorado. (18 minutes).

CHILDHOOD ALLERGY: THE GREAT MASQUER-ADER, with Roland B. Scott, M.D., Professor of Pediatrics and Child Health, Howard University School of Medicine, Washington, D.C. Demonstration of the subtle early signs and symptoms of allergy which may eventually lead to serious, debilitating disease. Emphasis is on the child with "too many colds."

(20 minutes) (in color)

032128

HOW I APPROACH ATOPIC DERMATITIS, with Marion B. Sulzberger, M.D., Professor Emeritus, New York University School of Medicine, and Clinical Professor of Dermatology, University of California in San Francisco. Atopic eczema is a perplexing problem for the dermatologist and the general practitioner. Dr. Sulzberger describes the "chain multiple factor" approach to the disease in terms of occurrence and treatment. (15 minutes) (in color) 0813419

MANAGEMENT OF THE AMBULATORY ASTHMATIC CHILD, with Vincent J. Fontana, M.D., Director of the Department of Pediatrics, St. Vincent's Hospital; and Medical Director, New York Foundling Hospital, both in New York City. Dr. Fontana describes the steps that a general practitioner can take to alleviate the symptomatology of asthma, the prevention of future episodes and the avoidance of complications of bronchial asthma.

PREDICTION OF PENICILLIN ANAPHYLAXIS BY SKIN TESTS. Screening patients to determine the presence of an allergy to penicillin by a simple test is shown by Be nard B. Levine, M.D., Associate Professor of Medicine, Department of Internal Medicine, New York University Medical Center. (18 minutes). 0607719

THE TREATMENT OF BRONCHIAL ASTHMA, with Frank Perlman, M.D., Clinical Professor of Medicine, University of Oregon School of Medicine, Portland. How to treat the asthmatic patient early to avoid a potential respiratory crisis.

(16 minutes) (in color)

2020032

WHAT'S CAUSING THE INCREASED INCIDENCE OF PHOTOSENSITIVE REACTIONS?, with John H. Epstein, M.D., Associate Clinical Professor of Dermatology, University of California at San Francisco, and Chief of Dermatology at Mount Zion Hospital and Medical Center in San Francisco. Increased public obsession with sunbathing and an ever increasing number of photosensitizers in our environment are reaching the stage where almost every physician can expect to see patients exhibiting phototoxic or photoallergic reactions. Diagnosis and treatment of the following are explored in this telecast: phototoxicity, photoallergy, exogenous photosensitizers, therapeutic and antibacterial agent reactions and plant-induced photosensitivity.

(15 minutes) (in color) 2313502

ANESTHESIOLOGY

ACUPUNCTURE ANAESTHESIA AS PERFORMED IN THE PEOPLE'S REPUBLIC OF CHINA, with Samuel Rosen, M.D., Clinical Professor of Otology Emeritus, Mt. Sinai School of Medicine, and Consulting Otologist, New York Eye and Ear Infirmary, and Ben Park, Director of Programming, NCME. Films of major surgery under acupuncture anaesthesia, received from mainland China, provide the basis of Dr. Rosen's observations about acupuncture anaesthesia and how it works. His comments carry the added weight of his personal experience in witnessing 15 such operations in China late in 1971.

(21 minutes) (in color)

0115528