

# Films of The Week

Listing for readers' information of new 16mm and 8mm films on science, engineering, medicine and agriculture for professional, student and general audiences. For further information on purchase, rental or free loan, write to distributor listed.

**BE A PRO.** 16mm, color, sound, 14 min. Stresses the importance of using proper equipment and techniques for safety, whether driving or working at machines or crossing the street. Audience: industrial workmen, general. Rental and purchase information from International Film Bureau, 332 S. Michigan Ave., Chicago, Ill. 60604. (Produced for Industrial Accident Prevention Association of Ontario).

**CANCER—LIFE AGAINST ITSELF.** 16 mm, color, sound, 15 min. Discusses the behavior of normal and abnormal cells to explain the nature of cancer. Audience: general. For loan or purchase information, write Michigan Cancer Foundation, 4811 John R St., Detroit, Mich. 48201.

**KARL MENNINGER LOOKS AT PSYCHIATRIC HISTORY.** 16mm, color, sound, 21 min. The eminent psychiatrist, writer and teacher, Karl Menninger, gives a tour of early American psychiatric history via a special exhibit at the Menninger Foundation, Topeka, Kansas. Audience: psychiatrists, general practitioners, non-psychiatric physicians. Free loan from Professional Service Department, Roche Laboratories, Nutley, N.J., 07110.

**THE LEAD MATRIX.** 16mm, color, sound, 26 min. Shows location of lead deposits around the world, the process of conversion, atomic structure, and characteristics and applications in industry. Audience: general. Free loan from Sterling Movies Inc., 43 W. 61st St., New York, N.Y. 10023. (Produced for Lead Industries Association).

**QUARTZ CRYSTAL GROWING.** 16 mm, color, sound, 16 min. Film record of an engineering research program which developed a manufacturing process to produce artificial quartz crystals. Audience: professional. Free loan from Sterling Movies Inc., 43 W. 61st St., New York, N.Y. 10023. (Produced for Western Electric).

**RECONDITIONING OF CORONARY PRONE AND CORONARY STRICKEN SUBJECTS—K-1258.** 16mm (TV film recording), b&w, sound, 24 min. An outspoken discussion on the "flabby" American male and the reasons why he is in "dreadful" condition, and of the responsibility of physicians to look for signs of the coronary prone individual. Discussion by Drs. Herman K. Hellerstein, Western Reserve University, Medical School and J. Willis Hurst, Emory University Medical School. Audience: professional biomedical personnel. Free loan from Public Health Audio-visual Facility, Atlanta, Ga. 30333.

**SAFE WINTER DRIVING.** 16mm, b&w, sound, 11½ min. Tips on controlling a car on snow-covered streets. Audience: general. Free loan from Audio-Visual Department, Goodyear Tire and Rubber Company, 1144 East Market St., Akron, Ohio 44316.

**THREE FOR THE FUTURE.** 16mm, color, sound, 28½ min. Career guidance film showing the aspects of careers within the chemical industry, how research is important, and how research helps develop new products and jobs. Audience: high school, general. Free loan from Modern Talking Picture Service, 1212 Avenue of the Americas, New York, N.Y. 10036.

**WHY DROWN?** 16mm, color, sound, 25 min. Demonstrates a simple technique which swimmers and non-swimmers alike can use to avoid drowning in any water emergency situation. Audience: general. Purchase for \$250.00 from Association Instructional Materials, Association Films, Inc., 600 Madison Ave., New York, N.Y. 10022.

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## MEDICINE

# 'Doctor Shortage' Studied

A three-year study to determine the real extent of the MD shortage has been launched

► A THREE-YEAR study has been launched to find out how serious the so-called "doctor shortage" really is.

There have been some dire predictions about a shortage of medical manpower, but nobody seems to have specific data on the demand for physicians.

Drs. Milton I. Roemer, Arnold I. Kisch, Carl E. Hopkins and Howard Laitin of the University School of Public Health are conducting the study with the support of a \$150,000 grant from the Ford Foundation.

Essentially the project will explore the demand side of the medical care supply and demand situation, Dr. Roemer said.

The influence of such factors as age, sex, education and income levels, family status, religious affiliation and ethnic origin on demand for medical care will be explored.

The study will be limited to groups

covered by comprehensive health insurance. "Current trends indicate that within the next decade or two practically all the nation's population will be covered by some form of health insurance," Dr. Roemer noted.

Two types of insured patients will be studied: those receiving care from physicians who are organized into group practice and paid on a salary basis; those treated by individually practicing physicians paid by the patient or by the insurance carrier on a fee-for-service basis.

On the physician side the analysis will be broken down into medical specialty and site of the "doctor-patient" encounter" (home, office, clinic, hospital).

The units of study will be categories of medical service actually rendered by physicians in modern practice.

## ADVERTISEMENT

# Doctors Trim 2 Inches Off Flabby Waists!

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## DENTISTRY

# Disposable Toothbrush Eases Dental Care

► A PORTABLE sanitary disposable toothbrush will make it easier for people to brush their teeth after meals.

The toothbrush impregnated with dentifrice is discarded after one brushing. Called "Dentaid," the brush is sanitary and inexpensive, the inventor, Frank Micciche of Floral Park, N. Y., said.

Basically, Dentaid is a strip of dentifrice-coated bristle affixed to a vinyl sleeve. The user merely slips the sleeve over his finger and brushes.

The toothbrush is a low-cost item that may soon be found on airplanes and in motels and even in homes, Mr. Micciche predicted.

## COLLECT COINS?

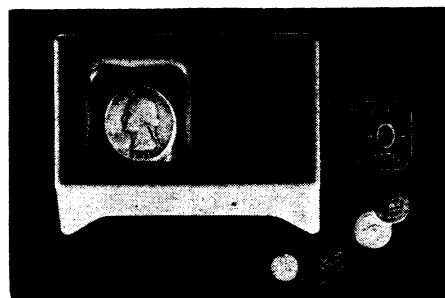
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