



**TELEVISION ENTERTAINMENT**—*This picture of a fashion show being picked up by portable television cameras gives you a preview of what postwar television may be like. The coarse screen of the border, known to engravers as 55-screen, corresponds roughly with the prewar image; the finer center part (85-screen) is what we may look forward to. Of course, the dots of the engraver's screen are replaced by tiny lines on the television screen.*

television is assured because of its value as an advertising medium. Many products can be advertised over television more effectively than in any other way.

Commercial advertisers are already presenting educational and entertaining programs. A beauty cream sponsors facial care lessons of interest to women; a soft drink presents a hillbilly show; a plastics manufacturer uses television to give the public a glimpse of his post-war products; and a maker of ammunition presents wildlife forecast of interest to sportsmen.

Several universities are planning ex-

tension courses, using television to bring the classroom into the home. Government-operated television stations may make it possible for people to see and hear Congress in action. Medical students will be able to witness surgical operations being performed in hospitals hundreds of miles away.

Television is destined to provide knowledge to larger numbers of people, truer perception of the meaning of current events, more accurate appraisal of men in public life, and a broader understanding of our fellow human beings.

*Science News Letter, July 22, 1944*

#### MEDICINE

## Measles Preventive Free

Within a month, health departments in all states will have the globulin ready for distribution. Present supply to last five years.

➤ **WITHIN** a month, health departments can have for free distribution to children everywhere in the nation the measles preventive obtained as a by-product from blood donated by the

American people to the Red Cross for our fighting forces.

Health departments will get the preventive, called immune serum globulin, on application to the American Red

Cross, Washington, D. C. The plan for its distribution has been set up, and ample supplies of the globulin are on hand, ready to be packaged and shipped.

No charge for the preventive can be made to the patient getting it, the Red Cross stipulates. Neither can the manufacturers or anyone concerned with its production or distribution make any profit. The globulin comes from blood that was given by the American people out of their own veins and the Red Cross wants this valuable by-product to be distributed equally to all the states, so that all American children can have its benefit.

The costs of processing and shipping will be paid by the health department or other suitable agency to whom the Red Cross gives a permit for purchasing the material. The price for a vial containing enough globulin for one adult or two small children will be \$1.07 to \$1.10.

The measles preventive is separated from blood by a process developed by Dr. Edwin J. Cohn of Harvard in studies made under contract between Harvard and the medical committee of the Office of Scientific Research and Development. (See *SNL*, May 27 and June 24)

The globulin may be used in either of two ways: A full dose may be given to prevent measles attacking a person who has been exposed to it; or a smaller dose may be given so that the patient will get a light attack of measles. This last method is the one that probably will be favored for children because, although the child may be a little sick for a day or two, he will be spared the suffering of a severe attack and will be able to develop his own immunity or resistance to further attacks.

The reason why blood donations to the Red Cross contain the measles preventive is because about 90% of the grown-ups who are giving the blood have had measles and developed immune globulin in their blood as a result.

The present supply, the Red Cross estimates, should last about five years. So long as any immune globulin is available from the blood donated for the armed forces, it will be available free to the public. After the war when the surplus has been used up, the manufacturers who now process it for the Army, Navy and Red Cross will probably continue to make it on a commercial basis. The price then will probably be about \$2.80 per child's size dose, judging from the present price of a similar substance that has been available commercially.

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