

On Infantile Paralysis and the President Roosevelt Birthday Ball

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Thank you Mr. Anderson.

Ladies and Gentlemen:

It is a pleasure to speak to you tonight on behalf of the local committee, sponsoring the President Roosevelt Birthday Ball which will be held tomorrow night, Saturday, January 30, at the Gymnasium Armory on the campus of the Louisiana State University.

Everyone within the sound of my voice, I am sure, is familiar in a general way with the idea back of this ball. Through the press and over the radio, with the kind cooperation of Station WJBO, we are urging all Baton Rougeans to do their parts to make the 1937 Ball a huge success. Your local committee ^{under the able leadership of Mr. Lewis B. Eastland} has been working hard toward this end and we urge and expect your cooperation in purchasing tickets so that the Ball will show a financial return for Baton Rouge, of which we may be proud.

Now a brief word as to the cause. I suppose that there is nothing more touching or more heart-rending that could possibly happen to any family than to have a young child, perhaps ^{young} a boy or a beautiful ~~baby~~ baby girl, stricken with the dreaded disease of infantile paralysis. Yet we know that several hundred thousand ~~of~~ persons and several hundred thousand ~~of~~ families have been so afflicted. The insidious thing about this disease lies in the very fact that its victims are primarily young children in the full bloom, vigor, happiness and optimistic anticipation of youth. To be suddenly stricken with infantile paralysis is an affliction pitiable in the extreme. Something can and must be done for the victims of this disease. Sporadic cases of infantile paralysis occur from time to time but the major outbreaks of 1931, 1934 and 1935 have all served to focus the attention of the American people to the disease and have accentuated the general feeling that something must be done, not only to aid those who are victims already, but, by a program of research in the field of preventive medicine, ^{it is hoped} a method of immunization may be devised. Medical science is making definite strides in this program of research and doubtless further experimentation and clinical trials will result in some more effective method of treatment.

Tomorrow night, through the medium of the President's Birthday Ball, Baton Rougeans will be given the opportunity to assist in the

fight that is being waged to curb the disease of infantile paralysis. Tickets for this Ball cost \$1.25 per couple or individual. Why not buy a ticket and attend the Ball? If you do so, you will be dancing in order that others may walk. If you cannot attend, buy one or two tickets to assist the worthy cause.

anyway
tomorrow night
benefit
 It has been estimated that more than 5,000,000 persons will attend balls held in more than 6,000 cities and towns in celebration of President Roosevelt's fifty-fifth birthday anniversary.

Seventy per cent of the money which will be raised locally will remain right here in Baton Rouge to be disbursed by your local committee in assisting victims of the disease in this locality and in assisting other needy orthopedic cases. Thirty per cent of the proceeds of the Ball will be forwarded to the President of the United States to be presented by him to the Warm Springs Foundation of Warm Springs, Ga. Your local committee will, with the best medical advice that is obtainable, work out plans for spending the seventy per cent to be retained locally in a wise manner and in a manner calculated to relieve distress in orthopedic cases.

From every indication it appears that Baton Rougeans will turn out in large numbers and the support that your local committee has been receiving from all who have been approached is indeed gratifying. If you have not bought your ticket, do so tomorrow morning. Tickets will be on sale at the door on Saturday night. Booths have been opened on Third Street under the direction of Mrs. Clarence Lorio and her committee of ladies. *Tickets may also be obtained State Bank and Money Advise office, 120 So. 1st, Baton Rouge, La.* Come and enjoy yourselves in dancing and enjoy the special program of entertainment that has been planned for you. Sanford Herthum's orchestra will furnish the music and a splendid array of student talent will entertain you with a floor show. The two vivacious Bonnette sisters will dance, there will be vocal solos by the charming Miss *Uhl* ^{Uhl} *Uhl*, a comedy skit that you should not miss by the Jones Boys, and a harmony trio including the Greene Twins and Miss Frances Greer. In addition, we will have Roy Eoe Anderson as master of ceremonies. The entire program, under the direction of Gerry Girard, has been carefully planned for your enjoyment.

A special feature of the ball will be the introduction of the

four guests of honor, the children who spoke to you over this station last night, and the introduction of the mayors and delegations from the adjoining towns who are coming especially to show their interest in this worthy project.

President Roosevelt's message to the 6,000 Birthday Balls throughout the country will be received at 10: 25 p.m. through an amplifying system.

Your attendance at the ball will enable you to participate in the drawing for cash prizes of \$15.00, \$10.00 and \$5.00

Do not fail to be present at the ball tomorrow night. By your small contribution, the President of the United States, through the Warm Springs Foundation and the national committee, will be enabled to extend the fight on infantile into more than 7,000 communities and you, as patrons and supporters of this worthy cause, will experience that pleasure which comes with the realization of a charitable and a civic duty well performed.

Remember: The Place - the Gymnasium Armory at L.S.U.

Time: 9 to 12 tomorrow night; the entertainment - excellent; the cause - to fight infantile paralysis.

I hope that you will be there or that you will support the cause by purchasing at least one ticket.