

So they
may walk
again...

A BOOK OF GOOD DEEDS



Report of Collections by Motion Picture Theatres

☆ MARCH ☆ OF ☆ DIMES ☆

FEBRUARY 18 to 24, 1943

IN CO-OPERATION WITH

NATIONAL FOUNDATION FOR INFANTILE PARALYSIS



MOTION pictures and motion picture theatres occupy an important position in the community life of the American people. This places upon the film industry a serious responsibility. You men and women of the industry are meeting that responsibility by the splendid work you are doing in behalf of the fight against infantile paralysis. When the final victory over this dread disease is won, you will have the inspiring satisfaction of having shared in giving this boon to humanity.

Franklin D. Roosevelt



"CLOSE TO THE HEART"

IN 1943 the Motion Picture Theatres Drive for the fight against infantile paralysis surpassed its own previous achievements.

Once again you, your employees and the patrons of your theatre cooperated to make more secure the health and happiness of the American people. And the generous response of audiences show clearly how close to the people's heart is the cause of the crippled child, and how much they welcome an opportunity to aid it.

Today we are fighting epidemics in many sections of the country. The money you helped collect *already is at work* and doing its job of helping combat outbreaks which might have been disastrous to the nation's war effort.

It is with the deepest sincerity that I again thank you. In so doing I am fully cognizant that my words, however heartfelt, can but mirror faintly the living gratitude that dwells in the hearts and minds of thousands of infantile paralysis victims whom your untiring efforts have aided.

Therefore, it is with both pride and humility that I convey the deep appreciation of America for the manner in which you have aided this cause of the people.

BASIL O'CONNOR, *President*
The National Foundation for
Infantile Paralysis, Inc.



Charlotta Weiss Photo

DIMES THAT SAVE LIVES

IN this booklet your committee gives you a certified report on the money collected by theatres during the 1943 March of Dimes drive of the Motion Picture Industry. Your theatre is listed.

You will feel satisfaction, I know, in having had a part in raising for the fight on infantile paralysis so large an amount — \$2,116,539.18. This sum represents almost 40% of the total national contributions of \$5,648,419.38 for this vitally important cause.

The cost of conducting our campaign (2.64%) was so exceptionally low because so many in our industry contributed service and materials so liberally.

Behind this accounting of dollars is a story intensely dramatic and heartwarming. The dollars and dimes listed in these pages are already saving lives!

The funds we were able, with your help, to turn over to the National Foundation For Infantile Paralysis and to its local county organizations came like needed ammunition in a battle. During this year, infantile paralysis epidemics swept many sections of our country. Many an exhibitor has had this dread disease brought close to him and his family and his theatre. There have been times when the scourge, more menacing than any enemy, has neared our military camps and threatened our war effort.

Because those who battle against infantile paralysis were equipped and financially armored, the epidemics are being met and conquered.

Slowly, but surely, the fight against infantile paralysis is being won. Each year sees progress being made both in the prevention and the cure of this mysterious malady.

The motion picture industry may be proud of the part it is taking in this warfare on the home front. When victory is finally won some one may write an exciting screen script on how a group of showmen helped humanity free itself from a dread enemy.

NICHOLAS M. SCHENCK



ROLL CALL OF THE STATES

HOW importantly the collections of the motion picture drive figured in the overall 1943 campaign of the National Foundation for Infantile Paralysis is graphically shown in the following tabulations. The *entire* contributions in each state are shown, and in the adjoining column are listed the motion picture collections in each state. The total motion picture collections were \$2,116,539.18 out of the overall total of \$5,648,419.38, or nearly 40%!

	Total Contributions	Total Theatre Collections		Total Contributions	Total Theatre Collections
Alabama	\$ 37,762.73	\$ 6,570.90	Nebraska	\$ 61,033.05	\$ 15,213.77
Arizona	28,285.93	11,679.23	Nevada	14,094.68	3,496.22
Arkansas	75,345.33	9,719.25	New Hampshire	9,655.54*	4,288.78
California	521,948.09	263,733.24	New Jersey	285,819.83	101,787.50
Colorado	42,345.10	18,153.04	New Mexico	12,730.47	1,365.17
Connecticut	201,027.76	54,492.59	New York	822,528.80	366,883.11
Delaware	16,945.89	6,811.59	North Carolina	86,931.22	5,575.50
District of Columbia	111,993.98	31,602.37	North Dakota	15,463.94	2,499.74
Florida	85,219.09	9,724.12	Ohio	315,701.44	115,483.55
Georgia	84,606.24	18,412.13	Oklahoma	54,846.69	20,598.05
Idaho	17,575.74	2,254.12	Oregon	99,433.03	20,414.26
Illinois	341,168.08	107,413.93	Pennsylvania	429,722.29	201,901.55
Indiana	130,112.01	44,722.26	Rhode Island	51,381.00	19,110.72
Iowa	85,239.98	26,584.56	South Carolina	25,816.91	2,891.34
Kansas	64,340.89	22,226.50	South Dakota	18,139.81	3,500.94
Kentucky	55,621.44	19,269.64	Tennessee	97,968.99	32,166.52
Louisiana	61,265.65	12,801.16	Texas	136,145.34	11,003.91
Maine	26,545.19	12,315.09	Utah	30,937.60	7,554.76
Maryland	88,872.54	44,897.63	Vermont	8,995.36	2,184.38
Massachusetts	198,184.03	100,219.09	Virginia	101,064.33	27,945.43
Michigan	284,708.27	130,270.02	Washington	131,393.36	49,126.28
Minnesota	92,161.49	28,233.62	West Virginia	37,399.07	9,246.00
Mississippi	27,617.00	7,583.33	Wisconsin	97,439.05	35,264.80
Missouri	151,090.61	54,111.91	Wyoming	15,315.01	3,702.40
Montana	16,103.17	4,325.18			

*Incomplete Report.

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March of Dimes Drive, 1943

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