

# The Omaha Guide

A WEEKLY NEWSPAPER

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## \$5,000,000 ELIZABETH KENNY INSTITUTE CAMPAIGN

**"NO LITTLE CHILD ON EARTH SHOULD BE ASKED TO SUFFER PAIN, HUMILIATING DEFORMITIES OR OTHER COMPLICATIONS UNNECESSARILY"**  
SISTER KENNY



### Bing Crosby Announces Opening Of Kenny Drive

Bing Crosby, screen and radio star, today announced that the Sister Elizabeth Kenny Foundation national 1945 appeal to raise \$5,000,000 to wage a war on infantile paralysis will be held in each state from November 22 to December 8.

The Paramount Pictures star is chairman of the national fund drive and has named leading businessmen and women as aides to conduct campaigns in every community.

"We owe a duty to the children of America to make this drive a success," Crosby said. "All of us know what infantile paralysis has done. There is hardly a place where the disease has not struck, leaving in its wake crippled, deformed children."

Bing Crosby

"To me nothing is more pitiful than the sight of a boy or a girl sitting in a wheel chair or standing on crutches on the sidelines while other boys romp and play.

"Sister Elizabeth Kenny has proved to the world that in thousands of infantile paralysis cases these crutches and wheel chairs could have been discarded and the children could have led healthy normal lives if they had been given quick and proper treatment.

"Miss Kenny has proved also that it is unnecessary for children stricken with infantile paralysis to suffer pain, humiliating deformities and other complications.

"As the father of four children I have a deep appreciation of the work that Miss Kenny and the Elizabeth Kenny Institute are doing and I know that the people of America will join me in attaining our campaign goal and assuring the children of America that their future health will be protected."

In his announcement, Crosby emphasized that one-half of the funds in each state will remain in that state to further the campaign against infantile paralysis in local communities. Funds, Crosby said, also will help to:

Restore countless victims of infantile paralysis to normal lives. Lessen ravages of this crippling disease for its victims.

Enable polio sufferers to recover use of their limbs. Finance full training of Kenny technicians for permanent stay at clinics throughout the country.

Intensive Research Provide periodical study courses for physicians and technicians. Conduct intensive and nationwide clinical research on poliomyelitis and related diseases.

Perpetuate and extend the scope and benefits of the Kenny Institute not only in the United States but throughout the world.

### Polio Is Everyman's Enemy, Bing Declares

The war against infantile paralysis is a war in which all peoples of all nations have a common foe, Bing Crosby, screen and radio star and national chairman of the Sister Elizabeth Kenny Foundation national 1945 appeal, said today in an appeal for contributions.

"Wars among nations always end but the fight against disease is an unending battle in which all mankind has a common interest," said Crosby, who is directing the campaign to raise \$5,000,000 to expand the work of Sister Elizabeth Kenny, Australian nurse famous for her discovery of a revolutionary treatment for infantile paralysis.



"The war against infantile paralysis, the crippling disease, is a war in which all peoples of all nations are fighting together against a common foe," Crosby said.

Establish Local Clinic Crosby emphasized that one-half of the funds raised in each of the 48 states where the drive is being conducted will remain in the state to carry on local campaigns against the disease, to finance training of Kenny technicians for clinics throughout the country and to finance treatment of the stricken.

Funds also will be used, Crosby said, to: Enlarge the Elizabeth Kenny Institute in Minneapolis, Minnesota. Carry on extensive research as to the causes of the disease. Provide periodical study courses for physicians and technicians.

Perpetuate and extend the scope and benefits of the Kenny Institute not only in the United States but throughout the world.

Lessen ravages of the crippling disease. Work of Altruism "Elizabeth Kenny's work has been a work of altruism," Crosby said. "She accepts no fees or salary from her work. Her only reward is the realization that she has brought happiness back into the lives of countless persons."

"I realize that the people of America have been called upon to contribute to many worthwhile ventures during the trying years of the war. We have won that war through the generosity and the unselfishness of the people of America but another war that rages continually remains to be won. The people of America can help win that war too—the war against infantile paralysis—by contributing as generously as their purse permits to the Sister Elizabeth Kenny Foundation campaign fund drive."

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# Sock Polio!

## GIVE TO THE SISTER ELIZABETH KENNY FOUNDATION

BING CROSBY  
National Chairman

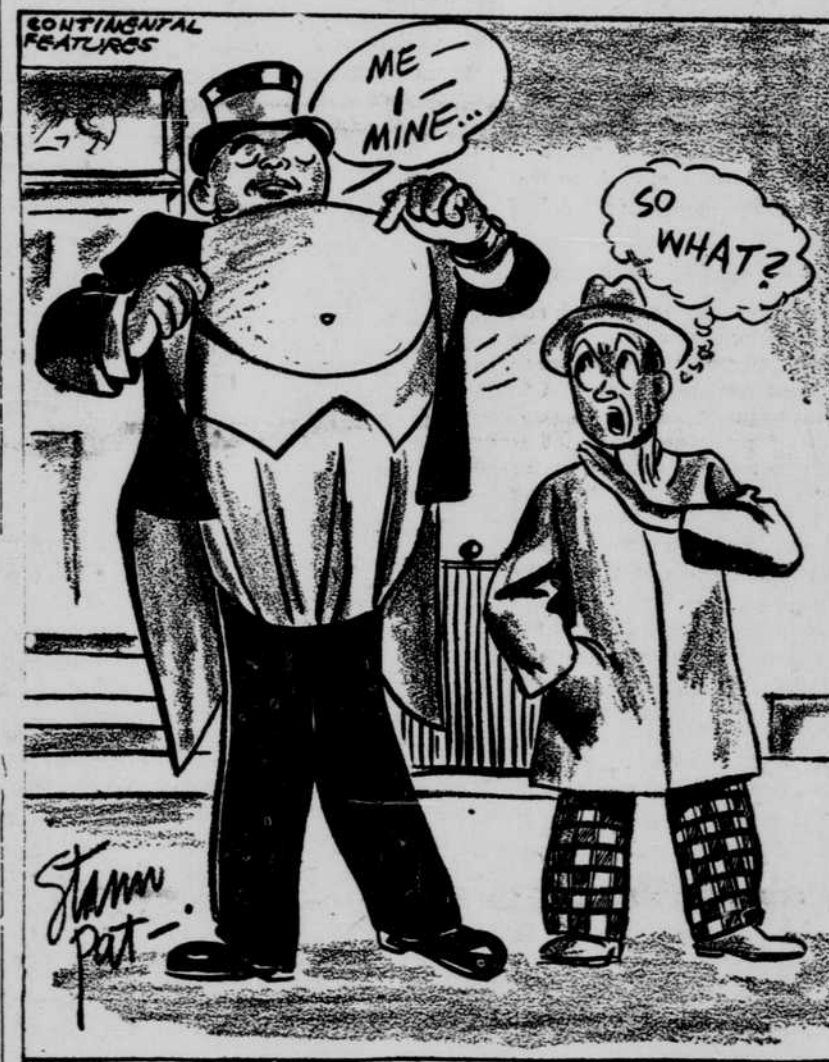
### Editorial: Their Chains and Shackles will be Heavier!



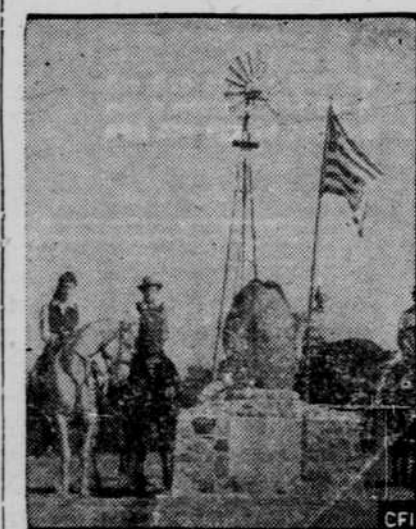
DISCUSS GENERAL MOTORS STRIKE—Washington, D. C. Soundphoto—Members of the General Motors Negotiating Committee and the United Auto Workers met with the Director of Conciliation Services of the Labor Department to discuss the General Motors strike situation where thousands of workers are out. Picture shows (left to right) seated, R. J. Thomas, President of the United Auto Workers and Edgar L. Warren, Conciliation Director. Standing, Charles L. Oswald, Louis Adkins, and Edgar L. Crago, Sr., all members of the General Motors Negotiating Committee. Norman Mathews, Director of UAW, Chrysler Division, Richard Frankenstein, Vice Pres., UAW, CIO; and Walter Reuther, Vice President UAW, CIO.



HURLEY RESIGNS IN PROTEST Washington, DC. Soundphoto—Patrick J. Hurley resigned last week as U. S. Ambassador to China with a charge that professional diplomats in the State Department are sabotaging the basic principles of American foreign policy.



DO'S AND DON'TS: If they couldn't talk about themselves and their's, some people would be at a loss for conversation. Do remember that you would be nothing without the cooperation of others.



MONUMENT DEDICATED TO THE HORSE Minden, Nebraska (Special CFI photo to The Omaha Guide) from F. E. Flack—Lewis and Francis Newbold, husband and wife, living six miles north of Minden, Nebraska in Kearney county, over a period of many years gathered stones from each of the 48 states in the union. From these they erected a base for this monument on which is the inscription: "THIS MONUMENT DEDICATED TO THE HORSE AND HIS KIND THAT LED THE WAY FOR THE PIONEER AND MADE POSSIBLE THE DEVELOPMENT OF AGRICULTURE AND INDUSTRY IN THE WESTERN HEMISPHERE". It was dedicated this fall.

WOULD LOWER DISCHARGE PETITION NAMES TO 100 Washington, DC—Leslie Perry of the Washington Bureau NAACP said it would support and press for early consideration of legislation to amend the rules of the House of Representatives so as to substantially lower the number of signatures required to bring a bill up on a discharge petition. Currently 218 Congressmen, a majority of the House membership, must sign a petition but recently Congressman



GENERAL WEEMS STEPS FROM RESCUE PLANE Wadhalla, S. C. Soundphoto—Brig. General George H. Weems, former Assistant Commandant at Fort Benning Infantry School, is shown as he steps from his rescue plane after spending 13 hours in cold and rain in the South Carolina mountains. He and six others bailed out of a burning C-54 transport plane. General Weems gives credit to the pilot for saving the lives of those aboard. This was the General's first parachute jump.

Matthew M. Neely (D., W. Va.) introduced House Resolution 352 which would lower the requirement to 100.

A change of the House rules, along the line of the Neely measure, the NAACP said, would make it possible to get a vote on the FEPC bill which, according to informal polls, has 147 signatures and the anti-lynching bill which has 118.

Perry pointed out that prior to 1935, when the present 218 rule was adopted, it was only necessary to secure 145 signatures, or one-third of the House membership, to pry a bill loose from a committee. He declared that a further change in the rules is imperative "because it is increasingly apparent that the present requirement only serves to frustrate the plain will of the people."

★ FOR SECURITY  
★ FOR THE PEACE  
Buy War Bonds

### Buy Victory Bonds Regularly Hold Them; Here's What Happens

Weekly Savings	SAVINGS AND INTEREST ACCUMULATED		
	In 1 Year	In 5 Years	In 10 Years
\$3.75	\$195.00	\$1,004.20	\$2,163.45
6.25	325.00	1,674.16	3,607.54
12.50	650.00	3,348.95	7,217.20
18.75	975.00	5,024.24	10,828.74

WASHINGTON, D. C.—War Finance officials said here that weekly savings invested in Victory Bonds—\$3.75 per week—for one year will total enough to make a down payment on a home. The timetable shows other small savings and their future values.

# VALUE of The Negro Press

(from LOU SWARZ' JOTTINGS)

New York, N. Y.—Recently a well-known magazine asked me to "OKeh" a similar column released by me through a National News' Syndicate, in which I briefly discussed the "Value" of the Negro Press.

To me that is not hard to do because I still feel as always: there is no agency as great as the Press, (Period).....Differentiating between the Press doesn't make sense to me because every Press—the Negro, Spanish, Jewish, Russian, and what we call the white—gives to its locality, its people or race, and its world.....INFORMATION WHICH CANNOT BE MEASURED.

However, since we are still Negroes, most of us interested only in racial issues, the Negro Press will be the topic of this brief discussion—it, the Negro Press, is definitely a, WAKE UP AND READ.

Surely during the World War II we learned everything about the contributions made by our Boys and Girls through Our Own Press.....and we are still learning. Read your local weekly, The GREATER OMAHA GUIDE.....and also read your dailies.....Compare News about Negroes in each.....In which do you find most news about our own race? In your Negro Press, don't you? Have you kept a scrap book of World War II events from both your Negro and white newspapers? If so, then you are a well-informed person on all issues. And you must admit that you are informed on what our Negro boys did through the pages of our Negro newspaper.

WAKE UP AND READ.....WAR NEWS IS JUST ONE OF THE THOUSANDS OF THINGS ABOUT WHICH WE ARE KEPT INFORMED ABOUT THROUGH THE NEGRO PRESS.

To question the value of the Negro Press, is, to my way of thinking, ignorance.....take our great organizations such as NAACP, BSCP, MOW, YWCA, YMCA, NCNW, and others which have made definite contributions to racial progress. In which Press did you read about those organizations? The Negro Press was the channel which gave us that information.

Speaking of general news and information conveyed through the Negro Press is only a "Tiny" angle of the work.....There are many Phases or Departments of which the Press can boast—NEWS EDITORIALS, COMMENTS, SPECIAL COLUMNS, PUBLICITY, ADVERTISING, ETC.....each phase could be given a page of discussion in a newspaper and yet only the "Tip" touched.

.....Through what channels, do millions of Negroes weekly, read, absorb and digest these printed words—Only of course through such channels as THE GREATER OMAHA GUIDE.

So let us move from the News or Information angle of the Press; and we surely know that Editorials are invaluable. It is so often that through the Editorials that conditions are improved and people are awakened to their duties.....Keep up with the Editorials in the Negro Press, especially at Election Times and see the right things about.....

In the field of Advertising, Firms have become rich off Ads in the Negro Press and readers have profited in some way through Ads appearing.....Take "Snow White" for instance, and other such Ads. It is easily known that it is estimated that the Negro America spends over.....

## \$\$\$ 7 BILLION DOLLARS \$\$\$

.....for life's necessities. So Firms readily see the advantage in Advertising through the Negro Press

.....WAKE UP AND REALIZE THE WORTH OF THE NEGRO PRESS.

And now comes the BIG thing—PUBLICITY What is more valuable than the Negro Press for our Stars in the various fields..... Sports, Theatre, Music, Radio, Writing, etc..... Thanks to the Negro Press that we read about many race Artists who know nothing about the value, nor do they want to learn anything about the value of a Press Agent, Publicity Agent, or a Public Relations Man, or Woman. Funny, but you can (I believe) count the Artists in other races who do not have some kind of Press or Publicity Agent.....Firms likewise— But how many of our race Artists in any field know what a Press Agent can mean to them..... WHY SLEEPEST THOU.....WAKE UP AND READ..... AND GIVE THANKS THAT WE DO HAVE THE NEGRO PRESS.....!