

For immediate release

March of Dimes Office
121 North 21st Avenue East
RA 4-4998

19th

Northern Minnesota March of Dimes campaigners will gather at 6 p.m. Friday (Nov.22) in Hotel Duluth ballroom for a major briefing on the 1958 campaign.

Mrs. F. H. Cash, Duluth, recently appointed to her fifth successive year as director of the South St. Louis county M of D drive, said today advance reports indicate a big turnout for the 1958 preview.

Principal speakers will be William R. Russell, Gatesville, Tex., director of the North Central states region and Alaska, and Mrs. Bert M. Count, Minneapolis, state M of D women's adviser.

A high school teacher with three years' Coast Guard service in World War II, Mr. Russell is responsible for coordinating M of D chapter volunteer services in Iowa, Kansas, Minnesota, Montana, Nebraska, North Dakota and South Dakota. His headquarters office is in New York City.

Mrs. Count, an active American Legion auxiliary leader, has received awards and citations from the National Foundation for Infantile Paralysis, sponsor of the M of D drive, and from Governor Freeman for her work against polio.

The 1958 campaign theme is "Survival Is Not Enough." It refers to the great task of rehabilitation and treatment remaining for several hundred thousand polio victims.

The 1958 campaign dates are Jan.2-31. National, regional and local goals will be discussed at Friday's meeting.