

THE ELEANOR ROOSEVELT PROGRAM

June 25, 1951

Description: In this segment, Ben Grauer reads commercials and concluding remarks.

Participants: Ben Grauer

[Break: 00:00-00:10]

[Ben Grauer:] Friends, this is Ben Grauer speaking. Have you ever dipped into a bowl of vegetable soup and found plenty of rice and noodles but only a smattering of vegetables? It's rather disappointing, isn't it? More than that, it's downright annoying. Well you'll never have that trouble with Habitant Vegetable Soup. Habitant Vegetable Soup is simply chock-full of all kinds of garden-fresh vegetables, aswim in the broth made from the natural vegetable juices. Yes, for hearty, satisfying nourishment, Habitant Vegetable Soup ranks right up front with any food you can serve. And how your family will love the special Habitant flavor, created by old-fashioned, time-tested, French recipes. So when you think of vegetable soup, think of Habitant, and you'll be on the right track to satisfaction. For interesting variety in your soup menu, remember Habitant Pea Soup, genuine old-country French Pea Soup, and heavenly Habitant Onion Soup with a golden goodness such as you've never tasted. All three come in the yellow cans and your grocer has them. Get Habitant Soups on your next shopping trip. Now, here are Elliott and Mrs. Roosevelt.

[Break: 01:25-01:33]

[Ben Grauer:] Yes, just a word for homemakers before we meet our guest for the day. Are you looking for something new and different in cheese that's economical too? Well here it is: it's Juliana, a brand new cheese with an old world flavor. Newly arrived from the heart of Holland, Juliana is the result of age-old Dutch cheese formulas and is truly delicious and nutritious through and through. Juliana comes to you in two types: the tasty, tangy, Gouda spread for quick sandwiches or crackers, or the mild and mellow Gouda and Eden wedges for salads, sauces, and with pie. And here's the best news of all, the kind that will thrill the pennywise housewife: Juliana gives you the luxury of imported cheese at prices the same or lower than domestic brands, so that ounce for ounce, when you buy Juliana cheese, it costs you no more to enjoy the best. Start today by treating yourself to a package of Juliana imported cheese, at all chain and independent grocers. It's Juliana Brand, your best choice in cheese. Now here is Elliott to introduce our guest.

[Break: 02:46-02:54]

[Ben Grauer:] Yes Elliott, it's the midway mark and time for our regular identification of who, what, and where. This is WNBC AM and FM New York, and you're listening to The Eleanor Roosevelt Program, recorded in Mrs. Roosevelt's living room in the Park Sheraton Hotel in New York City. Here again is Elliott.

[Break: 03:14-03:23]

[Ben Grauer:] And speaking for our listeners, if I may presume to do so and I'm sure I'm right in saying, so say we're all very happy that you're safely back home, Lieutenant Dodd. This is Eleanor Roosevelt in

her interview for today with the Korean hero, Congressional Medal of Honor holder, Lieutenant Carl Dodd of the Twenty-fourth Infantry Division. Now, here's a message from the makers of Joy.

[Break: 03:54-03:59]

[Ben Grauer:] This has been The Eleanor Roosevelt Program, recorded in Mrs. Roosevelt's living room at the Park Sheraton Hotel on the corner of Fifty-fifth Street and Seventh Avenue in New York City. Today, Mrs. Roosevelt's guest was Lieutenant Carl Dodd, Korean hero and holder of the nation's highest military decoration, the Congressional Medal of Honor. Before we tell you about our guests for the rest of this week, here's a word from the New York City Cancer Committee. Guard against cancer by seeing your doctor regularly for a thorough checkup. And for free cancer information, cancer information of highest authenticity and without charge, visit the New York City Cancer Committee at 7 East Fifty-second Street or call Plaza 9-3500--Plaza 9-3500. Our schedule for the rest of the week includes--and tomorrow, Tuesday, Stuart Chase as Mrs. Roosevelt's guest. Mr. Chase is the well-known economist, lecturer, author of the recently-published volume *Roads to Agreement*. On Wednesday, we'll have a-an unusual guest in the presence at Mrs. Roosevelt's microphone of Walter Philipp, a famous newly-discovered painter, particularly a painter of clowns. Mr. Philipp with an unusual background, before his painting was discovered, he was a waiter in a delicatessen here at Fifty-Eighth Street in New York. Mr. Philipp will speak of his early career, and I'm sure you'll find him a particularly interesting and unusual visitor with Mrs. Roosevelt. On Thursday, Mrs. Roosevelt will be hostess to two ladies from Egypt: Mrs. Asma H. Fahmy and Miss Laila Shukry. Mrs. Fahmy is a professor of education at Ibrahim University in Cairo, and Miss Shukry is a graduate student at Cornell University. And our week is completed on Friday with a visit from John Goldwater and Louis Silberkleit. Uh Mr. Goldwater's the creator and Mr. Silberkleit the publisher of *Archie*, a very popular comic magazine. Mrs. Ro-Roosevelt and Elliott Roosevelt will be with you again tomorrow with Stuart Chase as our guest and every day Monday through Friday from 12:30 to 1:15 PM. 'Til tomorrow at the usual time then, this is Ben Grauer bidding you good afternoon.

[Break: 06:26-06:30]

Transcribed from holdings at Franklin D. Roosevelt Library (FDRL)

File(s): 72-30 (184)

Transcription: Rachel Kane

Edited by: Isabel Maier

Final edit: Ruby Johnson