

## THE SIMMONS PROGRAM

September 18, 1934

Summary: "Shall A Woman Be Herself?" ER discusses and comments on the news including a fire in Nome, Alaska, Russia's entrance into the League of Nations, textile strikes, and human interest stories. The primary feature is on the notion of self and identity.

Participants: Eleanor Roosevelt

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(THEME: NOCTURNE....FADES UNDER)

OPENING ANNOUNCEMENT:

It is once more the great privilege of the Simmons Company, makers of the Beautyrest Mattress, to bring to you the First Lady of the Land – Mrs. Franklin D. Roosevelt! Before the Beautyrest Orchestra under the direction of Willard Robison, plays the opening selection, I have a startling announcement to make. You, and practically every other person listening to this program tonight, can live like a millionaire for one third of your life. Yet, "Millionaire Sleep" is amazingly easy to purchase. I will tell you about it later on.

(THEME OUT)

(SEGUE – ORCHESTRA – FADES UNDER)

ANNOUNCER: The beauty and charm of American music is reflected in the folk-lore chants of Dear Old Mother Dixie....a rhythmic song....revealing concealed humor....and joyful anticipation....from the pen of Stephen Foster will always survive....with its plaintive melody....of live and love...in the old South....not one song is more true and revealing than....Oh! Sussana!

(ORCHESTRA: OH SUSSANA!)

ANNOUNCER: And now it is our great honor to present Mrs. Franklin D. Roosevelt. Mrs. Roosevelt is going to give us her opinion of the high lights of the week's news! Mrs. Roosevelt....

(APPLAUSE)

MRS. ROOSEVELT:

How disappointing it is that it seems impossible ever to start anything really new! Here we have been thinking that we had a brand new deal with a brain trust all its own as a new discovery, and now comes the Commissioner of Education of Porto Rico – Jose M. Pardine, to spoil all our pleasure by his assertion that the world's first new dealer was Confucious, the Chinese Sage who formed the first brain trust twenty five hundred years ago. Confucious advised China's rulers on new policies and trained special groups of young men to supply "brain trust" substitutes when he himself was busy with other matters. Alas, alack for what we thought was original!

~~An item in a Los Angeles paper gave us grave concern. A Republican member of the county central committee in a far western city went to attend what he supposed was his own committee meeting but having sat through a good deal of the business and never having his name called, he arose indignantly to protest only to find that he was attending a democratic committee meeting. How similar as far as organization goes, must be the procedure of these meetings or he could scarcely have sat half way through without recognizing that he was in the wrong place.<sup>1</sup>~~

~~All eyes are all<sup>2</sup> turned on the cup races, and while Saturday's no decision was disappointing, few Americans could fail to enjoy the keenness of sportsmanship which made the President send a message to those on one of our destroyers which interfered with the race, in apt words [unclear word]<sup>3</sup> enquiring "are you challenging the Endeavor?"<sup>24</sup> Keen as Americans always are to win whatever they go in for, none of us will grieve at losing to as good a sportsman as Mr. Tom Sopwith who showed courage, skill and good judgement. The races have been good races and that is all that we as sportsmen desire.~~

~~From Nome, Alaska, comes the sad news that much of the city has been destroyed by fire, only two business buildings, one a<sup>5</sup> hotel,<sup>6</sup> and<sup>7</sup> a few residences in the middle northern<sup>8</sup> section of town and~~

the United States Radio Station were standing last night. Supplies of food are low and help is being rushed to Nome at once. The residents who were homeless must have spent the night in the open with a temperature which was as low as 38 and which may reach freezing at any time. Getting to Alaska by water will soon be impossible so this a serious situation.

To those who love horses, the fate of Dark Secret who won the Futurity at Belmont Park on Saturday, was most distressing. After winning a gallant race and sticking until the finish in spite of a broken leg, this beautiful animal had to be destroyed. The joy of the day was completely changed into sorrow for those who witnessed the race.

From Geneva, Switzerland, we learn that Russia has been voted in as a member of the League of Nations by a ballot of 38 to 3. There was a certain amount of opposition led by M.<sup>9</sup> Motta of Switzerland. The countries voting against admittance after denouncing the Soviet political system, were Portugal, Holland and Switzerland. Those who concurred in these opinions but simply abstained from voting, were Argentina, Cuba, Luxemburg, Belgium, Panama, Peru and Venezuela. Those most strongly urging the admission of Russia claimed that her exclusion made war more probable and that it was therefore wise to include her as a member of the League..

From the same places<sup>10</sup> comes the account of a most interesting report. The League of Nations Statistical Year Book on Trade in Ammunitions and Armaments, lists the total of the legal traffic in arms during 1932 as \$32,934,000, gold dollars. The League uses only official government reports and these it points out list explosives as chemicals and by other subterfuges prevent a really accurate estimate of foreign traffic, which would make it easier possible<sup>11</sup> for us to know what actually is the truth as regards the traffic in arms between the<sup>12</sup> nations.

From Kansas City we have encouraging news that rain has revived the west and business reports have taken a spurt. It appears that this rain will help enormously in providing fall forage for the cattle. It is wonderful what a little green will do to revive our spirits and having seen the drought areas, I realize what it must mean. Therefore, I am grateful that nature is helping to restore man's confidence.

A very interesting court has just been opened in New York City which is known as the Poor Man's Court. It is in the Small Claims Division of the Municipal Court and was established last May to save time and cost for litigants in actions involving amounts up to \$50. Its first day was a busy one – more than seventy cases having been scheduled. This ought to be a great help in relieving the other courts and be a benefit to the poor.

The textile strike still continues on its weary way and I think most of us pray daily that there will be no need in our locality to call out troops. It seems terrible that questions involving difficulties between responsible human beings can not be settled without blood shed and we hope for great things from the new board under Governor Wyannt.

A new discovery which may revolutionize telegraph and wireless devices now used is reported by the Research Engineers Division of the Radio Corporation of America. They call it the gate way to television and claim that whereas today it requires forty minutes to send pictures from New York to Chicago by the radio normal short waves, that only a fraction of a second will be necessary when the tiny microwaves handle the pictures and printed matter through the services of booster stations.

From Washington comes the welcome news that the Comptroller of Currency, J. F. T. O'Connor, has reported to the Federal Advisory Council the approval of plans to reopen 38 national banks with deposits of \$52,896,000. Except for 7 banks whose plans were disapproved the report accounts for all of the 1,400 national banks which failed to open after the national bank holiday and 7 banks subsequently added to the unlicensed list.

(APPLAUSE)

(ORCHESTRA FADES UNDER)

ANNOUNCER: Languid... a soul deliciously fatigued.... calm.... reflective...like the waters of a deep pool...relaxed...like a man at ease....alone with thoughts....images fading....reappearing....rising....memories....woven into a fluid pattern....changing with slow drowsiness.. "Lento."

(ORCHESTRA – "LENTO")

(PLEASE NOTE – ALTERNATE)

ANNOUNCER: Creature of the deep....unknown life locked within tiny walls....there is glory in the minuteness of your circumstance....removed....remote....from all that troubles the heart of man....you are alone with the beauty of silence....alone on the sea bottom....poets have envied you....making of you a legend....in song and story....telling of the mystery of the Nautilus...<sup>13</sup>

(ORCHESTRA – “NAUTILUS”)

(SEGUE – ORCHESTRA FADES UNDER)

ANNOUNCER: Low tones....high notes that cry out....rhythm in the strumming of fingers....flashing over the taunt strings....bringing....syncopation into harmonies....vibrating....re-echoing like a musical drum....held closely by the old fellow in the lamplight....placidly plunking “The Banjo.”

(ORCHESTRA – “THE BANJO”)

(THEME: “NOCTURNE” FADES UNDER)

MIDDLE ANNOUNCEMENT:

When you sleep like a millionaire – you feel like one! For nothing makes you feel on top of the world like a night of restful, relaxing sleep. You awaken in the morning filled with the energy you need to accomplish your days work. Your mind and body are rested and refreshed – ready to grasp opportunities to get ahead in the world! What makes the Beautyrest Mattress such a rich investment in comfort and health is its superior construction. It has 837 finely tempered coils, each separately wrapped in a muslin pocket, to absorb the many changes in sleeping positions you make during the night. This, plus its patented Pre-Built Border, make it gently resilient to your body all over – even to the extreme edges! The Beautyrest has many imitators – but no other mattress has all the features that endow it with Millionaire Sleep!

(SEGUE – ORCHESTRA – FADES UNDER)

ANNOUNCER: Do we seem to be dwelling in a parched and thirsty land ..... destitute of the beauty of holiness... hardened with the crust of unbelief and fear? .... Let us regard the slave market of years ago ... an old ducky is giving voice to the reason for his expectancy and protection.. harken to his rhythmic prayer song... “Rock In The Weary Land.”

(ORCHESTRA: - “ROCK IN THE WEARY LAND”)

ANNOUNCER: And now, once again we have the pleasure of presenting Mrs. Franklin D. Roosevelt. Mrs. Roosevelt will speak on the subject “Shall A Woman Be Herself.”....

Mrs. Roosevelt!

MRS. ROOSEVELT

When I was young, long before I ever thought of doing anything in business or in the competitive world, which at that time belonged largely to men, I remember my grandmother admonishing me never to forget that “you are a lady,” and I am sure that same idea was dinned into many, many, young women of my generation. ~~It is so firmly implanted in the souls of both men and women that I think even today, with the freedom which has come to women, there still is a feeling that there are certain methods and certain ways of handling business which are not compatible with the old idea that a woman is a little set apart from the business world of men.~~<sup>15</sup>

And even today<sup>16</sup>, a woman must not be as aggressive about getting business, nor as persevering, if she does not want to have people say [feel]<sup>18</sup> that her attitude is not quite lady like. She can never be as free and easy in her contacts unless she is an exceptional type who gradually establishes herself amongst the men she comes into contact with and with whom she works as a good fellow who needs no consideration beyond that accorded to men by each other. Some women resent this very much but they might just as well make up their minds that they cannot have their cake and eat it too. If women are going to compete with men, they must either use their minds and insist on being equal in every way and lose that something of glamor which surrounds women who are set apart behind certain restraints and reserves, or they must compete as women, using as part of their competitive armor, that mysterious something which is so well described in Vincent Benet’s “John Brown’s Body” in ~~describing~~ speaking of <sup>19</sup> the Southern lady:

(MORE)

(MRS. ROOSEVELT – CONTINUED)

“And always, always to have the charm  
That makes the gentlemen take your arm  
But never the bright, unseemly spell  
That makes a strange gentlemen love too well.”

I do not think that as a matter of fact women today in the professions and in business or in public life, are trading much on this prerogative. They are trying as far as possible to disassociate themselves as workers from their personalities as women and on the whole I think this is a healthy attitude to take and makes for better feeling in a competitive world. No woman can really reach a place of recognition unless she has actually earned that place. No amount of chivalry is going to place her there if she cannot “deliver the goods” and therefore, women might just as well make up their minds to keep their charm and their womanly personalities for their homes and to disabuse the<sup>20</sup> minds of their competitors of the old idea that women are only “ladies in business.”

This is even truer where it concerns women who are going into public life either as elective or appointive officials. They have learned that they must be themselves, they cannot assume an attitude or qualities which other people may think becoming to their positions. They must stand or fall on their own ability, on their own character as persons and a good motto is “be yourself” and your associates and the public in general will render the verdict as to whether that self meets with approval. Insincerity and sham, whether in men or in women, always fails in the end in public life.

(APPLAUSE)

(ORCHESTRA – FADES UNDER)

ANNOUNCER: Waters deep and broad sweeping majestically southward.. we are drifting toward the delta lands ... a thin moon hangs low over a silver bayou .... a song creeps out of the night and echoes through the cypress trees by the water's edge ... A Song Of The Bayou.

(ORCHESTRA – SONG OF THE BAYOU)

(ALTERNATE)

ANNOUNCER: Azure ... cobalt ... the hue of thoughts .... ideas born of day ... dying at night color of new life...shade of water .... limpid in a secluded pool....variegated flashes of sunlight ... on the sea surface at noonday .... spears of multicolored brightness....radiating from the jewel on milady's hand.... all of this...and more... fused into the significant luster of “Sapphire.”

(ORCHESTRA: “SAPPHIRE”)<sup>21</sup>

(SEGUE – ORCHESTRA – THEME – NOCTURNE – FADES UNDER)

CLOSING ANNOUNCEMENT:

Remember- I promised you a surprise- an here it is! The Beautyrest Mattress that millionaires prefer- the mattress that will give you nights of Millionaire Sleep—costs you only two-and-one fourth cents a day! Think of it!- for just about what you pay for your daily newspaper- you can be sure of the most comfortable sleep in the world.

(MORE)

(CLOSING ANNOUNCEMENT- CONTINUED)

You will get another surprise when you visit your furniture and department stores this week. For they are making a special feature of the Beautyrest Mattress, Simmons Beds and Scientific Springs. They will gladly arrange with you so you can purchase a Beautyrest on a convenient payment or budget plan! You are cordially invited to tune in next Tuesday night on another broadcast by Mrs. Franklin D. Roosevelt. Until then, Allen Kent, speaking for the Simmons Company bidding you “Good night”

(THEME- NOCTURNE)

This is the National Broadcasting Company.

Alternate (NBC) Ending:

Why not live like a millionaire eight hours out of every twenty-four? Since you spend a third of your life in bed, why not enjoy Millionaire sleep every night - on a Beautyrest Mattress? The wealthiest man can

buy no better mattress, yet it costs only about two-and-one-quarter cents a day - just<sup>22</sup> about what we pay for our daily paper! This is the week to see the Beautyrest Mattress, Simmons Beds and scientific springs! Your leading furniture and department stores are featuring them now – with a special convenient payment plan. Don't forget<sup>23</sup> You are invited to tune in next Tuesday night on another broadcast by Mrs. Franklin D. Roosevelt. [Unclear word]<sup>24</sup> Until then, the Simmons Company bid you "Goodnight".<sup>25</sup>

This is the National Broadcast Company.

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Proofread by: Ivana Mowry-Mora, Lee Febos, Angela Baker, Jared Tetreau, Matthew Girardi  
Transcribed from a script held in the Eleanor Roosevelt Papers at the Franklin D. Roosevelt Library.  
Differences between that version and the copy held by the Library of Congress in their National Broadcasting Company archives are noted in the footnotes.

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<sup>1</sup> This section is stricken through in both FDR Library and NBC archives copies.

<sup>2</sup> Handwritten interlineation: "all" in FDR Library copy.

<sup>3</sup> Handwritten interlineation: [unclear word]

<sup>4</sup> This section is stricken through on both FDR Library and NBC copies.

<sup>5</sup> Handwritten interlineation: "a" in FDR Library copy.

<sup>6</sup> Handwritten interlineation: " ," in FDR Library copy.

<sup>7</sup> Crossed out in FDR Library copy.

<sup>8</sup> "Middle" crossed out and handwritten interlineation "northern" in FDR Library copy.

<sup>9</sup> Handwritten interlineation: "M."

<sup>10</sup> "s" is crossed out in FDR Library copy.

<sup>11</sup> "Easier" is crossed out and handwritten interlineation: "possible" in FDR Library copy.

<sup>12</sup> "The" crossed out in FDR Library copy.

<sup>13</sup> This section is crossed out in both copies.

<sup>15</sup> In the FDR Library copy this section is crossed out, not crossed out in NBC copy.

<sup>16</sup> Handwritten: "And even today"

<sup>18</sup> Handwritten interlineation: [unclear word]

<sup>19</sup> Handwritten interlineation: "speaking of"

<sup>20</sup> Handwritten interlineation: "the"

<sup>21</sup> Crossed out in both copies.

<sup>22</sup> Handwritten interlineation: "just"

<sup>23</sup> Handwritten interlineation: "Don't forget"

<sup>24</sup> Handwritten interlineation: [unclear word]

<sup>25</sup> The FDR Library copy does not have this version of the closing announcement, it has a version that was unrevised. This is the revised NBC version. The FDR Library copy has a different version of an ad for a Beautyrest Mattress.