

THE ELEANOR ROOSEVELT PROGRAM

June 25, 1951

Description: In this segment, ER reads an ad that describes a contest to design a new slogan for the United Cerebral Palsy Organization.

Participants: ER

[ER:] This is Eleanor Roosevelt again and I have an important message to bring to you. From time to time, a worthy cause, such as United Cerebral Palsy, deserves the attention from each and every one of us. How would you like to win a trip to France and Switzerland with all expenses paid? Or a magnificent, custom-made fur coat by Frederica, valued at three thousand dollars? Or a famous Fetter home air conditioning unit? Well, it's quite simple because all you have to do is to think of a new slogan for United Cerebral Palsy and send it along with your contribution of one dollar or more to Palsy, P-A-L-S-Y, Box 555, Radio City, New York, not later than July 7th. Money you contribute will be spent in your own community because United Cerebral Palsy is an organization with affiliates that reach from coast to coast. You know, ladies and gentlemen, this year, ten-thousand infants will be born with cerebral palsy. Each year, the figures are the same. Each year, with the same consistent cruelty, ten-thousand children of all races and backgrounds, start life with one of the most tragic conditions known to man. [ER coughs] It was only a very few years ago that those suffering from it were either hidden or pitied and given up as hopeless and helpless human beings. [ER coughs] But now, because there is such a thing as United Cerebral Palsy, there is hope, and because there is you to support it, there is help. Anyone can suddenly be stricken with cerebral palsy as the result of an accident or shock or severe illness. Help provide care, care that you or your child may someday need, care that more than five-hundred thousand people do need now. Of course, your money will help and it may also win you one of the five-thousand wonderful gifts. Think of a good slogan, like this: "It strikes like lightning, give today to brighten their tomorrow." The important thing to remember that the simpler and shorter your slogan is, the more effective it will be. So send your slogan and your contribution of one dollar or more to Palsy, P-A-L-S-Y, Box 555, Radio City, New York, not later than July 7th. You may win carpets by Decorator's Carpet Company, handbags by Koret, bedding by Burton Dixie Corporation, comforters by Barkley's Woolen Products Incorporated, dresses by Paul Parnes, rugs by Sanford Hall Carpet Company, men's neolite luggage from the Belber Trunk and Bag Company. Let me repeat, you can be one of the five-thousand winners of something of great use and value to yourself by helping others. Join United Cerebral Palsy's great slogan contest by sending your slogan with a contribution of one dollar or more to Palsy, P-A-L-S-Y, Box 555, Radio City, New York.

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