

## THE SIMMONS PROGRAM

September 11, 1934

Description: "Do We Need a New Deal in Our Public School Educational Methods?"

Participants: Eleanor Roosevelt, Announcer

---

(THEME.. NOCTURE... 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!! Now<sup>2</sup> Before the Beautyrest Orchestra, under the direction of Willard Robison, plays the opening selection, I have a startling announcement to make. You – and this means practically everyone listening to this program tonight – can live like a millionaire for one third of your life. Of course, we can't all have the costly automobiles, yachts, jewels and furs of the millionaire. But during the eight hours out of every twenty four that you spend in bed – a full third of your life – you can have the same comfort as any millionaire because that depends on his mattress. His mattress is Simmons Beautyrest and it can be yours too because its cost is so trifling! You will be amazed, when a little later on, I tell you exactly how little it costs to enjoy millionaire sleep!

(THEME OUT)

SEGUE..(ORCHESTRA.. FADES UNDER)

ANNOUNCER: ~~As the ripples from a pebble dropped into water will travel in every widening circles across the whole surface of the pool... Likewise the joy of the extemporaneous song permeates the congregation of the Southern praise meeting, the countless repetition of the one theme was proof that the originator had struck an appropriate phrase and the same source of unrestrained emotion and inspiration furnished a name to suit the music... this was particularly true of the rhythmic prayer.. "Every Time I Feels The Spirit"..<sup>3</sup>~~

(ORCHESTRA....EVERY TIME I FEELS THE SPIRIT)

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: All of you listening to me tonight have probably had all other news wiped out of your consciousness by the disaster on the Morro Castle. Fire at sea is a terrible thing and though now one knows as yet just what cause this calamity, our sympathy goes out to families of those who were lost in the catastrophe.

Yesterday's paper gives the very interesting and satisfying account of the work of the Coast Guard. In the past year they have saved 5,672 persons and thirty ships totaling in value \$48,685,744. The Coast Guard Service did spectacular work in spite of wind and wave, rescuing passengers and members of the crew on the Morro Castle. ~~disaster~~<sup>6</sup>. It never relaxes, its watch as protector of those who "go down to the sea in ships" and it has steamed as much as fifteen hundred miles to answer an S.O.S. call.

CONT

In Friday's paper I noticed an account which a short time ago, would have been front page headline news. It was a little boxed space and was the ~~account~~ story<sup>7</sup> of Professor Richard U.

Light of Yale and Robert Wilson of New Rochelle's successful flight across the Atlantic via Greenland, Iceland and the Faeroe Islands. After lunching at Kirkwall, Orkney Islands, they continued their flight to Edinburgh, where they were staying with friends. What could be more casual than that? I suddenly felt that we might any one of us be dropping in on friends for tea across the Atlantic ocean. How swiftly we have moved since Colonel Lindbergh's solitary flight! A year ago one of my sons told me that within five years we would have regular passenger service across the Atlantic and I thought he was telling me a fairy tale. Now I am beginning to think he is right.

From Montreal comes a story of an Eskimo who saw an advertisement of a dress on a model, priced \$25. He decided that the lady, who was a lovely one went with the dress, so he brought in to a trading post a skin worth \$25 and requested that the pelt be sent to the store which had advertised and ~~that~~<sup>8</sup> the lady be<sup>9</sup> sent him<sup>10</sup> in return as he wished to make her his wife. How convenient it would be if one could choose a wife and have her s~~o~~<sup>11</sup> self-effacing as most models are!

-----

The textile strike still goes on but on the whole there seems to be some hope of settlement and we are glad to know that the aluminum strike has been settled after a month of difficulty.

In Philadelphia a test has been going of a vacinne which was announced several weeks ago by Dr. John A. Kolmer and which it is hoped will prove successful and prevent infantile paralysis. So far the children submitted to this test have shown no ill effects from the three inoculations which they have received.

-----

Recently there has been some comment about the fact that a doctor was found to have performed a plastic surgery operation on Dillinger but little has been said relative to the fact that the doctor had previously been convicted of peddling drugs and was out on parole. I begin to think that if we ever hope to do anything about the drug situation we must not worry so much about the drug addict as about the peddler. Sentences for this crime should be more severe than they are at present.

-----

~~Roekefeller Center has many new things and among them a four deck street which runs from forty ninth street to fifty first street parallel to Fifth Avenue. It will be open to the public within three weeks. This may start us off on doing the same thing in other places.~~

---

~~During hard times it is often said that the death rate from suicide goes up very rapidly and so when we see the while the general death rate has increased somewhat in eighty six cities, the death rate from suicide has decreased, we hope that it is an indication of better times and less strain on the individual.<sup>12</sup>~~

----

In a recent paper I saw a touching account of Augustine Duncan, the actor who lost his sight seeking the perfect play. Mr. Duncan is coming back to the stage this season in Synge's "The Well of the Saints" in the star part – the role of a blind man. It will indeed be an experience for whoever sees it.

-----

Major Angus, A British business analyst who had done considerable prophesying over there, has now turned to prophesying for us over here. He seems to approve of our financial

course and to think that we are paving the way for boom times. Let us devoutly hope he is right but beware of too much boom!

-----

Signor Benito Mussolini finds apparently, judging by a speech he made the other day in Bari, Italy, great satisfaction in the fact that Italians have Caesar, Virgil and Augustus in the background and that the people who live on the Mediterranean have created a philosophy, a religion and an empire which "makes Italy impervious to criticism from abroad". It is good to appreciate one's background and also good at times to be able to ignore criticism but one must beware of growing too indifferent for we can always learn from our<sup>13</sup> critics.

-----

In a dispatch from abroad, I was interested to see what Miss Ellen F. Pendelton, who for the last 23 years has been president of Wellesley College, and who has watched many college girls go through Wellesley, considers that the depression has had certain advantages and that the modern girl is a more serious product who takes an interest in politics, + economic affairs; who looks upon marriage not as a blessed state where somebody else has all the trouble and the girl has all the pleasure, but as a profession for which you must be prepared. This should produce for us more wide awake citizens and a democracy should profit thereby.

-----

The other day I happened to see notice<sup>16</sup> in the paper about the story of<sup>17</sup> a test which is being tried on criminals which I had already heard about some time ago and which to me is very interesting. It is not always easy in questioning people to know whether they are answering truthfully or not, so it is now going to be tried mechanically. The person being questioned will press a key when answering and his reaction will be recorded mechanically on a tape which will show whether he is lying or not! It might be a little uncomfortable for us all!

-----

The psychologists have now made a new discovery. We have long thought that early training made the greatest dent on children but they now think that this is not so and it really matters very little whether you begin to train a child at two months old or at two years old. This will be a great relief to mothers who much prefer to pamper their babies to submitting them to a severe course of training and perhaps this will explain why the children who were rocked in the days gone by were not really as devoid of brains as they should have been when they grew up!

-----

This week starts another year of the Jewish calendar and all synagogues temples and other places of Jewish worship held services in observance of Rosh Hoshonah. To all of our fellow citizens and friends of this faith, I wish to extend my greetings and good wishes for the coming year.

(ORCHESTRA)

(ORCHESTRA FADES UNDER)

ANNOUNCER:

From the balcony.....under the stars...she hears the cry of the loon... mysterious.... hypnotic<sup>18</sup>... she goes out from her house.... as in a dream<sup>19</sup>.... following the cry of the shore of the lake<sup>20</sup>.... the loon wails again.... a splash of moonlit waters... she disappears... a circle of ever widening ripples... then silence.... the lake is calm.... the lady is gone forever... this is "The Legend of Lonesome Lake"

(ORCHESTRA..... "THE LEGEND OF LONESOME LAKE")

—————(SEGUE: ORCHESTRA FADES UNDER)

ANNOUNCER:

— Out of my dreams they come....into my world of reality...with laughing eyes....bright as buttons in little brown faces.....a troop of roly poly men...moving in unison...feet patter lightly upon the floor...strange rhythm in my ears...whilst I sit alone in the room..staring from watching in breathless wonder... “The March of the Dwarfs”!

(ORCHESTRA..... “THE MARCH OF THE DWARFS”)<sup>21</sup>

(THEME.... NOCTURNE...FADES UNDER)

MIDDLE ANNOUNCEMENT:

When you sleep like a millionair... 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 day’s work. Your mind and body are rested and refreshed – ready to grasp opportunities get ahead in the world! You know<sup>23</sup> What makes the Beautyrest Mattress such a rich investment in comfort and health is its superior construction. It has 837 finely tempered [illegible]<sup>24</sup> coils, each separately wrapped in a muslin pocket, to absorb the many changes in sleeping positions<sup>25</sup> you make during the night.

ANNOUNCER: (CONT’D)

This, plus its patented Pre-Built Border, makes 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:

Children of the sun... laborers in the fields of Salvation..... singing.... praying... as they plow straight and true..... driving deep furrows... thru the dark soil of unbelief... whipping up the laggards... with cries of cheer and courage..... here and there, the faint-hearted falter... and turn aside..... the faithful break into song... “Keep going brother.. the work is ‘most over...keep your hand on the gospel plow... and.... HOLD ON!

(ORCHESTRA...HOLD ON)

(SEGUE....ORCHESTRA...FADES UNDER.....)

ANNOUNCER:

A bit of color...moving through the mist of roaring waters...waters leaping...dropping into the valley below...luminous in the sun...serene in the safety.....of a woodland sanctuary..... “A Bird of Paradise Beside a Waterfall”.

(ORCHESTRA....A BIRD...ETC...)<sup>29</sup>

ANNOUNCER:

And now once again we have the pleasure of presenting Mrs. Franklin D. Roosevelt. Mrs. Roosevelt will speak on the subject “Do We Need Changes In our Public School Educational Methods?” ....Mrs. Roosevelt!

MRS. ROOSEVELT:

I am sure that there are certain things, very simple things, which we should do in order to make our schools better serve our childre[n.] There is no point in sticking to ~~the~~ our<sup>30</sup> weorn<sup>31</sup> methods when we can find new ways of making education an actual and live experience to the child. Modern schools have discovered that field trips are doing more for children than any amount of academic teaching. If you really want children to become good citizens it is a good idea to show them some of the governmental activities actually functioning. For instance, a chil[d] who has seen the Children’s Court, + listened to a number of cases will be much more interested in the functioning of courts in general and in the causes which brought those children

into the courts, you have started a new citizen with a consciousness of some of the problems that face government in which they must eventually take part.

If I were starting to make ~~these~~ changes, I would first emphasize the training of our teachers, particularly in English and citizenship and then I would emphasize the training of our teachers, particularly in English and citizenship and then I would emphasize the necessity for parents to cooperate with the school authorities working out the most advantageous courses for each locality. For instance I believe that rural schools should have certain practical subjects to offer the children which would not perhaps be either necessary or desirable in schools in larger cities. Everywhere I would give children a more thorough teaching in the elementary grades in arithmetic, writing and reading and speaking<sup>33</sup> These are the fundamentals on which all future education is built.

~~All over this country a great majority of our children have just started back to public school and parents everywhere will probably heave sighs of relief and say "at least part of our own responsibility is shared by the school for at least ten months of the year!" But there is one part of the responsibility which parents can never shirk, namely, the making of our public schools the best possible instrument for fitting our children to cope with the world in which they have [to] live.~~<sup>34</sup>

The most important subject and the subject which begins at the first grade and continues through until they leave school, is English. English implies a number of things. It means really the ability to read, write and talk your own language with ease and precisi[on] Grammar must be thoroughly learned unless you want to be like the small boy in the story with which you may all be familiar. His teacher kept him afterschool to write "I have gone" fifty times to impress on his mind that "I have went" was wrong. He faithfully wrote "I have gone" fifty times and at the end he added "Dear teacher, I wrote what you told me and I have went home".

In the final analysis we must look for the best possible teachers and give them the best possible training. Every child should have a thorough knowledge of English and then be given an opportunity to actually see and experience the things which are going to be important in future life.

(APPLAUSE)

(ORCHESTRA.....FADES UNDER)

ANNOUNCER

Low tones... high notes that cry out... rhythm in the strumming of fingers... flashing over the taut 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)

OR

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) (SEGUE)<sup>35</sup>

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

CLOSING ANNOUNCEMENT:

I promised you a surprise..and 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 Quarter<sup>41</sup>-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. And <sup>42</sup>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 should you desire it<sup>43</sup>. 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[t.] Until then, the Simmons Company bids you “Good night”.

(THEME.....NOCTURE.)

THIS IS THE NATIONAL BROADCASTING COMPANY.

---

Proofread by: Ivana Mowry-Mora, Lee Febos, Matthew Girardi, Jared Tetreau, Ikerighi David  
Transcribed from a script held in the Eleanor Roosevelt Papers at the Franklin D. Roosevelt Library

---

<sup>2</sup> This is a handwritten interlineation

<sup>3</sup> In NBC copy of script “As the ripples” to “extemporaneous” is crossed out

<sup>6</sup> In the version in the Eleanor Roosevelt Papers collection this word is crossed out

<sup>7</sup> In the version in the Eleanor Roosevelt Papers collection this word is crossed out and the word “story” is written above it

<sup>8</sup> Handwritten interlineation “that” is crossed out on ERPP copy

<sup>9</sup> Handwritten interlineation “be” in ERPP copy

<sup>10</sup> Handwritten interlineation “him” in ERPP copy

<sup>11</sup> Handwritten interlineation “as” in ERPP

<sup>12</sup> These two paragraphs are crossed out in both copies of the script

<sup>13</sup> R is handwritten interlineation

<sup>16</sup> Handwritten interlineation “notice” in ERPP copy

<sup>17</sup> Handwritten interlineation “the story of” in ERPP copy

<sup>18</sup> “Hypnotic” is crossed out on the NBC copy

<sup>19</sup> “as in a dream” is crossed out in the NBC copy

<sup>20</sup> “Of the lake” is c

<sup>21</sup> “(Segue: Orchestra Fades Under) to (Orchestra..... “The March of the Dwarfs”) is crossed out in both copies

<sup>23</sup> Handwritten interlineation “You know” in NBC copy

<sup>24</sup> Illegible handwritten interlineation in NBC copy

<sup>25</sup> “s” in “position” is crossed out in NBC copy

<sup>29</sup> This section is crossed out in both versions

<sup>30</sup> Handwritten interlineation: “our” in ERPP copy

<sup>31</sup> O is handwritten interlineation

<sup>33</sup> Handwritten interlineation: “g” at the end of “speaking” in ERPP copy

<sup>34</sup> This section is crossed out in the ERPP copy

<sup>35</sup> “The most important thing....”(ORCHESTRA.....SONG OF THE BAYOU) (SEGUE)” only in the ERPP COPY

<sup>41</sup> Handwritten interlineation: “quarter”

<sup>42</sup> Handwritten interlineation: “and”

<sup>43</sup> Handwritten interlineation: “should you desire it”