

POND'S DANCE PROGRAM

February 17, 1933

Description: ER speaks on the subject of: "The kind of mail a governor's wife receives"

Participants: ER, Basil Ruysdael, Lee Wiley, Leo Reisman

(Act curtain up at 9:30:15; Glass curtain up after Act Curtain is up, and before first number starts)

RUYSDAEL:

The Pond's Program ... presented by the makers of Pond's Cold Cream and Pond's Vanishing Cream ... under the direction of Leo Reisman!

1. BABY

ORCHESTRA

RUYSDAEL: (Over music - REISMAN CUES RUYSDAEL)

We are honored tonight by the presence in our studio of Mrs. Franklin D. Roosevelt, wife of the president-elect, who will speak to the Pond's audience later in our program.

(MUSIC UP AND FINISH)

RUYSDAEL:

~~Miss Lee Wiley!~~

Not often do the writers of song lyrics permit our Miss Wiley the luxury of contentment. Here's the exception to the rule, a tune entitled ... "Contented."

2. CONTENTED

WILEY

ORCHESTRA

RUYSDAEL:

From "Pardon My English" ... a neat rigadon by the Gebruder Gershwin called "I've Got To Be There."

3. I'VE GOT TO BE THERE

ORCHESTRA

RUYSDAEL:

William Scholtz, a tenor by trade and romantic tenor by inclination, sings ... "You're Charming."

4. YOU'RE CHARMING

SCHOLTZ

ORCHESTRA

RUYSDAEL:

I'd like to propound a question to the women. It's this: how long has it been since you've really seen yourself ... since you've looked in a mirror in bright daylight. Do you remember the last time you did this ... weren't you a little shocked? ... didn't you see tiny lines you didn't know were there? ... and didn't you find your pores a bit larger and possibly¹ not quite so clean as you thought they were.

I don't want to be a kill-joy ... I only want to get you to thinking ... to stir you into action while there's still time to preserve your youthful appearance ... to get you to give your skin the simple easy care it needs to keep from becoming coarse and wrinkled.

There are three things you must do to keep your skin young ... first, cleanse it thoroughly and regularly ... second, lubricate it to offset the drying effects of our climate and our warm rooms ... and third, protect your skin against coarsening and drying by wind, floating dust and dry air.

You can cleanse and lubricate your skin at the same time by using Pond's Cold Cream. This cream is composed of pure, delicate oils that go quickly to the bottom of each pore and float the dirt to the surface ... and at the same time, these oils give your skin just the lubrication it needs ... they make your skin soft, flexible and alive without making it heavy with grease.

To protect your skin you must use a surface cream like Pond's Vanishing Cream - that forms an invisible shield over your skin and so prevents the wind, dirt and dry air from getting into the pores and

making your skin coarse, chapped and too dry. Pond's Vanishing Cream also has healing qualities and gives your skin a smooth pearly finish that's a perfect base for powder and make-up.

Now this isn't just theory. It has been proved by the experience of thousands and thousands of women. So if you want your mirror to tell you your skin is not showing the effects of the years or of our hot-house methods of living, you can follow the Pond's method with confidence ... cleanse and lubricate your skin with Pond's Cold Cream ... and protect and finish your skin with Pond's Vanishing Cream.

5. MIMI

ORCHESTRA

(CURTAIN IS DOWN 45 SECONDS BEFORE
END OF NUMBER)

RUYSDAEL:

We introduce now Mrs. Franklin D. Roosevelt, First-Lady-to-Be, who finds time amid the excitement of inaugural preparations to address the Pond's audience on "The Kind of Mail a Governor's Wife Receives." Mrs. Roosevelt!

(CURTAIN UP--APPLAUSE--CURTAIN DOWN)

(INSERT MRS. ROOSEVELT'S TALK)

(CURTAIN UP)

APPLAUSE

(MUSIC STARTS ON CUE FROM KUHLE)

6. YOU ARE SO BEAUTIFUL

ORCHESTRA

RUYSDAEL: (Over music - REISMAN CUES RUYSDAEL)

In order to have a fund at her disposal which she can devote to the relief of those suffering from unemployment this winter, Mrs. Franklin D. Roosevelt, wife of the president-elect, has consented to give us this series of talks on matters of great interest to all - the Pond's audience, both in the studio and on the air appreciate having Mrs. Roosevelt on this program.

(Number is Concluded)

RUYSDAEL:

The waltz of all waltzes ... the perfect expression of everything one used to mean by the word "Viennese" ... "The Blue Danube!"

7. BLUE DANUBE

ORCHESTRA

RUYSDAEL:

Alliteration is the fashion these days in Dixie song titles. There's "Cabin in the Cotton" ... "South in My Soul" and, our present case in point, "Darkness on the Delta." Lee Wiley sings it with a lazy lilt. Miss Wiley!

8. DARKNESS ON THE DELTA

WILEY

ORCHESTRA

RUYSDAEL:

Some women have asked why Pond's doesn't make one cream that will take care of all the needs of the skin. The answer is Pond's does have a cream that does several different things for the skin ... Pond's Cold Cream. This cream does as much for the skin as any single cream made ... it cleanses the pores thoroughly and it also lubricates and tones the skin ... makes the skin soft, flexible, alive. But it does not protect the skin the way Pond's Vanishing Cream does ... because you see, no single cream can go into the pores and protect the surface at the same time. Pond's Vanishing Cream spreads an invisible protecting film over your skin which keeps it from chapping, roughening and drying out ... it also gives your skin a lovely satiny finish which makes powder and make-up go on evenly and stay on for hours.

If it were possible to make a single cream that would give your skin all the care it needs you can be sure Pond's would have made such a cream long ago. As thousands of women have proved, the sure safe way to offset the effects of the years is to use those two creams, Pond's Cold Cream and Pond's Vanishing Cream.

And have you heard? ... Pond's now has a face powder ... a new exquisite powder that has the fine qualities of the most costly powders yet is very inexpensive.

9. WE BELONG TOGETHER

ORCHESTRA

(CURTAIN DOWN BY 9:59:00)

RUYSDAEL: (Over faded signature - At cue from Kuhl)

Mrs. Franklin Delano Roosevelt will be with us on the Pond's Program again next week. Next Friday Mrs. Roosevelt has selected as her subject

The musical program next week will include new features by Leo Reisman and his orchestra ... songs by William Scholtz and Lee Wiley. This is Basil Ruysdael speaking.

(CURTAIN UP AND STAYS UP FOR APPLAUSE

WHICH IS CUT, NOT FADED -- MUSIC FADES

UNDER APPLAUSE)

ANNOUNCER: (From 711 Fifth Avenue)

This is the National Broadcasting Company.

MRS. ROOSEVELT:

As you may imagine, the wife of a man in public life receives a large and very interesting mail, particularly if she has interests and activities of her own.

At one time my own mail had to do only with my own work ... my furniture shop ... inquiries on educational subjects and a certain amount of political mail which came to me because of my activities in the women's division of the Democratic State Committee. I stopped purely partisan political activities at once when my husband was elected Governor of New York State and I soon discovered from my mail, that the wife of a public servant was a person to whom people naturally wrote letters on many different subjects.

That is very gratifying, because it shows that the American people realize that those who administer their government are their friends, as well as their elected officials, and the Governor's wife, like the Governor, is really a servant of the people.

I always try to answer the mail, but that does not mean that I can always comply with the requests I receive. For instance I often have received letters from boys and girls in school, telling me that they were competing for prizes and asking for advice. This I was sometimes able to give. But now and then, when they asked me² to write their speeches or essays for them, I was compelled to decline, though I did often wonder, whether if I accepted such invitations to collaboration³, the young people would have won a prize.

One very appealing letter I received was from an old lady in a small city in Central New York. She was not richly endowed with this world's goods, but she had a puppy which she adored and she could not see how any one could be cruel enough to demand a license for a puppy so young. So when the department granting licenses insisted that she had to pay, she wrote to me to demand that this department should be told that a young puppy did not need a license and that it was quite harmless and the only thing that she had in the world to keep her company and to love. Unfortunately, state departments are not organized on a basis which permits them to be human in such a situation and some one else had to pay the puppy's license, but she has retained her pup.

Gradually as the years went by, it was not New York State alone that wrote to the wife of the Governor of that state. From other states would come endless appeals for help, letters which told often in ten or twenty pages, the life history of some man or woman, and my husband's interests in Warm Springs, of course, brought me innumerable letters from handicapped people all over the country making the struggle to live their lives independently and actively. At first I wondered why people would reveal rather personal matters to someone they did not know, but I have come to believe that in many such cases the writer had no one in whom to confide.

We all feel better when we are able to unburden ourselves. The very fact that we have analyzed our own problem enough to tell it to someone else brings a certain sense of relief. And a problem that is analyzed is already on its way to solution.

Letters are wonderful things. They broaden the point of view of the person who receives them and they act as a satisfying outlet for those who write. And I {see} hope⁴ that when I am in the White House I shall look forward eagerly to the morning's mail ... just as I have done ever since I was a little girl.

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Transcribed from a script held in the Eleanor Roosevelt Papers at the Franklin D. Roosevelt Library

¹ This is a handwritten interlineation.

² This is a handwritten interlineation.

³ The letter “e” is a handwritten interlineation.

⁴ This is a handwritten interlineation.

The Eleanor Roosevelt Papers Project