

THE ELEANOR ROOSEVELT PROGRAM

June 19th, 1951

Description: In this segment, Ben Grauer reads a message from the show's sponsors.

Participants: Ben Grauer

[Ben Grauer:] Friends, this is Ben Grauer speaking. You know, vegetable soup without vegetables would be about as inspiring as a apple pie without apples. But when you serve Habitant vegetable soup, don't ever worry about finding vegetables. Every can of Habitant vegetable soup is generously blessed with all kinds of plump, juicy, garden favorites-- oodles of them. And the broth is extra rich because it's made from the natural vegetable juices. Perfect seasoning and slow simmering bring out the heavenly flavor of Habitant vegetable soup. One good spoonful deserves another and another until your craving for a good old-fashioned home-cooked soup is satisfied. And you'll enjoy just as much wonderful Habitant pea soup, the genuine old French Quebec-style pea soup, and zesty , tangy Habitant onion soup, golden good in a swim with tender, juicy, onion slices in pure meat broth. Whether you get the large family size or handy small cans, you'll truly enjoy Habitant vegetable soup, Habitant pea soup, and Habitant onion soup. Get Habitant from your grocer in the yellow can. Now Elliott has a letter from a listener.

[Break 1:12-1:17]

[Ben Grauer:] Well right now, I have a question for homemakers. 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 Edam wedges for salads, sauces, and with pie. And here's the best news of all, the kind that'll 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 Elliott is ready to introduce our guest.

[Break 2:24-End]

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