

MRS. ELEANOR ROOSEVELT'S OWN PROGRAM

June 18, 1940

Description: Broadcast time 1:15-1:30 PM over the NBC Red Network. ER and Malvina Thompson discuss various US vacation spots based on ER's travels.

Participants: Ben Grauer, ER, Malvina Thompson, NBC Announcer

(33:19)

[Ben Grauer:] This is *Mrs. Eleanor Roosevelt's Own Program* presented by the makers of SweetHeart Soap.

[Theme music from 33:26 to 33:55]

[Ben Grauer:] It's time to draw up your chairs, friends, and settle down for today's visit with Mrs. Eleanor Roosevelt. Mrs. Roosevelt is with us in the NBC studios in New York, presented through the cooperation of SweetHeart Soap, one of America's fastest growing beauty soaps. And now, the lady you're waiting to hear, Mrs. Eleanor Roosevelt.

[ER:] Good day, ladies and gentlemen. I've been asked about interesting and different vacation trips for this summer. I would hesitate to suggest things which you would enjoy doing on your vacation, but I feel more confident recommending places where the scenery has given me a special satisfaction in my travels. If I were free to pick a long summer holiday, I know I would enjoy revisiting many of the places in the United States which I have seen. It is obvious that many of the scenic wonders in Europe are closed to us this year and perhaps are gone forever. Destruction of man's handiwork, though not nearly as pitiful as the destruction of human lives, is certainly one of the things which makes us bitter about the war in Europe or anywhere else. We abhor vandalism which destroys for future generations the natural and man-made wonders which have belonged to all civilized people for generations. For instance, if I can never show my grandchildren the Sainte-Chapelle in Paris with the sun shining through those beautiful stained glass windows, I shall feel that they've been denied something which really touches the emotions as only perfection of beauty can do. But right here in the safety of our own country, we have beauties of nature which can also touch an inner chord, and I think we should try to see and appreciate them. During the last few years of my travels, my secretary, Miss [Malvina] Thompson has been an ever-present companion. She's here in the studio with me today, and although Miss Thompson has often complained about the hectic pace which I set for us, I'm sure she has many fond memories. Isn't that right, Miss Thompson?
(36:11)

[Malvina Thompson:] Yes Mrs. Roosevelt, I do remember our travels with much pleasure. You know many people call you the most traveled woman in the United States, and because I try to keep up with you, I probably run a close second. However, I've never been to Europe and I've often wondered how some of our scenery compares with that which you have seen there.

[ER:] That's a question with a difficult answer, because it's just like trying to compare two beautiful paintings. I feel it is more important to point out that our own United States has scenic beauty to enthrall anyone for a lifetime of travel.

[Malvina Thompson:] We both enjoyed last spring around Lake Tahoe in California. Is that one of the places which you think would be worth revisiting? (37:00)

[ER:] Yes, Lake Tahoe is very beautiful, especially in the season when we were there with the snow still on the mountains and the water alive with color. But perhaps Crater Lake in Oregon stands out in my memory even more clearly. You remember, we arrived there late at night and no one had prepared me for what would greet my eyes from the window in the morning. My first glimpse of the deep blue water in that lake, surrounded by the deep sides of the crater was breathtaking. I can think of no place where I've ever seen such brilliance in depth of blue, not even along the shores of the Mediterranean.

[Malvina Thompson:] Lake Tahoe and Crater Lake are in the far West, Mrs. Roosevelt, but you've done a lot of traveling in the East too. I've heard you talking many times about a camping trip you made some years ago in the mountains of New Hampshire which also took you through many parts of upper New York state and Canada.

[ER:] Well Miss Thompson, one of the things I remember most vividly about that vacation was not the scenery, but the difficulty we had with some of the donkeys we hired to take us up a mountain. With me on that trip were two friends and four small boys, my own two youngest and two of their friends. On the way up the mountain, one of the donkeys decided to lie down at intervals, much to the discomfort of the lady who was riding it. And so, on the return trip, I rode the recalcitrant donkey because my legs were so much longer that when he lay down, I could step off with ease.

[Malvina Thompson:] Do you recommend camping to your friends for a summer holiday, Mrs. Roosevelt?

[ER:] I think it's lots of fun for people who are used to roughing it. On our trip we took two tents and full cooking equipment and certain staple foods, buying fresh foods every day along our route. We usually tried to camp in a field near a farmhouse where we could get milk, eggs and butter. We also parked, whenever possible, near a riverbank or lake in order to have a swim at night. I was less sure of my swimming in those days than I am today, and spent some anxious moments wondering if I could rescue any of my boys if they got into trouble. On that first night, another family camped near us and the father of the family undertook to watch over my boys as well as his own which relieved me considerably. We started from Hyde Park and drove north, camping by the Ausable River. We visited Ausable Chasm the next day and the museum at Fort Ticonderoga, driving through Montreal and halfway to Quebec.

On that trip I also had a harrowing experience when one of my boys suffered a very severe cut on his leg. I was terrified, and I showed my ignorance by not taking him to a doctor the next day. I trusted to the bandages which I had put on, and this resulted in a much longer convalescence than was necessary. You should all know something about first aid, but it should be remembered that the services of a

physician should be obtained as soon after the emergency as possible. In Quebec, we stayed in a hotel, got out our good clothes, and enjoyed a marvelous dinner. I realized for the first time, our younger son considered himself old enough not to be tied to apron strings any longer, and with his friend he went off to do some sightseeing alone. I was worried that they would never return, but they came home smiling a little later. But before we take up the other things I want to talk to you about today, let's give Mr. [Ben] Grauer our attention for a moment. (40:47)

[Ben Grauer:] Thank you, Mrs. Roosevelt. We've told you listeners lots of reasons why SweetHeart Soap is such a fine beauty soap, and to this I should add why SweetHeart Soap is just the thing for the menfolks and the youngsters too. Now, they want a gentle soap, and one that cleanses quickly and thoroughly. SweetHeart's wonderful purity keeps it gentle, and of course you know how fast that energetic SweetHeart lather says "scat" to dirt. Even the stubborn clinging surface impurities that some cleansing methods can't dislodge. So you see ladies, the very qualities that make SweetHeart Soap a must among your beauty needs, make it ideal for every member of your family from father himself right down to the youngsters. That means you don't have to be bothered with keeping several different brands on hand. You'll find that pure, thorough SweetHeart Soap is the only toilet soap you need in your home. Ladies and gentlemen, Mrs. Eleanor Roosevelt.

[ER:] I think there is no experience more thrilling than seeing the sun rise or set from a plane. The breadth of the horizon is what makes it such an exciting view. One thing which can be unbelievably beautiful is sailing above a cushion of light billowing clouds, glimpsing here and there deep black chasms through which you may or may not catch a view of the ground below. I remember especially one interesting view from a plane. We were going up through the clouds and taking off from Seattle. Above, the sun was shining on the glistening, snowcapped top of Mount Rainier. It was dazzling, and everyone in the plane felt they had seen an unusual sight.

[Malvina Thompson:] I don't know how many of your listeners will be able to enjoy the thrills of flying, but I'm sure many thousands will see some of our beautiful national parks. What can you tell us about them, Mrs. Roosevelt?

[ER:] Well, the only park I ever camped in is the Yosemite [National Park]. But I'm sure that every one of our national parks has a distinct character all its own. I have an especially warm spot in my heart for Yosemite, and I feel safe in saying that I enjoyed that trip almost more than anything I've ever done. The rangers who looked after us on that trip were just as courteous and helpful as they could be. We were camping on a little lake, high up in the mountains nearly eleven thousand feet above sea level. The rangers were there stocking the lake with fish, and they tried to teach me how to catch trout. I was convinced beforehand that I never could learn, and my performance finally convinced them also. You probably noticed the result when we revisited Yosemite for two days this year. You recall, Miss Thompson, that the chief ranger showed us some movies in which I was finally relegated to cleaning the fish they caught?

[Malvina Thompson:] Yes, I do remember, Mrs. Roosevelt. And I also remember the exquisite review of the Florida Valley and the big trees in the Mariposa Grove. I've always been glad, however, that I didn't

go with you on that first camping trip to Yosemite. I'm sure that I would have fallen off my horse much less gracefully than did the friend who was with you.

[ER:] Yes, I shall never forget my feelings when I look back after fording a stream to see my friend's horse placidly lying down in the middle of it. After my friend had left the horse's back, the animal rolled over with great joy and my friend emerged dripping wet.

[Malvina Thompson:] Well, I suppose even being doused in a mountain stream goes under the heading of vacation fun. I wonder, Mrs. Roosevelt, if there is any one particular place that you would like to visit this summer if you were planning a real vacation.

[ER:] I think I would like to go to New Mexico and Arizona and take some of the trips planned for their Coronado Exposition Celebration. It is delightfully cool in those mountains, even though the desert is very warm. And from what I've been told, this celebration promises to be very interesting and well worth seeing. (45:05)

[Malvina Thompson:] I know from past experience that once you set your mind on visiting a certain place, sooner or later we will make the trip. So, I guess it won't be long before we'll be in New Mexico and Arizona. Now in the last seven years, you've been in a great many large cities and almost as many small places off the beaten track. I know that experience has taught you how to evaluate what you see in each place. Perhaps your radio listeners would like to know how you manage to see and learn so much in the brief time that you spend in each place.

[ER:] I think anyone who confines his interest in a vacation trip to the scenery alone is missing a great part of the pleasure. The way people live in the various parts of the country, the varying conditions of business and farming, all of those things are extremely instructive and fascinating. I have learned to tell, by the condition of the houses and outbuildings, whether a farming community is doing well or having a hard time. And the fields and hillsides show whether the soil is rapidly disappearing through erosion. In an urban community, I can tell by the condition of the institutions whether the people in that community are interested in what happens to their fellow human beings. I can gather, by talking to people, whether there is a spirit of optimism or pessimism in a place. And in driving about the various parts of the country, the housing question is an open book. You must remember that I've had a long period of training, and what I learn about one place helps me to evaluate what I see in another. Everyone should try to acquire such a training. There are still many, many places I should like to visit some day: Alaska, Hawaii, Mexico, in fact too many to enumerate. And it is very pleasant to anticipate these visits, though at present, they do not seem very close at hand.

[Malvina Thompson:] For my part, Mrs. Roosevelt, I agree that there are many more places that I should like to visit. But one of the fortunate things in being your secretary is being relieved of the problem of selecting places to travel. I often feel very much like a human typewriter on wheels which is hitched along like a trailer on your travels.

[ER:] [ER laughs] Well Miss Thompson, I don't know any typewriter on wheels that I'd rather have along. And thanks ever so much for your help today. (47:30)

[Ben Grauer:] And thank you very much, Mrs. Roosevelt. The good old summertime, ladies, can be anything else but good for your complexion. Now's the time to be extra careful. You'll find pure, gentle SweetHeart Soap a grand first aid to summer loveliness. When outdoor days in the blazing sun strike at the fine, smooth texture of your skin, SweetHeart's wonderful purity helps it defend itself and stay soft and velvety as ever. So, with the backless dresses and bathing suits as revealing as they are this year, you'll most certainly want to make SweetHeart Soap your top-to-toe beauty cleansing care. And you can well afford to because just a very few pennies buys you a big, long-lasting oval cake. Make up your mind right now to make SweetHeart your summer beauty soap, and see if you don't agree that there's no other soap like it. Now, it's time to say goodbye until next Thursday, when Mrs. Eleanor Roosevelt again comes to call on her countless friends and admirers from the Atlantic to the Pacific. In the meantime, treat yourself and your family to the fine product that brings you these programs: SweetHeart Soap, famous for fifty years as the soap that agrees with your skin. And be sure to be with us next Thursday, same time, same station when you'll again hear *Mrs. Eleanor Roosevelt's Own Program*. This is Ben Grauer speaking.

[NBC Announcer:] This is the National Broadcasting Company.

[NBC Chimes]

(49:19)

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