

THE ELEANOR ROOSEVELT PROGRAM

June 18th, 1951

Description: In this segment, ER discusses the UNESCO gift coupon plan.

Participants: ER, Elliott Roosevelt, Ben Grauer

[ER:] How do you do? This is Eleanor Roosevelt. Every Monday through Friday my son Elliott and I have the opportunity to visit with you in my living room at the Park Sheraton Hotel in New York City. Each day, it is our desire to bring interesting guests that we are hopeful you will enjoy meeting. Elliott, will you tell our listeners today's plans?

[Elliott Roosevelt:] Alright, thank you, I will. For one hundred years, the watchful eye of the Pinkerton National Detective agency has been bent on criminals, bandits, and wrongdoers everywhere. The agencies' secrets are deeply interwoven with the secrets of American politics and big business. *The Pinkerton Story*, a book by James D. Horan and Howard Swiggett is going to be retold for us today by the authors themselves, Mr. Horan and Mr. Swiggett. You will meet them shortly, but before their visit with Mrs. Roosevelt, there's some mail to go over and a message to be heard from the sponsors who make this recorded program possible.

[Pause from 1:07-1:26]

[ER:] Perhaps you have heard me speak before about the UNESCO gift coupon plan, but I want to mention it today because so many people write to me asking what they can do to help the United Nations. I like the gift coupon plan because it offers a way in which everyone of us can take part in an international program. One of the objectives of UNESCO, the United Nations Educational, Scientific, and Cultural Organization, is to get badly needed equipment for schools in Europe which were destroyed by the war, or to teachers and schools in underprivileged countries throughout Asia. It is hard for us to believe that in many schools, there can be no science classes because there are no such things as test tubes and microscopes, that teachers cannot get globes and maps and filmstrips and other tools for modern teaching. Now, by selling the UNESCO gift stamps, which come in denominations of twenty-five cents to their members, an organization can raise money for such equipment for a school which has been specifically selected by the group. The stamps are red and white and carry a picture of the UN headquarters. Forty of these make up a gift coupon worth ten dollars, which are sent for the club to the school, together with a friendly note and our exchange by the school for equipment very much like a gift coupon in our own department stores.

For five years, UNESCO has been receiving lists of such needs from schools in many parts of the world, which they have now made into projects which can be adopted by organizations. A project might provide books for the first public library in India, braille typewriters for a school for the blind in Solun [Thessaloniki], kitchen equipment for a nutrition course in a school in Greece, a radio receiver set for a girls school in India, blackboards for the forty-thousand Arab refugee children, who still go to school in tents in Lebanon and other Middle East countries. Or say, equipment for the very first dental college at the University of Rangoon. The low cost of the UNESCO stamps makes it possible for many individual donors to share in the cost of one gift and gives an opportunity for children and young people to participate as well as older people. It seems to me, too, that by selling gift stamps to finance a specific project, the membership of a club learns a little bit more about another part of the world and at the same time helps to educate their club and their town in the purposes of the United Nations and UNESCO. On the other hand, we're giving other peoples the tools to help themselves and it seems to me to be one of the

most practical demonstrations of friendship I know. Perhaps your group will want to take on the UNESCO gift project this year. You can get all the details by writing to UNESCO United Nations New York.

[Pause from 5:02-5:17]

[Ben Grauer:] Friends, this is Ben Grauer speaking. 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 will thrill the penny-wise 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. Here's Elliott with a listener letter.

[Pause from 6:24-6:50]

[Ben Grauer:] And before we meet today's guest, I'd like to have a word with the ladies. You know, I've been telling you about wonderful Habitant soup for some time now and perhaps many of you are wondering just where the name Habitant came from. Well, it seems that, centuries ago, the colonists who came from Old France to settle in Quebec province in Canada, brought with them the secrets of superior French recipes and cooking techniques and these have become traditional. They're handed down from generation to generation among the farm folk, or the habitant, if that's the way you say it, the habitants of old Quebec province. Well, now you and your family can enjoy the extra special habitant flavor created by these old-fashioned French recipes. So, for hearty, satisfying nourishment, for wonderful flavor, try Habitant vegetable soup, Habitant pea soup, and Habitant onion soup. All three come in the yellow cans and all three have been granted the *Good Housekeeping* seal plus the seal of *Parent's Magazine*. Now Mrs. Roosevelt is ready to present her guests for today.

[Pause from 8:03-8:12]

[Ben Grauer]: Yes, just a moment's pause for identification in Mrs. Roosevelt's chat with James D. Horan and Howard Swiggett, authors of the *Pinkerton story*, this is WNBC AM and FM New York and you're listening to the *Eleanor Roosevelt Program*, recorded from Mrs. Roosevelt's living room in the Park Sheraton hotel in New York City.

[Ben Grauer:] Wouldn't you like to make a child's dream come true? There are over fifteen hundred boys and girls who are dreaming of a summer holiday at one of the Community Service Society's three vacation camps. Fifteen hundred kids who, for very special reasons, need to get away from city streets more than most children. You can make their dreams come true by sending a modest contribution to the Community Service Society at 105 East 22nd Street, New York 10, New York. A gift from you will help transport some of these boys and girls into another world, a world of trees and cows and swimming holes. Why, some of these kids may never have seen a cow before. A gift to the Community Service Society Summer Program will literally make their dreams come true and it'll make you feel good, too. So why not sit down and write a check or drop a money order to the Community Service Society at 105 East 22nd Street, New York, New York. This again is Community Service Society, 105 East 22nd Street, New York 10, New York. Here again is Mrs. Roosevelt.

[Pause from 9:46-9:53]

[Ben Grauer:] And Mrs. Roosevelt has just concluded her interview for today with the authors of that book about the world famous detective agency, *The Pinkerton Story*, Mr. James D. Horan and Howard Swiggett. Now, here's a message from the makers of Joy.

[Pause from 10:09-10:15]

[Ben Grauer:] This has been the *Eleanor Roosevelt Program*, recorded in Mrs. Roosevelt's living room at the Park Sheraton Hotel on the corner of 55th Street and 7th Avenue in New York City. Today, Mrs. Roosevelt's guests were the authors of the recently published volume, *The Pinkerton Story*, James Horan and Howard Swiggett, discussing with Mrs. Roosevelt their book about the world famous detective agency. Tomorrow, our guest is one of America's best known editors, uh Russell W. Davenport, co-author with the editors of *Fortune* of the book entitled, U.S.A, the *Permanent Revolution*. Mrs. Roosevelt and Elliott Roosevelt will be with you again tomorrow with Russell Davenport as guest and every day, Monday through Friday from 12:30-1:15 PM. 'Til tomorrow then, this is Ben Grauer bidding you good afternoon.

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