

THE ELEANOR ROOSEVELT PROGRAM

March 8, 1951

Description: In the opening segment, ER and Elliott Roosevelt respond to a listener's question about military promotion policies regarding age and experience. In the interview segment, ER's guest is Eugene Gilbert, founder of Gilbert Youth Research Organization, an enterprise that surveys youth for information that helps advertising.

Participants: ER, Elliott Roosevelt, Eugene Gilbert

[Break 0:00-0:07]

[ER:] Good day, this is Eleanor Roosevelt. Every Monday through Friday my son Elliott and I have the opportunity to visit with you here 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:] Thank you, Mother. I think our listeners are going to agree that today's guest has one of the most novel and unusual stories to tell that has been heard over the air in some time. His name is Mr. Eugene Gilbert. Mr. Gilbert is founder of the Gilbert Youth Research Organization, a really unique business enterprise. Mother has received a letter from a fellow officer of mine in the Air Force. I'm going to ask her to spend some time discussing his problem, because it touches a great many men who served in the Air Force in the last war. But before we get under way, a word from our sponsors who make this recorded program possible.

[Break 1:14-1:25]

[Elliott Roosevelt:] The letter we have today, Mother, is a very long one. But it is so interesting that I'm going to read all of it and then we can discuss the question posed by Irving Pearlman of New York who is a first lieutenant in the Air Force Reserve. Here it is, "In September 1941 my brother Leonard was a second lieutenant and I was awaiting my appointment as an aviation cadet. Len-Len and I were on the opposite sides of the world and we did not see each other for five years. After we both were separated from the service we opened up this store and have struggled to establish ourselves." Their store is in Greenwich, Connecticut and they're distributors of appliances. "In the good old American way of free enterprise, we pooled our savings, borrowed from relatives and friends, and kept going without drawing any salary for two and a half years. Our wives worked to help us while we were living with our in-laws. All during this time Len attended reserve officers' meetings while I spent my weekends flying with the air force reserve. In 1948, Congress in a wave of economy caused the air force to deactivate many units. My squadron was one of those hit, so I became a member of the volunteer air reserve down at 67 Broad Street. I travel twice a month from Greenwich, Connecticut to attend our meetings. About a year ago our business came out of the red and we were able to draw a small wage. Our reputation built up by good will et cetera. is slowly snowballing, so today we find our business a household name in town. Last month my brother was recalled to active duty. I expect to be called back shortly. We have no one to keep our business going if I get called back in. Oddly enough, Len and I don't consider this bit of fate cruel. We've always had full knowledge as to what would happen to us as reserve officers in case of an emergency. Our wives were prepared for this, but it still is a hard blow to them. When we read how mothers of eighteen, nineteen, and twenty-year-old eligibles lament the fact their children may have to serve their country, I wonder what they would say to our background. I'm sure we are just a couple of veterans out of

tens of thousands in the same boat. Yet what good is a business if we haven't the country and the freedom for it? To take seed, grow, and thrive. Having an appliance store, I am very lucky to hear your program every day while one of the radios we have is tuned in for all to hear. I get a big kick when Elliott and you discuss some of the exploits of the air force. With all your topics of interest that you discuss over the year, there is one I'd be very interested to hear. Because of your position in the life of our country and with Elliott's rank as general, I wonder if you can get information that is a topic of discussion at every one of our reserve meetings. By far in number a large majority of us are first lieutenants. We are overage in grade as soon we reach the age of thirty-three. Most of us are well aware that we will not be used for combat flying or any flying. To us that seems a crying shame. You'd think that not flying in combat would be a great relief to us all, especially those of us with families and obligations in life we have now that we didn't have seven or eight years ago. Yet strangely enough there is still a spark of patriotism, if you care to call it that--that still exists. As reservists, we still are such because of choice. Because of this mental attitude we still acquire points through attendance of meetings, taking air force extension courses et cetera. The air force has frozen all promotions. Every day seems more-- sees more and more combat veteran pilots reaching thirty-three years of age. On February 25 I'll be thirty-three. I have fourteen hundred flying hours; many have many more than that. But because of this freeze in promotions we may never be used. Don't you think this is a waste of tax payers' money, a waste of experience? Many of the boys including myself have gone back to the gyms to get ourselves back into shape. No one is forcing us, there are thousands doing this. Just think of the leadership that exists in this force of man-power that wants to be used. All combat men are fully mature. If shortages get worse I'll have to close shop anyway. Certainly if this country is fit to live in, it's fit to fight for. Your opinions on this would be most welcome. I've written to two congressmen for some clarification of this promotion setup, but no luck." There's the letter and you take over and then I'll comment. (6:42)

[ER:] Of course I think it's a tremendously interesting and a very fine letter. Uh first of all, I'd like to deal with the business end of it. I wish these boys who have businesses going and whose wives have helped them in the work would consider something that perhaps may be utterly impossible but I think might work out. Namely that their wives if they can go on in advisory capacities or in whatever way they have, and that they try to contact um well something like Dr. [Howard A.] Rusk's uh-uh employment Bureau you know that [Henry] Viscardi, [Jr.] runs called Just One Break, and see if there aren't among some of the handicapped veterans or some of the handicapped people that they know some people who have the business experience and could come in for very small salaries and uh run that business through a period like the-the war period if there is an all-out war or if they are called into service in this preventive war period. Uh now on the subject of uh-uh the-the draft and so forth, I of course am a firm believer that we should draft um eighteen- year- olders and we should have a period of training, universal training now to me seems absolutely necessary. If the day ever comes, as I hope it will, when all nations cut down on um their um armament and I am praying that that day will come and we simply have a built- up force within the United Nations and each nation keeping that quota then universal military training might not uh-- might be modified to a great extent. But I think for the strength of the nation that makes sense. Um I uh--I would not call if I possibly could help it um these young uh veterans who have just started in business and who are finding it um beginning their lives uh in a family way until the need was essential uh it apparently is in certain cases now and they will have to go. Oh and when that happens I think his attitude is the right one. I don't know about the technical points that he brings up, I think his congressman should find out. You may know more about that than I do, and I would not be able to comment on that promotion angle and the-the actual flying of the veterans who are thirty-three and—

[Elliott Roosevelt:] All right, shall I take over and discuss that phase of it? Uh [ER: You take over and discuss that.] I will first of all state that this is my opinion and uh is certainly should not be taken as that of an expert on the subject because the whole system of promotion and the whole system of calling of uh reservists back to active duty is one that is constantly changing and there is a constant uh change in the rules and the regulations as they need the manpower. But in the first place, I'd say that being a member of

the active uh inactive reserve ah subject to call and uh being one of the volunteer reservists, uh he will- and he will probably be called very shortly because they're planning on calling all air force reservists. Uh when he is called, being a flight officer, he will be put back on a flight job either in training or in a combat or transport unit. Uh I'm not familiar with the type of flying that he has done whether he's flown fighters or uh transports or bombers or just what he has flown, uh so I'm not in the position to say in what I think he probably--what kind of duty he will be assigned to. But I would say he will undoubtedly be used where his flying experience is best qualified. If by any chance he is thrown into the training command his chances of breaking the freeze for promotion uh are less than they would be if he is put into a combat unit. If he goes into a combat unit it is my opinion he will have a chance to fly combat if there's any combat around that needs to be fought, and his chances of promotion are uh are perfectly good from there on out. His chances of promotion as a volunteer reserve on inactive duty are absolutely nil. He uh will be given a chance for promotion as soon as he is gone back on active duty and depending to a certain extent on the type of work that he does. (12:17)

[ER:] I'd like to ask you a question because it was brought up to me the other day. I was talking to a youngster who um is just finishing his high school years who already has his pilot's license but not his commercial license. Um he wanted to get into the air force and told me that it would be impossible because it was now um frozen and you couldn't enlist in the air force, is that right?

[Elliott Roosevelt:] No, you can enlist in the air force and you can uh-uh apply for aviation cadet training.

[ER:] Even [Elliott Roosevelt: The fact that--] if you won't get out until June of school?

[Elliott Roosevelt:] Oh yes, but he undoubtedly be sent back uh for-to school and will be held on uh the reserve call list until after he has completed two years of college. Uh—

[ER:] Really? Why?

[Elliott Roosevelt:] Uh not being--they don't take aviation cadets for flight training until after they have-uh unless they have a certain uh-uh educational standard, and high school training is not enough. Uh as far as—

[ER:] But he is eighteen or past eighteen.

[Elliott Roosevelt:] That's true but his best chance of getting into aviation cadet training is to uh try to enlist for that and possibly be sent back to a university in-in order to get the remaining part of his education.

[ER:] I see. Well—

[Elliott Roosevelt:] I think that we now have to conclude this part of the program and uh I would like to deal with some of those questions further on another broadcast. So we'll now turn the program over to our announcer.

[Break 14:00-14:12]

[Elliott Roosevelt:] Today more than ever, stress is being put upon the importance of the youth of the country, their responsibility in the world picture, and also more than ever the opinions of teenagers are being respected. A young man only twenty-four who is Mrs. Roosevelt's guest today was the first to recognize these facts and is here to tell us about the business he's built up because of it and what he has discovered about youth. Mother, will introduce your guest to our listeners?

[ER:] With pleasure, Elliott. He is Eugene Gilbert, founder and head of the Gilbert Youth Research Organization. I'm happy to present to you Mr. Gilbert.

[Eugene Gilbert:] Thank you very much Mrs. Roosevelt, thank you very much Elliott.

[ER:] First Mr. Gilbert, will you tell our listeners just what service your organization preforms?

[Eugene Gilbert:] We take surveys among young people throughout the United States. We have twelve hundred high school and college students that get information for us through the schools that they actually go to. We get information for large commercial concerns which they in turn use for their own advertising or merchandizing plans.

[ER:] Well, what gave you the idea and how did you get started in this?

[Eugene Gilbert:] Well, when I was in college I noticed a great lack in interest in advertisers' plans for young people, I realized the young market was an important one and I realized that the reason that they had this lack of interest because-was because primarily they weren't educated to the importance of young people and what made them tick. (15:45)

[Elliott Roosevelt:] Mhm

[ER:] That's very interesting. Uh how many clients do you have now among the big um firms?

[Eugene Gilbert:] Well I-I have about twenty-five, [ER: Have you really?] one of them being the National Broadcasting Company. We do all of the youth research for the National Broadcasting Company.

[Elliott Roosevelt:] uh-huh That's very good. [Elliott Roosevelt laughs]

[ER:] Well that's very interesting. Well that's [ER laughs] - that's [ER laughs] wonderful. Well now um from your most recent surveys, what have you found that youth thinks about primarily during these days of difficulty and stress?

[Eugene Gilbert:] Well basically the draft and universal military training uh those-those are the things that are on their mind as far as basic national crisis emergencies.

[ER:] What do girls think?

[Eugene Gilbert:] Well they're a bit little concerned about what's going to happen to the boys [Eugene Gilbert laughs].

[Elliott Roosevelt laughs]

[ER:][laughs] Yes I found that and I wondered whether you had found the same thing! [ER laughs]

[Elliott Roosevelt:] I have a teenage daughter and that is one of her primary worries [Elliott Roosevelt laughs] right now!

[ER:] I-I- um I think that it's natural that those should be um the things they talk about most. What do you think they feel for instance about universal military training?

[Eugene Gilbert:] Well we just finished a study on universal military training for one of the large corporations and we went to fourteen cities and talked to a hundred-- seventeen-hundred and fifty-two people, actually uh six hundred of 'em were parents and the remainders were young people, graduating students in high school and several college students. We found most of them disliked the idea but of course you can understand why. Basically it's gonna throw most of their plans into a cocked hat because many of them expected to go to college and many of them graduating college expect naturally to go into their own professions. The younger ones however will be more uh less adverse to the situation because they'll be more prepared for it.

[Elliott Roosevelt:] Yes.

[Eugene Gilbert:] However when it came-became a question of whether they prefer universal military training over drafting, ninety-one percent of the college students said they'd prefer m-universal military training, and eighty-five percent of the high school boys did. And that's understandable too; they get a certain amount of time in universal military training and if the crisis is not too serious they uh are out. In-in draft situation they may be in for much longer period of time.

[Elliott Roosevelt:] Mhm.

[ER:] Yes, that's perfectly natural. But I wonder what did you find among the parents?

[Eugene Gilbert:] Well the parents naturally uh the parents are a little bit confused. The-the-the mothers dislike universal military training. Fifty-three percent of them dislike it compared to fourteen percent that like it and strangely enough the fathers think that universal military training is just about equal. (Eugene Gilbert laughs) thirty-one percent like it and thirty-one percent don't like it and almost forty percent have no opinion one way or another. (18:32)

[Elliott Roosevelt:] Uh-huh

[ER:] Um it's [Elliott Roosevelt: I--] very interesting; I beg your pardon Elliott.

[Elliott Roosevelt:] Excuse me, I just thought uh thought of a question that I'd like to ask of Mr. Gilbert and that was uh- uh why would a major corporation be interested in this problem?

[Eugene Gilbert:] Well basically because uh many major corporations [Elliott Roosevelt coughs] are concerned with young people as a labor force and one of the factors that they're involved with uh during the last war they found young people to be uh migrating labor uh in fact almost vagrancy labor is the hardest thing in the-in the um labor force situation to keep these youngsters between the ages of eighteen and nineteen and twenty glued to one job because they're restless themselves. [Elliott Roosevelt: Oh yes. Mhm.] And this came as one of the objectives in determining this labor problem. One of the questions that we incorporated in this was universal military training and young people's attitudes.

[Elliott Roosevelt:] Mhm.

[ER:] That's uh very interesting but I wonder whether uh you found that any of them had given any serious thought to um the value of having universal military training to um keep a nation strong and at peace.

[Eugene Gilbert:] Well I-I again will go back to the point that if they're prepared for universal military training and the younger teenage boys will be, why they would give it a lot more serious thought and-and they wouldn't be quite as uh let's- let's uh let's put it uh let's put it selfish in their own minds thinking they

were going to go to college and-and going to have to lose eighteen months or twenty-four months of that college.

[Eleanor Roosevelt:] Of course it doesn't occur to them that if anything really happened to the country it wouldn't do them any good to go to college.

[Eugene Gilbert:] And that's true. It-It occurs to them uh a little bit too late as it did before the-the-the before the last war. Many young men were quite unhappy about the draft situation, but when they realized the critical status of the world they-they found that it was a necessity and-and uh more and more if-if-if the press and if the radio and television and the other methods of communication would do a little bit more as I think in educating young people, you'd find this universal military training problem a little bit less difficult. Now let's put it this way, young people have absolutely nothing to say one way or the other about universal military training, but if universal military training does come about, and chances are that it may, it's logical enough that ah they should be indoctrinated into it so they don't come in with any hard feelings.

[Elliott Roosevelt:] Mhm.

[ER:] I-I entirely agree. And I think it's too bad that young people don't have more to say. Um I think they should be heard and uh but in order to be heard I think they should have be prepared by their education and that's something I'd like to ask you about. What are the most serious shortcomings in the high schools as the teenagers see it. I know what I think of, but what do they think?

[Eugene Gilbert:] Well, perhaps you and they think the same thing. Most teenagers think that--at least most teenagers that go to high school do not go to college. Uh unfortunately most of them can't afford to. We know that there is a larger percentage of college students today then ever before. But in the main, most of them go into the commercial world [Elliott Roosevelt: Yes.] and they feel that the high school training they received does not give them any of the practical advantages of going into the commercial world. They learn quite a bit about English and algebra and some of the foreign languages, and yet many of them feel that they're not trained manually as far as the boys are concerned, professionally as far as the boys are concerned, and as far as the girls are concerned secretarial. Many of 'em claim that the high school should train them to become good mothers and fathers. (22:10)

[Elliott Roosevelt:] Mhm.

[ER:] Yes I think that's rather an important part of it but I should think also almost more important was to-to really know uh more about your country and um how it was-how it was managed and uh what your part in the management was and it seems to me they come out with very little knowledge of that.

[Eugene Gilbert:] Very little knowledge of that. Very little Mrs. Roosevelt.

[Elliott Roosevelt:] And also there's an appalling ah lack of knowledge of our form of government and what our responsibilities as we come to the age of twenty-one what they---those responsibilities really are [ER: I've found] in order to make this form of government work.

[ER:] I've-I've found of course because in a democracy or in a representative republic which ours is, um each person has to have a sense of responsibility otherwise it doesn't work it's run--it-it gets into the hands of professionals and it isn't any longer something that belong to the people and then suddenly something bad happens and everybody blows up and they forget it's because they haven't used their own particular um chance to control their own--haven't had the sense of responsibility. But um I've always felt that nowadays um in the schools they really should learn not only about their own country, but also a little

bit about the United Nations. I get the funniest questions I get from grown people. Every now and then a question: why don't I do so and so? If they knew anything about the United Nations they knew-would know that it had nothing to do with me, that I had absolutely no connection with so and so, do you see whatever it may be! And it's an eye opener as to how much actually in a community because your education is what the community wants, isn't it? Um really is-- doesn't interest the community; therefore you don't get it--the chance to get it.

[Eugene Gilbert:] You-you miss that completely in-in high schools, and-and that's one of the things that they are very-a very serious shortcoming of the high schools today just exactly what you were talking about.

[ER:] Mhm but the young people sense that more the practical things that are missing. The fact is the things don't give them a-a chance to enter the labor market better equipped.

[Eugene Gilbert:] Well that-that is basically because um they-they have never been exposed to the importance of-of uh thinking in-in terms uh of the government and their importance in the government and then they come out into the uh economic system for the first time and they determine the fact that they're not equipped just to make an uh good or substantial living for themselves. So they come into a lot of problems basically which are a little more personal to them than uh their part in the government unfortunately.

[ER:] Mhm I—

[Elliott Roosevelt:] Mother, may I interrupt right here and uh turn the program over to our announcer and then we'll come right back to this very all- absorbing subject.

[Break 25:23-25:32]

[Elliott Roosevelt:] And now, Mother, would you start in again on our interview with Mr. Eugene Gilbert ah who seems to have a good many of the answers to what the youth of America is thinking today?

[ER:] Yes, I-I'm very anxious to ask him this next question. Mr. Gilbert, um it has been said that young people today have no serious thoughts of the future, do you think this is true?

[Eugene Gilbert:] Well no because if-if they had no serious thoughts of the future, they wouldn't be complaining so much about the shortcomings in high school and they wouldn't be so concerned about universal military training and many of the other problems that are coming about today. And uh many of them naturally are-are-are are not primarily interested in what goes on outside of their own little world but most of them are interested specifically in what's going to happen to them as it pertains to the government and as it pertains to the world situation.

[ER:] Yes, I think that's completely true. Ah I think that in many ways they're more serious than they uh were in previous generations. Uh what influence do you find that children and teenagers have on the American home for instance?

[Eugene Gilbert:] Well from-from a standpoint of a manufacturers of commodities they have a tremendous influence. They not only influence the purchase of small goods like candy and soft drinks but many manufacturers of products like automobiles, specifically aim their program at young people, so that they can get young people interested in their particular brand or type. In fact it has been said uh not becoming commercials that if a teenage boy goes into a-a showroom of an automobile manufacturer, that

the salesman should try to sell the teenage boy instead of the mother or father because he'd find that after getting the teenage boy convinced, he's got his best selling tool.

[Elliott Roosevelt:] Is that right?

[ER:] [laughs] That's very interesting. Well I know for instance that when my grandchildren are around, um I have a lot more soft drinks then I have at any other time. [ER laughs]

[Elliott Roosevelt:] Yes but I think also probably for that reason you find these toys that are brought out for the very young and some of the manufacturers vie with each other to have a certain automob-style of automobile on the toy counters for the kids to buy and I notice with my very young ones that they are specific in which kind of a toy automobile they want. What model.

[ER:] [laughs] Well that's amusing.

[Eugene Gilbert:] Well the-the the big-the automobile companies realize the stake in-in youngsters and naturally if a product is-is as expensive an automobile it's even more important with the smaller products around the house.

[Elliott Roosevelt:] Oh yes, [Eugene Gilbert: Well, well--] all the food lines—

[Eugene Gilbert:] Well-well-- oh certainly. And-and a lot of parents have been through heights of the depression- last depression which made things uh new purchases such as new furniture or television set going that far, something as a luxury item, where the youngster that hasn't been through that particular period feels it's a necessity to keep up with his fellow classmates and to be recognized as someone that is in the crowd as the expression might go. (28:41)

[Elliott Roosevelt:] Mhm yeah.

[ER:] Hm I suppose that true. Well in your surveys on youth, what have you come across that amused you particularly, or amused your clients for instance?

[Eugene Gilbert:] Well this-this is a little cute incident on radio. We did this study for the National Broadcasting Company and one of the problems that we came about was how young could we go to find out whether youngsters listened to radio or not. So uh one of the National Broadcasting Company executives went with me to the public library in New York and saw a little six-year-old boy. I approached him and said, after clearing with his mother exactly what I was going to talk to him about, I said "Uh do you listen to the radio" and he said "No" and I left it go at that. This was pre-television, this was about three years ago, and uh he said, "But I used to listen last year" and I said, "You used to listen last year and you don't listen now?" He said, "Yes it got so silly I don't listen anymore!"

[ER and Elliott Roosevelt laugh]

[ER:] That I think is lovely! I-I wonder what he thought-what he thought silly and what somebody else might think silly would probably very different things though! But if you uh I suppose if you really um find something that children will listen to and um keep quiet in the house that's something that the families going to want for their home.

[Eugene Gilbert:] Oh sure.

[ER:] Well now you've already said that as a market, the manufacturers um it's-it's really very important. Would you say that it was a large market?

[Eugene Gilbert:] Oh uh young people under the age of twenty-one represent over one- third of the total population of the United States. And not only that, but um one- third of all first- born children, first child in the family, are-are brought into the world by mothers under twenty-one so this youth market, there's very little difference between a girl that's eighteen today that's unmarried and a girl that becomes married tomorrow. Her brands and her thoughts and all the uh things that she has been brought up with remain with her. She just doesn't start to think of a baby food or she doesn't start to think of the things she'd like in her home. She is indoctrinated before that and so many of the manufacturers of products that you would think have nothing to do with children or nothing to do with teenagers are doing a lot of merchandizing and advertising to the teenage group.

[ER:] That's very interesting; just go on for the uh future. Well, now it can't be a very large spending um group at that age, but I suppose it's the numbers that count.

[Elliott Roosevelt:] W-Well it's the influence that they have on the pocket books of the parents.

[Eugene Gilbert:] Well I think uh you're right in both cases except saying that it isn't a large spending group it happens to be a very substantial spending group for one reason. The average teenager, the average teenage boy between the ages of thirteen and twenty has about fourteen dollars a week that he has as an income both in-in allowances and in extra earnings. The average teenage girl has about ten dollars a week. Well now compare that to the adult, the man that uh his father or her father that became engaged and married and started to make thirty or thirty-five or forty dollars a week, all that money went into obligations into the house. This ten or fifteen dollars a week that the youngster has today is spent in any way, shape, or form that the youngster wants to spend it, and it adds up to a market from the ages of eighteen to twenty-from the ages of eight to twenty of uh about nine to ten billion dollars a year in expendable income. (32:12)

[Elliott Roosevelt:] Oh my goodness.

[ER:] That is tremendous! Uh now do you find in your surveys that the teenage girl is interested in things that are domestic and things that go on at home?

[Eugene Gilbert:] Well one of the most startling things that I uncovered was for a-a-large manufacturer of slide fasteners when we tried to find out about home sewing. I never realized that the teenage girl today was interested in things like home sewing and yet we found out that fifty-six percent of all teenage girls throughout the United States do some sort of home sewing.

[Elliott Roosevelt:] Mhm.

[Eugene Gilbert:] It's a startling statistic I don't know what it was ten or fifteen or twenty years ago, but they are interested in things of that nature. They're interested in saving and they're interested in uh staying around the house doing things that are completely contrary to this so- uh called age that uh many adults are branding youth about.

[Elliott Roosevelt:] Well of course I think it's perfectly ridiculous for adults to uh brand youth as being uh completely haywire and uh not at all uh cognizant of important things because I notice my own daughter for instance she makes her own-a good part of her own wardrobe and uh she's no different from any other teenager that I can find in high school.

[ER:]Um I suppose they're a very good market for sports things aren't they?

[Eugene Gilbert:] Oh definitely.

[ER:] Both boys and girls.

[Eugene Gilbert:] And-and not only that Mrs. Roosevelt, but many of the products that the adult market are wearing today are due to the influence that young teenage and college student actually have had, in fact if you look at what your son is wearing if I can come right back to you Elliott, your soft collar and your button down shirt and your tie and your suit and probably your shoes are due to the influence that maybe ten or fifteen years ago were brought about by college students.

[Elliott Roosevelt:] That's right.

[Eugene Gilbert:] And the average man does dress casually at home; he wears a sport coat because of the college student influence. (34:06)

[Elliott Roosevelt:] Mhm.

[ER:] That's true, that's perfectly true. Well now I'm coming back to my interest in politics and uh I'm going to ask you um whether in your surveys you have any feeling that young people who are not yet old enough to vote um carry any weight in their homes?

[Eugene Gilbert:] Well the thing that is overlooked by uh well as far as carrying weight in their homes yes, because many young people are of are-are in families where the father and mother are not particularly politically inclined and if they themselves become interested in one political party they can bring their message across to the mother or father in that way transferring their opinions into an actual vote. But more important, I don't think any political party and uh I'm not saying this uh of one direction or another really recognize the fact that every four years between elections ah ten million youngsters become of voting age, and let's take the last election where the entire voting population was fifty million where ten million represented t-twenty percent.

[ER:] I-You and I would agree I've always said that if you watched a crowd in a campaign, if a lot of children were there, now lots of people don't bother about them at all, but a candidate who draws a lot of children is almost always sure to be elected.

[Eugene Gilbert:] That's right. And uh-unfortunately many of the uh opposite powers, many of the--Hitler believed in that same type of thinking [Elliott Roosevelt: Mhm.] and the first thing he did when he was in power in Germany was to get the young people behind his [Elliott Roosevelt: the youth movement.]

[Elliott Roosevelt:] Yes.

[ER:] Yes regiment them --well do you think from your survey that most people feel they should vote earlier than twenty-one?

[Eugene Gilbert:] About ninety percent of them feel that way and they feel they're not going to gain that much uh education in three years and they also of course bring back the old motive that if they're old enough to go into service they are old enough to vote.

[ER:] And I agree with them entirely, I think they should vote.

[Elliott Roosevelt:] You-you think Mother that we should bring the voting age down to eighteen?

[ER:] Absolutely. I am perfectly sure—

[Elliott Roosevelt:] I think a lot of young people would be glad to hear that. [ER: I've said it before.] I'd like to ask one question before we have to end this uh-part of the program. Uh-Mr. Gilbert uh-where is your business located?

[Eugene Gilbert:] In New York City.

[Elliott Roosevelt:] Right here in New York City and what is the name of it?

[Eugene Gilbert:] Gilbert Youth Research.

[Elliott Roosevelt:] Right, [ER: Well--] I think Mother now it's time for us to end the program.

[ER:] Well thank you very much for coming Mr. Gilbert. I've enjoyed very much having you talk with us.

[Eugene Gilbert:] Thank you very much Mrs. Roosevelt.

[Break 36:36-36:40]

[Elliott Roosevelt:] And now it's time to close the program and to remind you that you've been listening to the Eleanor Roosevelt Program which comes to you each Monday through Friday at this same time, and this is Elliot Roosevelt speaking and wishing you all good day.

(37:01)

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