

THE ELEANOR ROOSEVELT PROGRAM

January 2nd, 1951

Description: In the opening segment, ER and Elliott Roosevelt respond to a listener's question about the merits of socialized healthcare. In the interview segment, ER interviews *Glamour* magazine editor-in-chief, Elizabeth Penrose.

Participants: ER, Elliott Roosevelt, Elizabeth Penrose

[ER:] Good afternoon, everybody, this is Eleanor Roosevelt speaking. I am happy for this opportunity of visiting with you today in your home. Each day I hope to bring you interesting personalities from various walks of life. And now Elliott will you take over and tell our guest's about our program?

[Elliott Roosevelt:] This afternoon, we're going to hear from a lady who has worked her way up to the post of editor-in-chief of *Glamour*, one of the countries outstanding magazines for the young girl with a job. It combines beauty and fashion news with practical articles on jobs, education, et cetera and our guest is Miss. Elizabeth Penrose, *Glamour Magazine's* attractive editor. Along with Ms. Penrose's recorded interview, we'll also have our usual question and answer period. But first let's hear from our sponsors.

(Break 1:00 - 1:05)

[Elliott Roosevelt:] Two little words are causing a lot of excitement these days and those words are Cellu-Weave a new process that is used only by the makers of Sitrue Tissues. How Cellu-Weave tissues are made is a secret of the Sitrue Company but what they accomplished is right out in the open for you to see with your own eyes. First, Cellu-Weave makes every Sitrue Tissue stronger. You can test it. Second, Cellu-Weave makes Sitrue more absorbent and softer too, but instead of my telling you about it, why don't you try a box? You'll discover that Sitrue Tissues are actually better than ever for all complexion care. Ask for Sitrue Tissues at your favorite store.

Most women will say it's not only the work of getting a meal it's the constant planning that's difficult. Today countless of thousands of smart housewives help to solve that problem by serving Golden Mix Griddle Cakes and Waffles at least three times a week. Delicious nutritious Golden Mix Griddle Cakes and Waffles are so easy to fix. You can prepare a whole meal in just a few moments and they're economical. It costs only a few cents to feed the whole family. Try Golden Mix Griddle Cakes or Waffles any time, for breakfast, lunch, or dinner. Here's something that will interest every listener, the makers of delicious Golden Mix for Griddle Cakes and Waffles are generously offering a full sized package of Golden Mix at absolutely no cost to you. Just send a card bearing your name and address to the Roosevelts, the Park Sheraton Hotel, New York City and in return you'll receive a special card from us which you can present at your grocers for a free box of Golden Mix. This is the last week that Golden Mix is making this wonderful offer. So write today. Address your request to the Roosevelts at the Park Sheraton Hotel, New York City.

Thanks to the revolutionary achievements of the Acousticon Company, the rich world of sound is again opened up to those now living in silence. All of you have--all you have to do is to send me your name or the name of that hard of hearing friend or relative and the Acousticon Company will send its hope-giving booklet describing the sensational new Acousticon hearing invention. Write for this free booklet today, to the Roosevelts at WNBC New York.

Here's an important message from the American Heritage Foundation. Friends would you deliberately sit back and see a child crippled if you had the power to avert such a tragedy? Of course not.

And yet in the next few years some several million of our children may be jamming in to crowded classrooms, working from out of date textbooks, receiving at the most a second rate schooling. That is one way of crippling a child for life. The job of averting such a tragedy belongs to each and every one of us. It's up to us to see that there are enough classrooms, enough teachers, enough textbooks, and supplies because if we don't we're short changing our children's future. What can we do? We can take an active interest in educational conditions in our community. We must work with local civic groups and school boards to improve present conditions by providing up to date equipment and encouraging more young people with a gift for teaching to enter the profession. Remember, better schools make better communities. Both will help preserve our heritage of freedom. Freedom is everybody's job.

You've been listening to the Eleanor Roosevelt Program which comes to you each day Monday through Friday at 12:30 and at 660 on your dial and this program originates from Mrs. Roosevelt's living room at the Park Sheraton Hotel in New York City. This is Elliott Roosevelt speaking and wishing you all a very good afternoon.

[Break 5:51 - 6:02]

[ER:] Have you got any interesting letter today?

[Elliott Roosevelt:] Yes, I do. I have a letter from a man by the name of Joseph Murrians of West Englewood New Jersey and he writes in and asks the following question. "The adoption of a compulsory public school system did not prevent our teachers from becoming some of the best in the world. Therefore, if our government adopts socialized medicine, why should it mean that our medical standards will deteriorate as is so often argued?"

[ER:] Well, in the first place our government is not proposing to adopt socialized medicine. The government's uh program is very far from any kind of a socialized um medical scheme such, for instance, as Great Britain has.

[Elliott Roosevelt:] Well, uh may I just interrupt there. I do believe that I've heard some of the proponents of ah some of the various programs such as Mr. [Oscar R.] Ewing. I believe Mr. Ewing has used the word socialized medicine and ah has been rather loose with the term.

[ER:] Well, I think he's used it without realizing um what it connoted to many people and what he really meant, I think, was that this was an improvement in social services. Which it most certainly would be. The administrations program, which is backed by labor to a very great extent, would be an improvement in our - in our all over social services and we know that we need something. But um that, of course, uh is not really uh the answer to the question. I don't think--

[ER and Elliott Roosevelt overlap]

[Elliott Roosevelt:] No, the question is [ER: Why--] why -- whether you would consider that if we did adopt a form of ah state ah medicine, ah that uh it that our medical standards would deteriorate? Because I understand the American Medical Association bitterly fights every single move that is made to bring in to being a state system. (8:31)

[ER:] Well, I wish I really knew and intimately understood the eighty-five pages of the bill that is now up. I don't. I haven't read it that careful, but the real thing that is important in medicine, of course, is that you should do no harm to your medical teaching uh colleges or to your research because those are the two um points where advancement is made in medicine. And um I think that under any um scheme we should preserve and very carefully see that we improve both our teaching colleges or universities is the part that deals with medical instruction and the research wherever it is carried on. I don't--I think that is really

where you get your improvements in medical science and your uh value um in the training of doctors and then, of course, in the opportunities which are open to them in the various hospitals for their- their training.

[Elliott Roosevelt:] Well, I have a question to ask of you because this has predicated this whole question on the fact that our teaching system in this country has produced outstanding teachers. In fact, the best teaching system in the world and yet ah we have an entirely private ah industry as far as medicine is concerned uh with very small support from our state and federal governments. But uh we still have, it must be admitted, uh one of the highest ah medical standards of any nation in the world. (10:42)

[ER:] Yes. What we're trying to do is not to um change our standards. What we're trying to do is to reach, with the medical knowledge which now is available, a greater number of people. And it's evident that we don't do that because uh in every graph that I can remember of young men, we have always found a large number of people who had to be rejected, and frequently rejected, for defects which if they had been treated when those young men were-were really young, were children, um might have completely disappeared and might have allowed them to grow up strong and healthy. Now that, of course, um is not-- perhaps you will tell me that that does not account for the discharges on--in mental health -- for mental health reasons, but it does account for many, many things uh which could actually have been treated and which were found uh because of neglect and to make people unfit for service. Now that's so among the boys, it's undoubtedly so among the girls to a very great extent, and I think that what our nation is trying to do is to get better general health to many of the people who cannot afford the prices uh which usually um go with complete medical care.

[Elliott Roosevelt:] Well, uh you know not so long ago we had Dr. Elmer Henderson on our program. Ah who is the president of the American Medical Association and also the new head of the World Medical Association. And he expressed a grave interest in raising the standards of-of um medical care so that they would reach all of the underprivileged parts of the world. I was quite interested -- is the American Medical Association, to your knowledge, doing anything about seeing to it that we solve the problem in our own country of the uh huge areas that are so poor that they cannot support a doctor and do not have hospitalization and care for people, ah are they doing anything to solve these problems and bring medicine? (13:28)

[ER and Elliott Roosevelt overlap]

[ER:] Well they've been asked many times to present plans and only lately have they begun to formulate any plans at all. Naturally, it would be impossible for them to solve ah without help from the government the difficulty of hospitals and of uh clinics and that sort of thing. That's--

[Elliott Roosevelt:] Yes, but they resent--they-they have no desire to allow the federal government [ER: Oh yes, they have] or state governments

[ER:] Oh, oh, oh, yes, oh they'll take buildings, it's only when it comes to --

[Elliott Roosevelt:] What do you mean they'll take buildings, they'll take ah--

[ER:] Oh they'll take buildings by the government.

[Elliott Roosevelt:] Do you mean take them over and own them or?

[ER:] Oh afterwards they will ah have them a under control or whatever it may be. But they will accept help- help from the government when it-when it just covers buildings, it's only --

[Elliott Roosevelt:] Yes, but somebody has to- to run those institutions.

[ER:] Oh yes, but that's where they don't want any interference.

[Elliott Roosevelt:] But supposedly government, which after all is the people, puts the buildings up but is-aren't the people entitled to run them?

[ER:] Well, I don't think they could run them to begin with, but perhaps they're entitled to devise the system under which they want them run. But we've gone away from this question a bit because it did have to do with public schools and I don't really think there is much actually uh in the um uh comparison between the public school system and the um public--and the-and the health system. For the reason that um while the states-the states control education and they do provide uh teaching facilities for teachers that are going to teach in public schools but um there is no real um, I suppose there is a control of a kind over the teachers uh, but there's no real control over the education of the doctors nor really over the education of the teachers beyond examinations. [Elliott Roosevelt: Hmm.] And um so that uh I don't--and I'm not so certain that I think our um teaching in public schools is always perfection any more than I think our system of-of um taking care of the health of the nation is perfection so I'd like to have an open mind on both scores . (16:03)

[Elliott Roosevelt:] Well, let me ask you just one question [ER: And try to do better.] let me ask you just one question in closing then. Do you believe that if we do adopt one of the various plans which are now accused of being varying forms of socialized medicine that it will mean a deterioration of our medical standards?

[ER:] No, I don't. I believe that it will be a help to general health if we could get through the administration bill and know it wasn't perfect and know that it had to be changed and improved, but get started on doing something experimental in this field where we need to do something and I'd like to see us do it in education too.

(Break 16:47 – 16:59)

[ER:] Women in the publishing world today have become more prominent and more influential than ever before. A field in which they well should have an important voice. As you know several such ladies have already been guests on my program. And today, another lady with still another magazine under her able leadership has come to talk with us. She is Miss Elizabeth Penrose, editor-in-chief of *Glamour Magazine*. I'm happy to welcome you to the program, Miss Penrose. (17:30)

[Elizabeth Penrose:] It's a really great privilege to be here, Mrs. Roosevelt.

[ER:] The title of your magazine would lead one to believe, Miss Penrose, that it is designed for the more frivolous side of life, is this true?

[Elizabeth Penrose:] Well, Mrs. Roosevelt, it seems anything but frivolous to me. I think possibly there's a great misunderstanding of the word glamour, and, in fact, within our own ranks we often debate the title. But the longer I live the more I've become convinced that in its profoundest sense glamour is that quality which more or less adds up the sum total of an attractive personality with a certain amount of stable character and a kind of quality that is above and beyond just mere personality. So I don't believe it's a frivolous magazine or a frivolous word.

[ER:] [ER laughs] Well, *Glamour Magazine*, of course, lives up to its title. With dress and beauty advice but also, just as you said, I noticed many articles which deal with the way of life, work, education, books, and so on. Also on the cover it says for the girl with a job. Is that the primary purpose, to help to make the working girls life pleasanter?

[Elizabeth Penrose:] I would say, Mrs. Roosevelt, not only pleasanter but more profitable, to come right down to it. Because *Glamour* tries to be a very earthy magazine and its real overall objective is to try to help young women who earn their own livings, not only to live with taste but also to dress with taste and to progress more every day, in every way.

[ER:] I looked over even the uh ads to see what kind of things you really put in and they looked to me very sensible. Now how do you determine what sort of information most of your readers want? (19:30)

[Elizabeth Penrose:] I must compliment you, Mrs. Roosevelt, at looking at even the ads which is more than I must confess privately I always do. I'm so concerned with getting out those pages every month. But there is a very prescribed method by which all publishers attempt to learn about their audience's needs, desires, and thinking. We do it by periodical surveys of the audience. And we also do it by keeping a number of editors constantly traveling. And, in the end, we discuss these things very carefully, even in our monthly directors meetings. We go into great minute detail as to what has succeeded and what has not, what people are thinking and what they are rejecting.

[ER:] Well, that's- that's really taking a lot of trouble to find out. Now, how do you get at the younger girls because uh it must be hard to-to get at groups of those in schools or colleges. How do you do it?

[Elizabeth Penrose:] Well, we have a very active, what we call, job department. Which is really one of the largest departments on the magazine and we are constantly doing what we call job seminars in colleges, in business offices, whereby we arrange to have a panel of experts in various fields of work and then we have a question and answer session afterwards. The experts speak on their particular subject and the girls ask questions so we're constantly accumulating a great amount of material on this very subject.

[ER:] Finding out what- what are the things they're confused about and what are the things they really want to know.

[Elizabeth Penrose:] That's really it, yes.

[ER:] And then trying to find the answers for them. That must be quite a job because um really analyzing and finding out the answers means knowing a great deal about a lot of things.

[Elizabeth Penrose:] Well, it's a very technical sort of thing, but we have this large correspondence, you see. We get about 2,000 letters a month in our job department about jobs only. Of course, all the varied kinds of letters one gets when at large magazine cover any number of subjects, but on just the question of my work, my job, how can I improve it, how can I be a biologist if I happen now to be a veterinarian or words to that effect, require very great research and each letter is researched individually and answered individually. (21:54)

[ER:] Well, that's-that's real service. Do you uh do you find many girls who want to be veterinaries?

[Elizabeth Penrose:] No, I picked that out of the blue because I did happen to read one the other day about a girl who wanted to be a veterinarian, we tried to tell her.

[ER:] Well, I'm-I'm very much interested because one of my granddaughters informed me the other day that if her mother would let her she'd like to go to Cornell and become a veterinarian and what would I think of it? [Elizabeth Penrose laughs: Oh really?] And I said all I would think of it is that you were a good one and I think it would be a good idea [ER laughs]. (22:23)

[Elizabeth Penrose:] And why not? As a matter of fact [ER: Be excellent.] young Hope Brownfield who's done an article for us.

[ER:] Oh, I noticed in the magazine, the two Brownfield girls speaking from different points [Elizabeth Penrose: Yes.] of views

[Elizabeth Penrose:] We started out with Ellen on the farm, and then I discovered that Hope or vice versa, I can't remember, is working in New York in a very smart dress shop and I thought why not have two sides?

[ER:] I think it was very um interesting idea because, of course, they've had both things they've lived near a big city and they also have had this wonderful farm life so they are good uh good samples of both.

[Elizabeth Penrose:] Yes, excepting that Hope or Ellen, whichever wants to be a veterinary or at least a farmer and is going to Cornell's, as a matter of fact.

[ER:] She is going to Cornell?

[Elizabeth Penrose:] Yes, so if your granddaughter goes--

[ER:] Well, she couldn't do better. Well, she couldn't do better than- than go there.

[Elizabeth Penrose:] So I understand.

[ER:] And that sort of work, but um and I'm interested that she is actually going to try and be a veterinary because uh I shall tell my granddaughter [ER laughs].

[Elizabeth Penrose:] Well, I think I do her less than justice. I think she wants to be also a farmer.

[ER:] A farmer?

[Elizabeth Penrose:] Yes.

[ER:] Well, combination would be very useful.

[Elizabeth Penrose:] That's true, I should think you have to be one or the other or both

[ER:] But um I wonder what um she uh I wonder what her particular interest is. The animals I suppose?

[Elizabeth Penrose:] Oh she adores the animals and she apparently adores the country and everything that adds up to a farm.

[ER:] Well, I think-I think that's very ah interesting that she has that ah that desire to- to do that that kind of work. A good many more girls have it nowadays than used to have it I think.

[Elizabeth Penrose:] Which I think is a healthy thing, don't you, Mrs. Roosevelt?

[ER:] Oh, I think it's a very healthy thing. Well now we've talked a great deal about the girls, do you ever give any advice to the older women?

[Elizabeth Penrose:] Well, we try to, Mrs. Roosevelt. I think one must define one's terms. I'm never quite sure what I mean by the older woman. I think that all women are women. I had the pleasure of listening recently to your program when you had, I think, Dr. [Howard] Rusk or someone of the sort, [ER: Yes.] and during the course of the program you spoke of various crowned heads that you had met in Europe, at someone's request. And I was interested to hear you say, it didn't matter someone was born in a palace or an ordinary house. People were people. And it seems to me that after one becomes an adult, I don't know when you're an older woman and when you're not frankly. (24:58)

[ER:] Of course, as far as getting jobs are concerned um being an older woman is anything after you reach an age when its difficult to get a job.

[Elizabeth Penrose:] Yes. That's true. I think this, Mrs. Roosevelt, in my very limited experience, I find that young girls fresh out of college, to me at least, in my work over the years, have been far less useful than what I prefer to call adult women. Now my--

[ER:] They have--they have a handicap too because, of course, uh first you must have experience and its almost always difficult to get your first job [Elizabeth Penrose: Exactly.] because somebody--everybody you go to says well you've had no experience come back when you've had [Elizabeth Penrose: Sure.] a little experience. [Elizabeth Penrose: Yes.] And then where are you to get the experience [Elizabeth Penrose: Yes.] If somebody doesn't take you on- on a job. But after that hurdle is over -- ah then now a days it seems to me that younger and younger I'm getting letters from ah women who say um they turned me down because they say I'm no longer um as young as they want me. Seems to me rather foolish.

[Elizabeth Penrose:] Well, I think this -- I think that, of course, uh most thoughtful people admitted I believe that we have made a fetish of youth in this country, and I always remember with great pleasure that line from *Over 21*, the play, which concluded "over twenty-one you can't absorb anything."

(Break 26:35 – 26:54)

[ER:] I want to go back a little, if I may, to uh this question, Miss. Penrose, of the older women. I have letters from women who are as young as thirty-five who tell me that they get-- that they have a hard time getting a job. Now what do you think is the reason? (27:14)

[Elizabeth Penrose:] Well, I think that the reason I happen to have most prominently brought home to me is this fetish for youth which I think we are gradually, I hope, getting over. And by youth I mean real youth, the girl just out of college. We must get over it because as we all know the age span is increasing and also in the world in which we know live more and more of the younger and more so called able bodied again, a thing I don't agree with, that would take too long to explain why, ah must be called in to replace the others who are called to war and so forth or activities of that sort. I believe that anyone can get a job, Mrs. Roosevelt, if they really approach it with the--an open mind and a sincere desire. I have the great conviction that very, very few people go to get a job with anything to offer. They may have something inside of them but they don't know how to quite express it. I believe that if you are even as old as 35 and are looking for a job, if you go to the concern in which you are interested or approaching with an idea, having known something and studied something of their business, the fact of whether you are thirty-five or fifty-five or twenty-five will be completely lost in the suggestion that you may make. And yet no one ever does that.

[ER:] That's a good idea. Well now, I believe you've recently returned from rather an extensive trip. What about women in other parts of the country. We so often lose sight of the fact that there is more to the United States than just New York. What did you find as you went around the country?

[Elizabeth Penrose:] I couldn't agree with you more that there's so much more, in fact, flying, which I had never done, from the Pacific coast to the Atlantic coast, I was overwhelmed at the miles and miles of vast waste of absolutely barren land and when I thought that these miles and these--this great continent was traversed by people in wagons taking years, it made me think that we aren't quite so far ahead of our ancestors as you once may have thought. Women, I think, Mrs. Roosevelt, are women wherever they are. But one does find there are very distinct and different patterns of taste and ways of life in various parts of the country. And I think that that is largely dictated by geography. In fact, I think that most people are rather a combination of the geographical and chemical elements of which they're born.

[ER:] Well now, do you find that they live in a different way and, therefore, they approach a job differently in places for instance like the Southwest and the Northwest. (30:08)

[Elizabeth Penrose:] I would say that they live very differently. They have a different and more, to me, agreeable way of living, they have an outdoor life, they haven't the sort of hectic pace that we have in the crowded East. I wouldn't say that they approach a job very differently. Mostly they want to come to the East. [ER and Elizabeth Penrose laugh]

[ER:] The East has certain glamour hasn't it?

[Elizabeth Penrose:] That's the word, glamour.

[ER:] Now there's been some talk about drafting women in to the Arms Services. Do you think this would be a good idea?

[Elizabeth Penrose:] Now let me think. Course I lived in England and worked there for a number of years and was there when they were drafting women in to the forces and then it seemed the only possible idea. However, I believe that here and now the circumstances are completely different. I believe that if we had a national emergency there would be no question that the entire population would have to be drafted to do its bit wherever that might and whoever they might be, male or female. At the present moment and I hope for a long time to come I can see no necessity for such a move.

[ER:] I've always thought it wouldn't be a bad thing if we had universal military service um if uh we- we also had it for girls, but a different type of service, a service to the community and in the community so that every girl had a feeling that they had to give what a boy gave to the country but in a different way. They would train to do some work in the community and a benefit to the community so in a--they could feel that they had done a civic job. Um before they started out on their own personal lives, and I- I'm not sure that might not be a good thing. I've played with it in my mind for quite a while as to whether if we would have universal military training for the boys that might not be a good thing for the girls because they could get a certain amount of training in home nursing, let's say, [Elizabeth Penrose: Yes.]and- and do something in the settlements or with the settlements with the visiting nurses and that type of thing. Or they could get some kind of training in in the city offices or in the librarians' jobs, do you see, and be doing a civic job ah instead of a military one.

[Elizabeth Penrose:] I think it's a very sound idea, Mrs. Roosevelt. I would believe however that um possibly its greatest advantage would be that it would teach young women as well as young men a certain amount of discipline. I admit that the larger advantage would be the fact that they were contributing to the civic need but I believe for their own personal- from their own personal point of view -- after all one

remembers the young men who went in to the army or in to any division of the Armed Forces always seemed to me greatly improved by his training, and I think that must follow for women if it were possible to apply .

[ER:] It would be a certain amount of discipline, of course, [Elizabeth Penrose: Yes] which might be a very good thing. The-the um main criticism I've had uh when I've talked a bit in any group has been they wouldn't be willing to let their girls uh be away from home in that kind of job, um that um they-they wouldn't feel that it was right to subject them to that very discipline.

[Elizabeth Penrose:] Well, what about the in the WAC and the WAVES in the war?

[ER:] Well that was your emergency, you see. [Elizabeth Penrose: Yes.] You can do things in an emergency that you can't do a i- in the regular life of the country. At least that seems to be the reaction of [Elizabeth Penrose: Yes, yes.] women. (34:09)

[Elizabeth Penrose:] I realize.

[ER:] It's quite interesting to me. Now I want to ask you another thing about Glamour magazine, I noticed a department entitled "Your Job is Our Job" in which you answer letters from girls seeking job advice. But in both issues only one letter is answered. You must get a great many, you just you get about two thousand a month, I-I don't know -- they're not all on the subject of jobs I'm sure.

[Elizabeth Penrose:] Oh yes, just job letters.

[ER:] Just job letters? About two thousand a month?

[Elizabeth Penrose:] Oh yes, yes.

[ER:] Now, how do you pick out just one letter to answer, [Elizabeth Penrose laughs] why aren't you-- how do you ever get around answering all the subjects they ask about?

[Elizabeth Penrose:] Well, we have a staff who does nothing else but research and prepare those letters.

[ER:] But you answer them personally?

[Elizabeth Penrose:] Oh personally, yes.

[ER:] And then just pick out one on a different subject to publish every month?

[Elizabeth Penrose:] We try to pick out one that has more or less wide interest, a great many have very specific questions to ask. And then we have a large job reference room, to which everyone is welcome, where we keep an active file of about five hundred jobs, practically all the jobs that can be I think for women, and people are quite welcome to come in and consult those. We have a great many personnel directors and young women in jobs or just beginning to look for them. We have quite a few men, as a matter of fact. And from all of that contact both by letter and by personal visit I think we've had something like forty thousand visitors in the job reference room in the last two and half years. You deduce what is the thinking of the moment and what young women are largely concerned about and you choose one such letter because space wouldn't permit answering all of them in the magazine. (35:58)

[ER:] No of course you couldn't possibly answer all of them. Well now, I think our listeners would like to know a little about you, yourself. How did you get in to the publishing business?

[Elizabeth Penrose:] I've often wondered, Mrs. Roosevelt. [ER and Elizabeth Penrose laugh] I don't really know looking back. I never took any courses. I couldn't do very much except read and write, and since I had to make my living and since I had at least sufficient common sense to realize that I could never write anything really profound or fun, I thought the next best thing was try to find some sort of a job whereby I could write within a common denominator, a kind of limited way. And so in my young and naïve fashion, I listed the various sorts of categories in which I felt I might be able to get a job. And rather by accident I think one does land a job. I landed my first job at Dutton's because a young woman who was there was about to get married and that's how I got in. And it seemed to me after that it was just a sequence of accidents until I finally went to Condé Nast and I've been there a long, long time.

[ER:] Do you think that this field offers more opportunities for advancement for women than most fields, as you see it?

[Elizabeth Penrose:] I would say that the fashion publishing world certainly. The top editorial jobs usually management is largely manned by man. But the top editorial jobs in fashion publishing are always held by women. Comparatively speaking however, in terms of remuneration you don't make as much money in publishing as you do in other fields.

[ER:] How do you keep your magazine so low priced?

[Elizabeth Penrose:] This is a very complex question, Mrs. Roosevelt, and I doubt that I would be able to really explain it very quickly and briefly. The first most important thing is that all publishers lose money on the actual copy of the magazine. It costs a great deal more to produce than you can ever charge for it, which is one of the reasons why the cost of magazines go up gradually, the cost of paper and production is extraordinarily high. However, the other side of the coin is that by keeping your price modest and addressing yourself to a group of young women who have a limited income and make what they earn you get a wider and larger audience. The wider your audience [ER: The greater your advertising.] the greater your advertising rate can be and it's a kind of complex thing that I don't understand too very well myself. (38:43)

[ER:] That's the same in any other magazine. Well, now I'm sorry to say our time has come to a close, and I must just say thank you very much for coming--being with me today and good night.

[Elizabeth Penrose:] Good night and thank you, Mrs. Roosevelt.

[ER:] Alright we can cut, say --

Transcribed from holdings at Franklin D. Roosevelt Library (FDRL)
File(s): 72-30(60)

Transcription: Daniella Amell
First Edit: Isabel Maier
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