

THE ELEANOR AND ANNA ROOSEVELT PROGRAM

May 18, 1949 (catalog date)

Description: In this segment, ER discusses the 1949 Opportunity Drive for United States Savings Bonds and the importance of purchasing these bonds.

Participants: ER

[ER:] Thank you, Anna. A short time ago I listened in on a program carried by all four of the nation's radio networks opening the 1949 Opportunity Drive for United States Savings Bonds. It was an impressive broadcast, starting with some of the country's leading stars from radio and motion pictures and concluding with short talks by the governors of Missouri, Kansas, Massachusetts, and California and the Secretary of the Treasury and finally, direct from Washington, with a message from President of the United States. As I listened to this program saluting this important drive, I was particularly impressed with one of the statements made by Alan Ladd, the master of ceremonies, who said, "This is not only a very special program, but you are a very special audience. For you and I and the 148 million people of our country, are a new generation of forty-niners standing on a new frontier. Ours is the supreme adventure to achieve and maintain our own economic stability, and the stability and peace of the entire world. There are no rivers to this new frontier, no valleys to be crossed, no deserts to pass over, or land to be plowed. Its resources instead are the basic dreams of our people, the fulfillment of the hopes that lie within the heart of every one of us, and the realization of the desire for a tomorrow which will be brighter and less troubled and more secure than today." What a wonderful philosophy was expressed in these words. They were first used by Secretary Snyder in an address he gave in San Francisco and which Mr. Ladd quoted on the program. There in a few sentences were the basic reasons why all of us, men and women alike, should build for our own personal security. For in the security of our own families lies the basic security of our country, a national strength which in its full translation can bring security and peace to the entire world. (2:26)

Most of the experts were prone to think when the Second World War came to an end that the purchase by our citizens of government bonds would fall off to a very low level compared to the sales peak of wartime, but the plain man and woman were of a different opinion. Eighty million of us in fact had found that the security represented by a savings bond was more than just a promise of our government to pay back so many dollars in a given length of time. It represented a practical means to achieve every one of our personal dreams: a home of our very own or an education for our children or a fund to take care of our days of retirement or a trip to distant parts of the world. All this was possible if we continue to practice the thrift we had learned during the war, putting aside some small portion of our earnings in a fund that, for special purposes, a fund invested in the safest, most profitable investment the world has ever known: United States Savings Bonds. So instead of dropping, sales continued at almost their wartime peak. Last year for example, we Americans purchased about seven and a third billions of dollars' worth of savings bonds, twenty million dollars' worth every day of the year including Sundays and holidays. I'm very proud to be one of the eighty million Americans who, through these purchases of saving bonds, become shareholders in the greatest democracy the world has ever known. But looking at it only in terms of a single family unit, saving bonds on that score alone belong in every family budget. A small sum set aside on an automatic basis through the payroll savings plan need not affect the scale of living for the household. Yet as those funds are used to buy savings bonds, a new feeling of security and comfort comes to every family member. (4:42)

Uh to all wage-earners, there's a wonderful automatic plain-plan available uh called the payroll savings plan, under which the employee indicates how much he wishes his employer to set aside from each paycheck to buy savings bonds in his name. And for the self-employed-- doctors, lawyers, farmers and owners of small business-- there is a similar plan: the bond a month plan, available through banks. But however you do it, let me urge you now today during the 1949 Opportunity Drive, to buy United States savings bonds. And now, back to my daughter, Anna, in Hollywood.

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