

THE ELEANOR ROOSEVELT PROGRAM

June 14th, 1951

Description: In this segment, Ben Grauer reads commercials.

Participants: Ben Grauer

[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. It 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 pennywise 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 Julianna cheese, it costs you no more to enjoy the best. Start today by treating yourself to a package of Julianna imported cheese. At all chain and independent grocers, it's Juliana brand, your best choice in cheese. Now, Elliott has a listener letter for discussion. (1:12)

[Break:](1:15-1:18)

[Ben Grauer:] Before we meet today's guest, here's a word for homemakers. Dipping into a bowl full of flavor-laden Habitant vegetable soup is an experience in good eating to remember and to enjoy often. Those tender morsels of juicy ripe vegetables swimming in natural vegetable broth make every spoonful taste better than the last one. Here's something else to consider. Habitant vegetable soup gets its extra vigorous flavor from slow simmering and the select seasoning of special Habitant herbs. Yes, Habitant French chefs really have a way with soups that'll delight your whole family. Be sure also to try those other Habitant delicacies, Habitant onion soup and Habitant pea soup. Ah me, you've never really tasted real French pea soup 'til you've tried Habitant. And Habitant onion soup is a gourmet's dream. It's like liquid gold in appearance and so extra special in heavenly flavor. Remember to get all three kinds of Habitant soup in the yellow cans. Remember too, Habitant soup is extra easy, extra quick, no diluting, just open, heat and serve. Now Elliott will introduce today's guest.

(Break 2:33-2:43)

(2:44)

[Ben Grauer:] This is the midway mark and time for our usual identification. And also, for this special reminder. Everyone listening will want to read Mrs. Roosevelt's exclusive article in *Look* magazine. What was it like to be the wife of a history-making president? In *Look* magazine, Mrs. Roosevelt tells the story of seven persons who shaped her life. Why was she lost and lonely as a girl? What forces turned her shyness into strength? Learn from *Look* about the teacher who first inspired her interest in the world of affairs. Who gave her the final important push into public life? Would Eleanor Roosevelt have been the first lady of the world today, if her husband had not been president? Don't miss Eleanor Roosevelt's own intriguing revelations in the latest issue of *Look* magazine. *Look* is on your newsstands now, get your copy of *Look* today. This is WNBC, AM and FM, New York. And you're listening to *the Eleanor Roosevelt Program*. This program was recorded in Geneva, especially for use at this time. You know the school year is drawing to a close and now is time for New York state high school graduates who are looking forward to a career with a future to think seriously about the State University of New York

Institute of Applied Arts and Science at White Plains. The two-year technical college course at the institute leads to an associate degree in applied science. Students may prepare themselves for careers in building construction, electrical, executive assistants, food administration, industrial chemistry, mechanical and medical and dental assistants. There's no tuition charge for residents of New York State. For full information, write to the registrar: State University of New York, Institute of Applied Arts and Sciences, at one hundred and fifty-five Battle Avenue, White Plains. Here again is Elliott.

(Break 4:36-4:58)

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