

## SIMMONS PROGRAM

September 25, 1934

Description: "A Day in the White House": ER discusses and comments on the news including the loss of the Lindbergh baby, the resolution of the textile strikes, German refugees in Europe, Liberia, and a railroad agreement in Asia. The primary feature is on the daily life of the President and the First Lady of the United States.

Participants: Eleanor Roosevelt

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(THEME...NOCTURNE...FADES UNDER)

OPENING ANNOUNCEMENT:

It is once more the great privilege of the Simmons Company, makers of the Beautyrest Mattress, to bring to you the First Lady of the Land – Mrs Franklin D. Roosevelt! Before the Beautyrest Orchestra, under the direction of Willard Robison, plays the opening selection, I have some news of interest to everybody who has ever said “I wish I were a millionaire”. Yes --- it is fun to be rich. And now comes the astonishing news that practically everyone can live like a millionaire for eight hours out of every twenty-four! During the third of your life that you spend in bed, you can enjoy “Millionaire Sleep” – the most comfortable sleep in the world! America’s wealthiest people prefer the Simmons Beautyrest Mattress because it is the most luxurious that money can buy. Yet almost anyone can afford it. Surprising, isn’t it – I’ll tell you more about it later.

(THEME OUT)

(SEGUE...ORCHESTRA FADES UNDER)

ANNOUNCER: He hopped from lily-pad to lily-pad...his green legs flashing in the sun...he hopped to the shore and leaped through the tall grass...just a pop-eyed Romeo on the trail of his lady love<sup>1</sup>...at last...he stopped at the river bank...at the entrance to her home<sup>2</sup>...where he croaked his serenade. blurted his song of love...that’s how... “The Frog Went A-Courtin”!

(ORCHESTRA: “THE FROG WENT A-COURTIN”!)

ANNOUNCER: And now it is our great honor to present Mrs. Franklin D Roosevelt. Mrs. Roosevelt is going to give us her opinion of the high lights of the week’s news! Mrs. Roosevelt...

(APPLAUSE)

MRS ROOSEVELT’S SPEECH FOR SIMMONS

We can not help being deeply sorry for Colonel and Mrs. Lindbergh that they have again to be harrowed by details which must be very agonizing to them. However, it is extremely valuable to have criminals realize that when the United States Government undertakes to bring people to justice, they keep right on until this has been accomplished. I am told that men have been apprehended at the end of ten and twelve years and I feel this phase of ~~this~~ [might be: the lindbergh]<sup>3</sup> case should be stressed for it can not help but serve as a deterrent to other people who are tempted by greed to commit some similar atrocity.

Every one must be happy that the textile strike has been settled and that the board appointed by the President has succeeded in gaining the confidence of both sides. The stretch-out system is one which really needs study and it is to be hoped that since a settlement has been reached, the mill owners will take back all their employees. The papers state that Mr. Gorman has received certain protests from mills<sup>4</sup> employees where mills have not as yet opened There may of course be reasons why this is inevitable but if that is so, the tone of Mr. Gorman’s statement is so temperate and the Wynant Board seems to be working so well, I think we are justified in feeling hopeful of a better understanding and a final settlement of these difficulties between the mill owners and their employees.

The final result of the International Boat Races is still in doubt – both yachts having flown protest flags in today's race. We all of us hope that there will be general satisfaction with the decision of the Committee and that the British sense of fair play will be matched by our own.

From Watertown, Mass. comes a story of an amusing hobby. Frederick Gleason Richardson saves postmarks from all over the United States and he has unearthed some extraordinarily<sup>5</sup> curiously named places in this country of ours. He has Coffee and Toast from Georgia and North Carolina; he has O.K. from Kentucky; So-So from Mississippi and he has found towns for each of his own three names in the States of Illinois and Tennessee.

From Geneva comes a plea from James G. McDonald, High Commissioner for Refugees from Germany telling the sad story of the exodus from Germany not only of Jews but of non-Jewish people as well. He appeals for help in rehabilitating these people in the countries in which they are now settling.

Ireland is a small country and a very serious condition exists there. A government survey just made on unemployment indicates that they have reached a peak and have 107,411 people without work.

The situation in Liberia has become so acute that the United States has decided to make a fresh effort to bring order into that country. The movement to improve sanitary, sociological and economic conditions have been at a standstill there since the League of Nations withdrew their offer of assistance last January. Mr. McBride who was once financial adviser to the Liberian Government was sent out by our Secretary of State, Mr. Hull, to inquire into the situation and is now on his way home.

The reason why we have stepped in is that most of the other countries after the League of Nations investigation, seemed<sup>6</sup> to agree that Liberia was our responsibility. We are so far away from it that we have doubtless forgotten<sup>7</sup> ~~it~~<sup>8</sup> but it was primarily with this country that our original slave trade flourished, and those curious old bible reading psalm singing sea captains who engaged in this trade are the ones who are responsible for our present interest in Liberia.

From Tokio we are glad to see dispatches that the Soviet Union and Japan are resuming their negotiations for the sale of the Chinese Eastern Railroad. This agreement should improve Russo-Japanese relations and dispel some of the war clouds which have been hovering over that horizon.

From Paris and Zurich, come two dispatches which dovetail into each other. One is the information that the French Foreign Minister, Louis Barthou, returned to Geneva to take up the delicate business of finding a formula for an Eastern European<sup>9</sup> peace pact. While in Zurich the Women's International League for Peace and Freedom has been meeting.

From Chicago comes the interesting item that the packers have granted a wage increase of 8% which will total ten million dollars a year. The report as of June stated that employment in the packing industry was 101.4%, of normal; the pay roll 87.2% and the average weekly wage was \$21.82.

If the weather is favorable word comes from Detroit that Jean Picard, who made the first ascent into the stratosphere will take off with his wife at 4 a.m. on Thursday hoping to reach a height of 61,000 feet in their balloon.

There is being carried on at present, a drive to make people in general drink more milk. In fact, one circular being sent throughout the schools advocates a quart of milk a day per person. And milk is ~~advocated~~ recommended<sup>10</sup> for those who do not wish to put on too much weight for milk adds fewer pounds than beer! In Atlantic City the judges who passed<sup>11</sup> on the merits of twenty-three brands of beer at the Convention of the<sup>12</sup> New Jersey Licensed Beverage Association must have put on several pounds at least!

From Shanghai comes the story of a new tax. We really do not in this country know what it is to be taxed. The Chinese understand the art and the last one imposed is a "good feelings" tax and is supposed to be devoted to supplying the provincial soldiers with food and clothing. Are you glad you do not live in China?<sup>13</sup>

(APPLAUSE)

(ORCHESTRA: FADES UNDER...)

ANNOUNCER: The sagging gate of the meadow fence stands wide, the windmill turns slowly above the dripping, moss-grown trough to which come no more the crowding, thirsty barn yard folk. Fragrant hop vines clamber over empty sheds. Pale Hollyhocks and Bouncing Bet bloom in a weed-choked garden.

Bolted doors and closed windows mark the last long chapter in the warm human tale of “A Deserted Farm”.

(ORCHESTRA: “A DESERTED FARM”) – OR ALTERNATE:

ANNOUNCER: Night with the train of stars – and her great gift of sleep – steals upon the village – there’s a lowing of cattle in a neighborfield - as the voices of day dwindle and become still – a long sigh of contentment and peace – stirs among the trees -- “Perfect Day” –

(ORCHESTRA: “PERFECT DAY”) – OR ALTERNATE<sup>14</sup>

ANNOUNCER: Deacon [word unclear]<sup>15</sup> Tired of the empty hours – tired of the life that keeps us far apart – tired of the long days -- and the endless nights – I need you near me – need to hear your voice – to feel the touch of your hand – I’m on my way – back to my land of dreams – I’m coming Virginia.....

(ORCHESTRA: “CARRY ME BACK TO OLD VIRGINIE” )

SEGUE: ORCHESTRA FADES UNDER.....

ANNOUNCER: A brilliant tide of color floods the watching hills... There’s spice and tang of ripened branch and blade.. the days grow pensive... the rhythm of happy youth coming home from school... the laughter of young limb... out of<sup>16</sup> the joy that knows closely the great Heart of Love-out o’ the spontaneity of the untrammled soul..<sup>17</sup> they rejoice in the sharp tang and mood of “Merry Autumn”.

(ORCHESTRA: “MERRY AUTUMN” )

(SEGUE: THEME AND FADE UNDER ....

MIDDLE ANNOUNCEMENT:

Millionaire Sleep! No other phrase so perfectly describes the kind of sleep made possible by the Simmons Beautyrest Mattress! It is the mattress that is scientifically constructed to give you complete rest. Research proved that we all change sleeping positions from 20 to 45 times each night. So the Beautyrest is made with 837 individually pocketed coils to instantly and gently absorb even the slightest change in posture, no matter which way you turn. Another secret of the Beautyrest’s unrivalled comfort is its Patented Pre-Built Border that makes it equally resilient all over – even to its extreme edges! The Beautyrest has many imitators. But in no other mattress can you find all its features – those refinements of construction that give you “Millionaire Sleep”! [word unclear]<sup>18</sup>

ANNOUNCER: New fangled, ideas, brother..... they ain’t for me... mah heart is old..... mah soul has endured the tried and true..... an’ ah ain’t found them wanting..... they’ve<sup>19</sup> have<sup>20</sup> sustained me.... strengthened me.... like celestial music singing at night in mah ear..... what was good enough for mah fathers..... is good enough for me.... “Give Me That Old Time Religion.”

(ORCHESTRA: “GIVE ME THAT OLD TIME RELIGION” )

ANNOUNCER: And now once again we have the pleasure of presenting Mrs. Franklin D. Roosevelt. Mrs. Roosevelt will take us with her through “A Day in the Whitehouse.” Mrs. Roosevelt!

SIMMONS PROGRAM.....

MRS. ROOSEVELT’S SPEECH

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SEPTEMBER 25, 1934 TUESDAY

Last winter there came to me a letter and it ran somewhat like this:

“Dear Mrs. Roosevelt: Why do you take so many trips, think of your poor husband sitting at home alone in the evening with no one to keep him company by the fireside?” As is usual with such letters it was unsigned. People seem to enjoy very much giving advice and yet do not like to stand by it by adding their names. It occurred to me, and this belief has been strengthened since this letter, that there are a great many people in this country who have not the remotest idea of the life which is lived by the man who is elected to be President of the United States or by his wife. Of course, it is obvious that the conditions in the country as a whole and personal preferences, make some slight change in the lives of the individuals occupying the White House, but by and large, they lead, administration after administration, very much the same kind of life. In the first place, they carry a burden of work which is scarcely understood by people throughout the country. The President, and to a lesser degree, the head of every federal department has practically the entire day filled with appointments to see people, especially while Congress is in session.

(CONT. OVER)

That means that the big volume of mail must be attended to in the late afternoon or evening or early morning. Speeches must be written and any real thinking on troublesome subjects must be done in these periods of so-called leisure. I have found, for instance, that what exercise I hope to get must be over with by eight thirty a.m., when we breakfast as after that I cannot call a single minute of the day my own. My husband always liked to have his breakfast in peace and quiet and not to see people until he had a chance to read his morning paper, but at times of stress, even this rule is ignored and gentlemen come to confer from eight o'clock on in the morning, and it is all he can do to get dressed and get over to his office. There is never a free evening. Evenings are times for conferences and work with one or two people over knotty problems, or for dictating. It is rare for either of us to go to bed much before twelve or one o'clock and we have been working at our desks all evening long.

Occasionally there is a movie after dinner for even if you cannot have a rest in one way, at least your mind must get some change but when the movie is over, back to his desk goes the President. This routine is not just because the duties are what they are today, for every other President has found the burden a heavy one.

I can remember personally back to Theodore Roosevelt's day and he always went to work after dinner. There are stories of how both President and Mrs. Hoover worked, how engrossed Mr. Hoover was at all times and how he would even pass people without seeing them, his mind was so completely wrapped up in the questions before him. He hardly took time to eat and certainly those who observed him, doubted whether his mind, in the brief periods of relaxation which he allowed himself, ever left the knotty difficult problems that had occupied it, in the office.... (CONT. OVER)

Mr. Coolidge was a methodical gentleman and lived his years in the White House in rather placid times so that he had time for some of the rest which he had been accustomed to every day, but even at that, there was no time hanging heavily on his hands and there were many evening sessions. Nearly every President has to have some form of exercise, for a sedentary life spent largely at a desk requires that individuals have regular air and exercise if they are to keep well. President Wilson played golf but I seem to remember stories that he worked early and late to pay for those hours spent on the golf course and there were times when he could not get that amount of exercise and relaxation. Theodore Roosevelt had to be out of doors and took long rides and long walks and played tennis, but he was up early in the morning and often late at night.

So when you feel the impulse to wonder why the occupants of the White House do this or that, just remember that their lives are very different from the lives of the average individual who works hard from nine to five and may have still some house work to do<sup>21</sup> or some chores when they get<sup>22</sup> to do on reaching<sup>23</sup> home, but who goes to bed fairly early and who frequently has<sup>24</sup> the choice of how they will spend their<sup>25</sup> the<sup>26</sup> evenings: shall be spent<sup>27</sup>. I think every occupant of the White House will tell you that their choice is rarely a free one.

ORCHESTRA FADES UNDER:

ANNOUNCER: ~~Night with the train of stars — and her great gift of sleep — steals upon the village — there's a lowing of cattle in a neighborfield — as the voices of day dwindle and become still — a long sigh of contentment and peace — stirs among the trees — “Perfect Day:—~~

~~ORCHESTRA: — “PERFECT DAY” — ) — OR ALTERNATE<sup>28</sup>~~

ANNOUNCER: Celestial bells with soft insistent chiming sends silver music dancing o'er the meadows — a lone listener stands by the sleepy river — subdued song echoes from dim lighted windows in old castle — the magic of music reveals a joyful “Night in Granada”

ORCHESTRA: “NIGHT IN GRANADA”<sup>29</sup>

SEGUE: THEME FADES UNDER:

CLOSING ANNOUNCEMENT:

What a sensation the Beautyrest Mattress created when it was first introduced! This new discovery seemed like a luxury that would be limited to only the wealthy few. Yet it has brought the rich comfort of Millionaire Sleep to millions of modest homes. For, incredible as it sounds, the Beautyrest costs only two-

and-one-fourth<sup>30</sup> quarter<sup>31</sup> cents a day! What a trifling sum to pay to make one third of your life –the 8 hours out of every 24 you spend in bed – as glorious and as healthful as any millionaire’s! Now<sup>32</sup> This week your leading furniture and department stores are featuring the Beautyrest Mattress, Simmons beds and Scientific Springs. And – good news ! – they have a special convenient payment plan that makes Millionaire Sleep the easiest in the world to buy! This is the last of a series of broadcasts by Mrs Franklin D Roosevelt. On the behalf of a huge radio audience, the Simmons Company<sup>33</sup> expresses its appreciation to Mrs Roosevelt and bids you all “Good night”  
(THEME... NOCTURNE)

This is the National Broadcasting Company.

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Proofread by: Ivana Mowry-Mora, Lee Febos, Angela Baker, Jared Tetreau  
Transcribed from a script held in the Eleanor Roosevelt Papers at the Franklin D. Roosevelt Library. Differences between that version and the copy held by the Library of Congress in their National Broadcasting Company archives are noted in the footnotes.

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<sup>1</sup> This is only crossed out in the NBC copy.

<sup>2</sup> This is only crossed out in the NBC copy.

<sup>3</sup> Handwritten interlineation: [word unclear] in the FDR Library copy.

<sup>4</sup> “s” is stricken through in the FDR Library copy.

<sup>5</sup> Handwritten interlineation: “curiously” in the FDR Library copy.

<sup>6</sup> Handwritten interlineation: “ed” in the FDR Library copy.

<sup>7</sup> Handwritten interlineation: [word unclear] in the FDR Library copy.

<sup>8</sup> “It” is crossed out in The FDR Library copy.

<sup>9</sup> Handwritten interlineation: “an” in European in the FDR Library copy.

<sup>10</sup> Handwritten interlineation: “recommended” in the FDR Library copy.

<sup>11</sup> Handwritten interlineation: “ed” in passed in the FDR Library copy.

<sup>12</sup> Handwritten interlineation: “the” in the FDR Library copy.

<sup>13</sup> Handwritten interlineation: “Are you glad you do not live in China?” in the FDR Library copy.

<sup>14</sup> This section is crossed out in the NBC copy, but not the the FDR Library copy.

<sup>15</sup> Handwritten interlineation: “Deacon [word unclear]”

<sup>16</sup> This section is crossed out in the the NBC copy, but not the the FDR Library copy.

<sup>17</sup> This section is crossed out in the the NBC copy, but not the the FDR Library copy.

<sup>18</sup> Handwritten interlineation: [word unclear] in the NBC copy.

<sup>19</sup> Handwritten interlineation: “ve” in “they’ve” in NBC copy.

<sup>20</sup> This is crossed out in the NBC copy.

<sup>21</sup> This is crossed out in the FDR Library copy.

<sup>22</sup> This is crossed out in the FDR Library copy.

<sup>23</sup> Handwritten interlineation “to do on [word unclear]” in the FDR Library copy.

<sup>24</sup> Handwritten interlineation: “s” in haves in the FDR Library copy.

<sup>25</sup> This section is crossed out in the FDR Library copy.

<sup>26</sup> Handwritten interlineation: “the” in the FDR Library copy.

<sup>27</sup> Handwritten interlineation: “shall be spent” in the FDR Library copy.

<sup>28</sup> “ANNOUNCER: Night with” through “OR ALTERNATE” is only in NBC copy, not the FDR Library copy.

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<sup>29</sup> “ANNOUNCER: Celestial bells” through “ORCHESTRA: NIGHT IN GRANADA” is only in the FDR Library copy, not in the NBC copy.

<sup>30</sup> This is crossed out in the NBC copy.

<sup>31</sup> Handwritten interlineation: “quarter” in the NBC copy.

<sup>32</sup> Handwritten interlineation: “Now” in the NBC copy.

<sup>33</sup> Handwritten interlineation: “Company” in the NBC copy.

The Eleanor Roosevelt Papers Project