

THE ELEANOR ROOSEVELT PROGRAM

October 11, 1950

Description: In the opening segment of the inaugural episode, ER and Brigadier General David Sarnoff, executive at RCA, discuss "Voice of America." In the second segment, ER and Elliott Roosevelt interview Fred Allen, comedian and radio personality.

Participants: ER, Elliott Roosevelt, Brigadier General David Sarnoff, Fred Allen

[ER:] Good afternoon, this is Eleanor Roosevelt. We are starting a new series of radio programs which is going to give me a chance to visit you in your own homes. As you know, I spend a good deal of time traveling all over the United States and other parts of the world too. This gives me an opportunity to meet and get to know many different people, to learn how they think and what they're working for, and even what they're worrying about sometimes. Just now, while the United Nations is in session, I'm spending most of my time out at Lake Success, but whenever I happen--but wherever I happen to be, I expect to invite people whom I think you might like to meet, to record their thoughts for you on this program. Some of them will be very important people whose names you hear on the radio and see in the newspaper headlines. Some of them will be very important people whose names you've never heard of: men and women and young people growing up, people who are working in their own community, or college, or school, to make this country a better place to live in. Then of course, some will be just old friends who will come to see me and to relive many pleasant memories of the past. I find that when one reaches a certain stage in life, the days are crowded with memories of the things one has done, but that doesn't crowd out plans for what one hopes still to accomplish in the future. You know, somehow I do manage to keep rather busy, and there never seems to be quite enough time for everything I'd like to do. One of my regrets is that I don't have more time to spend with my children and grandchildren. But these days they are very active people and the children are scattered over so many different sections of the country that it makes it almost impossible for me to get around to visit with them even very often. So I'm particularly happy that my son, Elliott, is going to be working with me on these programs which we're starting today and which will be on the air every Monday through Friday from 12:30 to 1:15. Elliott is going to help me plan all these programs, and I want you to meet him now.

(Break 2:50-2:56)

[Elliott Roosevelt:] Good afternoon everybody and thank you, Mother, for the opportunity of appearing with you. I am more than happy to be with you daily because I will have the unusual opportunity of meeting so many of your distinguished guests. I will also have an unusually pleasant task, and that is to present to our audience some information concerning friends of ours who are sharing this time with us. One of the most interesting experiences I've had took place within the last few days. I've had the opportunity of making the acquaintance of the heads of the companies who are manufacturing products which we will tell you about on this program. I had the grand experience of finding out from Mr. Douglas Lee, the head of the company that puts out Flamingo Orange Concentrate, just why we found that Flamingo Orange Juice is really such a marvelous product. From the time I was a child, orange juice has been one of the staples in our household, but it wasn't until we tried Flamingo Frozen Orange Concentrate that we found a consistently wonderful flavor. Mr. Lee explained the reason for this. He told me that Flamingo uses only the Valencia orange. The Valencia orange is the finest orange in the world and has the reputation for being the best of the juice oranges. So when you buy Flamingo, you are buying the pick of the Florida orange crop.

And now, before turning this microphone back to Mrs. Roosevelt, I would like to welcome one more company to our little group that will be with us every day. I would like to tell you something about the McKettrick-Williams Company. This company manufactures dresses for all of you ladies at prices that are extraordinarily reasonable. But also, they represent the height of good fashion and contain quality fabrics and the best in workmanship. They are found in this here area in all the best stores. For instance, you can get these dresses in Bloomingdales, Lord & Taylor, B. Altman, Arnold Constable, Gimbels, Saks 34th Street, Stern's, Bamberger's and Kresge in Newark, Abraham & Straus in Brooklyn, and B. Gertz in Jamaica, and at other fine stores throughout the rest of the country. In future programs we will tell you more of the reasons why we recommend these dresses to your attention.

And now, I've got a surprise. Well, Mother, this is really an auspicious occasion. Here you are an old lady of sixty-six, today starting on another strenuous and tremendous project. Sixty-Six years of age and heard on six-sixty on your dial; seems to me that should all go well for the program. Before I go on with this, the first in your new series, I have a message for you from the entire staff at NBC, a message that they are all happy and delighted to have you on NBC, and that they all join in wishing you a very happy birthday with many more to come.

(Break 6:28-6:37)

[Elliott Roosevelt:] Well, Mother, this is really an aus-auspicious occasion. Here you are an old lady of sixty-six today, starting on another strenuous and tremendous project. Sixty-six years of age and heard on six-sixty on your dial; seems to me that should all go well for the first program. But before I go on with this, the first in your new series, I have a message for you from the entire staff at NBC, a message that they are all happy and delighted to have you on NBC and that they all join in wishing you a very happy birthday with many more to come.

[ER:] I certainly appreciate everyone's good wishes, Elliott, but as you know, I told you I wasn't going to celebrate my birthday until the United Nations' sessions were over of the General Assembly. So I don't have a birthday this year until December.

[Elliott Roosevelt:] All right, well, your private birthday will be in December, this is your public birthday. [Elliott Roosevelt laughs] Uh but I think, Mother, that in as much as you have such an extremely brilliant guest list today, that without further preamble, I'll let you introduce them to our audience. And now, I give you Mrs. Eleanor Roosevelt who will introduce her first guest.

[ER:] Thank you, Elliott. I can think of no better beginning for this new series of programs than to introduce to my listeners Brigadier General David Sarnoff.

[David Sarnoff:] Thank you, Mrs. Roosevelt. I can assure you it is a pleasure to be here.

[ER:] General, I'm torn between two reasons for pleasure and pride today. On the one hand, the inauguration of this new NBC radio series, and on the other, you're taking time from your very busy life to help me do the launching.

[David Sarnoff:] I know, Mrs. Roosevelt, that certainly the NBC will match your enthusiasm for it is fortunate to be able to bring to its listeners the wisdom, the kindness, the knowledge, and the humor of the First Lady of the World.

[ER:] Goodness, General! I can think of many other women who deserve such an ex-extravagant accolade more than I do, but if we started matching compliments this could go on all afternoon! Instead, I know you have something interesting to tell our audience. It is my recollection, General Sarnoff, that several

years before the war, you came to the White House to discuss with President Roosevelt the original concept for the "Voice of America" for you foresaw its growing importance in the troubled world.

[David Sarnoff:] Yes, Mrs. Roosevelt, as early as nineteen hundred and thirty-eight, twelve years ago and three years before we entered World War II, I discussed the subject with your distinguished husband. It was at that time I originated the plan and called it the "Voice of America." At President Roosevelt's direction, I brought the problem to the personal attention of the then Under-Secretary of State, Mr. Sumner Welles. In January 1943, a year after Pearl Harbor, I again called President Roosevelt's attention to the problem and emphasized the need for developing a government policy to meet the post-war situation. The President was entirely sympathetic with my views, and asked me to carry on with the then Secretary of State, Mr. Cordell Hull, which of course I did. I pointed out to him that with the victory of the United Nations, the United States would have an increasingly important part in world affairs. And in order to help the peoples of the world understand the reasons for our policies, it would be necessary to utilize mass means of communication. Subsequently, I discussed the "Voice of America" and the need for enlarging its facilities and services, at home and abroad, with Secretaries of State Burns and Marshall. (11:24)

[ER:] [Brigadier General David Sarnoff clears his throat] During the past summer, I recall that you testified before the Senate Foreign Relations Committee, General, in connection with the expansion of international information and educational programs of the United States with particular emphasis on radio. I think it would be interesting if you would tell our listeners of some of the important facts brought out in your testimony as to the importance of the United States doing as much as it can to penetrate the Iron Curtain with the truth.

[David Sarnoff:] I believe that the people of the other side of the Iron Curtain who listen to our programs have learned to trust the "Voice of America," and dictators fear its truth and its influence, but we must do more than merely tell the story of America itself, we must tell the big truth about the big lie. What we need to do is to have counter propaganda first, that is to dissect the lies which the communists are telling wherever they have facilities to tell them. If truth is incapable of overtaking untruth, then there's something seriously wrong with our whole structure of life. But I am confident that the truth will prevail. It must prevail. It is the foundation of democracy and it is the basis of our belief.

[ER:] In your testimony, General, before the Senate Committee, you pointed out that a message is only good if people listen to it, otherwise it is a voice crying in the wilderness. You said that no matter how good our message may be, nobody can listen to it unless we furnish the facilities with which to transmit it. My question is, do you think our facilities are extensive enough and strong enough to be heard throughout the world?

[David Sarnoff:] No, Mrs. Roosevelt, I do not think that the facilities of the "Voice of America" are sufficient, but I am glad that Congress recently acted favorably on the President's recommendation to appropriate fifty-seven million dollars for the "Voice of America." As a result, I am hopeful that the State Department can now do a more comprehensive job.

[ER:] There's a difference between fifty-seven million and two hundred million though that still has to be covered, and that is something that we must consider, I suppose.

[David Sarnoff:] Quite right, the fifty-seven million, of course, refers only to the cost of the present facilities. The two hundred million dollars would cover the world-wide network that I have recommended and I am still hopeful that even that may one day be made available.

[ER:] I hope so too. Now do you think the United Nations should have a world-wide radio voice of its own, sir?

[David Sarnoff:] Yes, I definitely believe it should, and I have recommended it. Recognizing the fact that freedom to listen is absolutely essential to advance the cause of world peace. I have advocated the establishment of an international broadcasting system to be known as the "Voice of UN," to be owned and operated by the UN. It seems to me, Mrs. Roosevelt, that if it is important for the UN to have a military voice, and in the preservation and maintenance of peace -- and I think it is important, it should also have its own voice to promote and to cultivate peace throughout the world.

[ER:] I agree with you, General Sarnoff. I'd like to know, do you foresee promising possibilities for the development of international television too?

[David Sarnoff:] Yes, I do. I look forward to the day in the not too distant future, when we shall have the voice and vision of America which can be a powerful aid in achieving the goals of peace and friendship which we have been discussing here.

[ER:] Thank you so much, General, for this clarifying picture. To be honest, due to the fact I have not been close to this activity I have learned something. And now, Elliott seems to have something he wants to say to me but before he does, again, thank you so much, General Sarnoff, for your most gracious welcome to me and your valuable contribution to this inaugural program.

[David Sarnoff:] Good afternoon, Mrs. Roosevelt.

(Break 16:32-16:49)

[Elliott Roosevelt:] Thank you, General Sarnoff, and thank you, Mother. If you don't mind, I'm going to take just one minute to tell our listeners about another very, very wonderful company. I'm talking about the Acousticon Company. This is the first and oldest company that is in the business of helping that large group of people throughout the world who are hard of hearing. You, Mother, have had some experience in what it is like to be hard of hearing and so you know how grateful anyone who has an impediment of this kind is when they discover that there is a way to rectify this defect. This famous company, which has been a pioneer in its field, is actually making it possible for people who are hard of hearing to hear normally without the handicap of old-fashioned, embarrassing hearing aids by the use of a new electronic miracle. We will have much to say in future programs about the wonderful research which the Acousticon Company is carried on to overcome the embarrassments that go with being hard of hearing. I hope that if you have a friend or a relative who suffers from a hearing deficiency, that you'll drop us a line in care of WNBC, so that we can send more information through a fully illustrated booklet concerning what this company can do for you.

Then there's another product that I know you will want to hear about. There is a company that makes soups that are so delicious that we want to recommend that your family has the same opportunity of enjoyment of the wonderful flavor contained in these soups that we have found. You found, uh, I mean you know there is nothing like the enjoyment of a menu that starts off with a fine flavored soup. That is the reason that we do not hesitate to recommend for your shopping list that you start off by buying from your grocer one of the five famous varieties of Manischewitz Soup. Once you have served it in your home, you'll come back for more. Manischewitz makes five varieties: a clear soup, one with matzo balls, kreplach, noodle, and rice. All five varieties are delicious. They are made from old home recipes handed down for generations because of their superiority of taste. We know you'll enjoy being a Manischewitz fan. These soups are made by a company that is rich in the experience of serving you the best. Ask your grocer for Manischewitz soup the next time you go shopping.

(Break 19:27-19:52)

[Elliott Roosevelt:] Thank you, General Sarnoff, and thank you, Mother. If you don't mind, I'm going to take just one minute to tell our listeners about another very, very wonderful company. I'm talking about the Acousticon Company. This is the first and oldest company that is in the business of helping that large group of people throughout the world who are hard of hearing. You, Mother, have had some experience in what it is like to be hard of hearing and so you know how grateful anyone who has an impediment of this kind is when they discover that there is a way to rectify this defect. This famous company, which has been a pioneer in its field, is actually making it possible for people who are hard of hearing to hear normally without the handicap of old-fashioned, embarrassing hearing aids the by the use of a new electronic miracle. We will have much to say in future programs, but the wonderful research which the Acousticon Company has carried on to overcome the embarrassments that go with being hard of hearing. I know that if you have a friend or a relative who suffers from a hearing deficiency, that you'll drop us a line in care of WNBC New York, so that we can send more information through a fully illustrated booklet concerning what this company can do for you.

And then there's another product that I know you will want to hear about. There is a company that makes soups that are so delicious that we want to recommend that your family has the same opportunity of enjoyment of the wonderful flavor contained in these soups that we have found. We know there is nothing like the enjoyment of a menu that starts off with a fine flavored soup. That is the reason that we do not hesitate to recommend for your shopping list that you start off by buying from your grocer one of the five famous varieties of Manischewitz Soup. Once you have served it in your home, you'll come back for more. Manischewitz makes five varieties: a clear soup, one with matzo balls, kreplach, noodle, and rice. All five varieties are delicious. They are made from old home recipes handed down for generations because of their superiority of taste. We know you'll enjoy being a Manishewitz fan. These soups are made by a company that is rich in the experience of serving you the best. Ask your grocer for Manishewitz soup the next time you go shopping.

(Break 22:31-22:49)

[Elliott Roosevelt:] And now, Mrs. R, I believe you have a very real and wonderful surprise for our audience today.

[ER:] Well, I hope it is, probably. Uh one of the oldest and one of the finest veterans in radio and kingpin of them all, Mr. Fred Allen, who's been good enough to come and give me assistance in beginning this new undertaking. Mr. Allen.

[Fred Allen:] Well, thank you, Mrs. Roosevelt. I think before we start our battle of wits I want to congratulate you on your, your birthday, your sixty-sixth birthday and uh to remind you that you're on WNBC which is six-sixty on the dial. I just think it's, [ER laughs] it's very fortunate that uh you didn't start this program uh on Columbia which would be eight-eighty on the dial.

[ER:] That would be serious! [ER laughs]

[Fred Allen:] Yes, that would involve a little more trouble, I'm sure.

[Elliott Roosevelt:] Well, we could add uh twenty years on very easily don't you think?

[Fred Allen:] Well, no I wouldn't do that because uh er that would mean you'd have to double your Social Security that much sooner. Which would uh be an issue [ER laughs]

[Fred Allen and Elliott Roosevelt overlap here]

[Elliott Roosevelt:] That's right. Well, anyway, we're very happy being on six-sixty on the dial.

[Fred Allen:] Well, I think you'll find that uh I-I was at six-sixty for many years and it's a very happy place to be on the dial. You have wonderful audiences and wonderful people to work with. And I'm quite sure you're going to enjoy a very long and happy stay at six-sixty. I hope so, Mrs. Roosevelt.

[ER:] Well, that sounds wonderful.

[Fred Allen:] And I think the fact that, that uh you're starting this program proves that radio is here to stay. Both of us are sort of uh taking cognizance of this newfangled thing called television, but certainly you starting this new enterprise can restore our faith that radio will not sink into oblivion. (24:30)

[ER:] Thank you, Mr. Allen, for crediting me with any responsibility for revitalization of radio.

[Fred Allen:] Well, I'm just looking forward, I know you're going to do it and I'm standing by with anticipation.

[ER:] [ER laughs] Well, let's hope so. Well now you, Mr. Allen, of course have only recently succumbed to exposing your face.

[Fred Allen:] Well, that's true. I had to. I wore a veil in radio for many years [ER laughs] waiting for television to come [ER: Well] because it was quite a problem exposing my face on television.

[ER:] Well, I - I think it is too. I think I might tell you an amusing story. I thought being made up was a terrible thing to do, and um refused to be made-up on several occasions. [Fred Allen: Uh-huh.] Just before I went on, on--I went on a show without makeup and Mr. John Golden called the next morning and he said to my secretary, "Will you tell Mrs. Roosevelt she has to be made up?" [Fred Allen laughs]. And then he said -- she said, "No sir, you better tell her yourself." So then he said to my son, "Will you tell your mother she has to be made up?" And my son said, "No I think you better tell her yourself." So then he told me, and he told me in this way, "Please be made-up. Your friends will feel better. You looked just awful last night!" [Elliott Roosevelt laughs]

[Fred Allen:] Mr.- Mr. Golden said that?

[ER:] Mr. John Golden!

[Fred Allen:] Well.

[Elliott Roosevelt:] And incidentally, she did get made-up. And it --

[ER and Elliott Roosevelt overlap]

[ER:] And then I thought he knew his business, so I better get made-up!

[Fred Allen:] Well.

[Elliott Roosevelt:] And she looked much better! [Elliott Roosevelt laughs]

[Fred Allen:] Well, it proves that silence is not golden after all because [ER: Yes!] if silence was golden he wouldn't have said anything and you'd continue to work without makeup, but--

[Fred Allen and ER overlap]

[ER:] Well, now of course I really think I'm almost a veteran as far as--I'm getting into the stretch where I am a veteran --

[Fred Allen and ER overlap]

[Fred Allen:] In television?

[ER:] In uh television. (26:12)

[Fred Allen:] Well, of course I'm just starting and my face is a great problem even to the makeup men because when they get through making me up it still looks like me which is rather discouraging for most of the makeup men. [ER laughs] In my first appearance I- I uh might tell you that I frightened two hundred thousand children around the country who ran into closets, and I've been going around all this past uh week to try to induce the children to come out of the closets, [Elliott Roosevelt laughs] promising that I won't go on TV again. [Elliott Roosevelt laughs]

[ER:] I didn't think that children of today were as easily frightened, sir. I think that, I [ER laughs] --

[Fred Allen and ER overlap]

[Fred Allen:] Well, you go around in front of me and take a good look, you'll see what the uh frightened the children. [ER: Well] You're only seeing me profile now you just--

[Fred Allen and ER overlap]

[ER:] I can't believe it. [ER and Elliott Roosevelt laugh]

[Fred Allen:] It's true.

[ER:] However, even though I have spoken on the radio on numerous occasions, I feel very much that this particular effort is a pretty strange new beginning for me because I'm following in the steps of Mary Margaret McBride. [Fred Allen: That's true.] And I have a great admiration for Mary Margaret McBride and a great affection for her, and I just don't feel equal to taking her time.

[Fred Allen:] Oh no, that's Mary--Mary uh, uh is a great admirer of yours I'm sure. And there's room for everybody in radio. That's one of the, the pleasant things about radio, it's sort of elastic, there are only so many hours of the day but there are enough networks to get all of the people in who are so inclined I think. (27:33)

[ER:] Well, that's a, that's a nice way to think about it anyway.

[Fred Allen:] Well, if there's anything in particular I can help you about uh with your new program--you, you course you know as much about radio as I do, except that you're just starting a new venture in radio.

[ER:] Well, I'd like to ask you several questions. Uh what do you think of people versus puppets in *Allen's Alley*?

[Fred Allen:] Well, that was a problem we took up on uh my first television show. And uh I uh felt that the most of television was controlled by puppets and puppets seem to be working uh most--more than people and I think that people will, will be disappear in television in another year or two. So I reduced the *Allen's Alley* to puppets right away to eh sort of anticipate the end when puppets take over the world.

[ER:] Uh are you going to let them take you over too and be a puppet? [ER laughs]

[Fred Allen:] Uh, uh I think so with, with a special string that I will pull myself when I want to do something that I [ER and Elliott Roosevelt laugh] might want to do myself.

[Elliott Roosevelt:] What, around the throat, Mr. Allen?

[Fred Allen:] Uh probably after a few more television shows. [Elliott Roosevelt laughs] (28:31)

[ER:] I think that sounds wonderful. Now I'd like to ask you a special question.

[Fred Allen:] Yes, Mrs. Roosevelt.

[ER:] What do you think is the best advice for me to give women on a radio program?

[Fred Allen:] Well, uh I don't think I can help you greatly with that because uh you are a woman and you have the woman's point of view and I think that most women would resent a man trying to figure out what would be the best thing for a-a woman to do or for a woman to hear on a woman's program that's--

[ER:] Oh, I don't think so. I think they love to have men tell them what to do.

[Fred Allen:] I doubt it. The divorce courts wouldn't be as full as they are and Reno wouldn't be so well populated if women really relished having men tell them what to do –

[Elliott Roosevelt and Fred Allen overlap]

[Elliott Roosevelt:] Oh, Mr. Allen you're wrong there.

[Fred Allen:] Really?

[Elliott Roosevelt:] I think that I can show you in the advertising agencies and in all the, the radio reports that women listen to you a great deal more than the men do.

[Fred Allen:] Well uh, well I don't know that. Uh I-I'm not so sure of that. I haven't uh, uh any figures on that myself. [Elliott Roosevelt laughs]

[ER:] I think I ought to say that I think women love to be told by men, but uh that doesn't always mean they do or follow the advice that the men have given, but they like the men to feel that they have had the chance to give the advice. And then the women like to feel that they somehow rather managed to work it round into doing exactly what they want themselves.

[Fred Allen:] Well, I see you've answered your own question. You see, you don't –

[Fred Allen and Elliott Roosevelt overlap]

[Elliott Roosevelt:] No! But uh Mr. Allen I don't think you got it just uh straight for Mother's uh statement there. I think that you'll find that if you give her advice that she'll follow your advice.

[Fred Allen:] Oh, I –

[Fred Allen and ER overlap]

[ER:] I'll follow your advice. [Fred Allen: Well--] But um nevertheless, don't be too sure it'll be worked out just the way you uh you would work it out yourself. [Elliott Roosevelt and ER laugh]

[Fred Allen:] Well, I doubt it. Well, the most important thing, of course, in radio is the sponsor. You must have a sponsor, and from then on you don't have any problems because the sponsor will tell you what to do, and the program suddenly takes on the uh the uh characteristics of the sponsor. (30:39)

[ER:] I've always been terrified of the sponsor.

[ER and Elliott Roosevelt overlap here]

[Elliott Roosevelt:] Well, that's going to be difficult. That's going to be difficult cause we're going to have great many I hope.

[Fred Allen:] Well, uh the--that's much better because in the confusion then you can uh you can uh do what you'd like to do yourself. [Elliott Roosevelt laughs] But next to the sponsor, of course, you must have a listener because uh if you're in radio and you don't have a listener then you're talking to yourself which becomes rather monotonous as you go along in the index.

[Fred Allen and ER overlap]

[ER:] And also your sponsors don't like it much do they?

[Fred Allen:] No they don't, because they start talking to themselves too. [Elliott Roosevelt laughs] As soon as, as soon as it's uh proven that you are talking to yourself. But those are the two most important things I think: a sponsor and a listener. And then uh the ones who are on the radio are sort of in the middle. They complain, they, they people complain about them and the sponsors complain. [Elliott Roosevelt and ER laugh]

[ER:] Well, I'm going to ask you one more question, two more in fact.

[Fred Allen:] Yes, Mrs. Roosevelt.

[ER and Fred Allen overlap here]

[ER:] But the first one is, do you think radio and television performers should also be active in the political field?

[Fred Allen:] Well, I honestly, I- I don't think so. I think that people uh consider actors as, as uh special characters of a form, people who entertain them. And I- I think they're sort of a uh I won't say negative people, but I-I think that people think of them in the characters that they are in public life, in-in their comedy characters, or Fibber McGee and Molly and those kind of people and they don't think of them in other terms and I think you destroy uh an illusion even though you can have your political beliefs and, and uh your own political activities, but I don't they should be publicized to become a kind--

[Fred Allen and Elliott Roosevelt overlap]

[Elliott Roosevelt:] Mr. Allen, could I just interrupt? Which category would you put Mother into: Fibber McGee and Molly or Fred Allen category, or which one?

[Fred Allen:] Well, I-I think that Mrs. Roosevelt and I could do a good morning show: "Eleanor and Fred." [Elliott Roosevelt and ER laugh] I think we ought to have [unclear terms] [ER and Elliott Roosevelt laugh]. Go on earlier in the morning and then you'd be in the studio, so you'd be ready for this uh program later in the, in the afternoon. (32:34)

[ER:] Well now, I must ask you just for one suggestion as an expert master of the art, what will help me to make my program a success?

[Fred Allen:] Well, I think if you just go on doing what you've been doing in all the other departments of your work and your life, the same as you've been doing for many years in the past, and the great admiration that the people have for you, I think they know what to expect from you and I'm quite sure that you know what the people like, and I'm positive that you're going to have a great following and enjoy great success in radio and this new venture. You certainly have my best wishes. I haven't any champagne to break on the microphone, but I will uh cry a little on it so we'll have some water and it'll be liquid in some form.

[ER:] Thank you so much again. I've listened with great attention to your advice and I'll follow it carefully. Thank you for being with me this afternoon because you've given me courage. Now, if I'm not mistaken, Elliott has a few words to say.

[Elliott Roosevelt:] Yes, I'd just like to add my thanks to Mother's uh--Fred Allen and hope that you'll come back and help us with our women's audience again in the future.

[ER:] Alright, I'll tell--I'll start my wife listening this afternoon when I get home.

(Break 33:44-33:57)

[Elliott Roosevelt:] That's wonderful, Mr. Allen. Now I have a most important addition to our program to announce. Before the Second World War, Emerson, then as now, was the world's largest maker of home radios. I became associated with that company for almost two years, carrying on a program for them over a national network. Over the years they grew and grew until they became one of the truly great manufacturers in the radio and television field. My family can vouch for the wonderful perfection of Emerson radios and television sets because we have used them extensively throughout the years. In fact, Mother, I remember when you used to buy numbers of the famous Emerson portables to give away as Christmas presents during the years when we were in Washington. So we are more than proud and happy to welcome the makers of Emerson Television and Radio to our family of product manufactures who share this time with us. On succeeding programs, I will tell you much more about the wonderful styles and values that are available to fit your purse and your taste. Now we add with pride another product to our family, but before we record our thoughts concerning this new addition to our family of advertisers, I would like to remind you, who are listening to this initial program, that you are listening to WNBC AM and FM New York. And now, before returning you to Mrs. Roosevelt and her third guest of the day, I feel that you would like to hear about BOBBI. BOBBI is spelled "B-O-B-B-I." It is a sensational new Pin-Curl Home Wave. It gives you busy women the easiest and quickest of home waves. We should know something about busy women; I'm practically panting from trying to keep up to the schedule that my mother keeps. I know that there are many more of you ladies who manage to keep going and accomplish

prodigious amounts of work every day. BOBBI will help you to save more time. You can give yourself a BOBBI and in no time at all you will have a beautiful, soft, natural looking wave. So why don't you join that growing group of busy girls, housewives, and business women who are gaining added time for their other activities by using BOBBI Pin-Curl Home Wave.

(36:41)

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