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COMPTON ADVERTISING, INC. • New York

TYPED 2/1/38

PALL MALL CIGARETTES

OPENING COMMERCIAL

February 1, 1938

PEOPLE IN THE NEWS

#31

TUESDAY

ANNOUNCER:

In a moment, Miss Dorothy Thompson, American's First Lady of Journalism, presented by Pall Mall's new fifteen-cent cigarette.

But NOW - a scene from London, as BIG BEN is striking -

SOUND: BIG BEN STRIKES SLOWLY. BONG BONG BONG BONG! FADES DOWN

SOLICITOR:

Mr. Billings, I've listened to every word you've told me and this is my decision: I won't take your case.

BILLINGS:

Why not? You're a solicitor, aren't you? It's your business to defend people when they're in trouble with the law, isn't it?

SOLICITOR:

Yes, when they have a defense. But you haven't. You've admitted to me that you made and sold packets of cigarettes made from adulterated tobacco;

BILLINGS:

Yes, I have.

SOLICITOR:

You were caught, and the tobacco was confiscated by the police

BILLINGS:

Perfectly true.

SOLICITOR:

Well now - it's up to you to take your medicine.

ATX01 0143215

TYPED 2/1/38

PALL MALL CIGARETTES OPENING COMMERCIAL CONT'D February 1, 1938
PEOPLE IN THE NEWS #81 TUESDAY

BILLINGS:

And what would that be?

SOLICITOR:

The law provides a **fine** of 5 hundred pounds for selling impure tobacco.

ANNOUNCER:

Why is it that in England smokers are protected by law against the addition of substitute flavoring like molasses and laurel leaves to the tobacco used in their cigarettes? But in America there is only one popular blended cigarette that gives you this protection. That cigarette is the New Pall Mall. True to it's English tradition, the new Pall Mall contains pure tobacco with no artificial flavoring of any kind. Save for extra taxes in some states, you pay only fifteen cents for 20. You buy them wherever cigarettes are sold. You ask for Pall Malls. And you smoke them for pure pleasure from pure tobaccos!

And now, Miss Dorothy Thompson with PEOPLE IN THE NEWS:

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DOROTHY THOMPSON
PEOPLE IN THE NEWS

Script File
PALL MALL BROADCAST
FEBRUARY 1, 1938

Mexico is in the news this week with another threat of a fascist revolt -- engineered by the Gold Shirts against the radical government of President Cardenas. Perhaps more important for us is the fact that a few days ago President Roosevelt's Good Neighbor policy received a severe and sudden jolt when Mexico overnight boosted her tariffs so high that our exports almost completely stopped. Yet only a month ago the United States Treasury agreed to buy practically the entire output of Mexican silver for a higher price than it would otherwise bring, and by doing so saved the Mexican currency from collapse. Mexico's tariff action was no doubt a surprise to Secretary Morgenthau, but it has also caused regret to Secretary Hull, because it hampers support of his lower tariff program which he obtained from all the Central and Southern American countries at the Buenos Aires conference a year ago. This is no reflection on the Mexicans, because it seems to me merely an incident in the life of that troubled country, and a reflection of the disordered world in which we live. Secretary Hull nevertheless, and quite properly, protested Mexico's action in a note that will be handled by one of the most extraordinary figures who has ever arisen in that country: President Lazaro Cardenas.

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President Cardenas is the political heir of four hundred years of history that, in my opinion, is without parallel for violence, corruption, cruelty, and bloody struggle. It has been the misfortune of Mexico to be rich and helpless, and ever since the days of Cortez it has been pillaged by foreigners from without and by Mexicans from within. Our own share includes such tidbits as Texas which is larger than France and Germany combined, plus large parts of our present southwest. Mexico has seen its mines and oil fields exploited largely for the benefits of foreigners and corrupt Mexican politicians; millions of its people living landless and poverty-stricken in a state of slavery on vast haciendas owned by a few people ranging from dissolute Mexican Generals to absentee American landlords. It has had endless struggles with the church, a succession of cruel and venal dictators, endless revolutions, bitter poverty amongst the masses, fantastic corruption among public officials, widespread disease, tremendous illiteracy, and almost all the woes that men can inflict on themselves or the mind imagine. It has suffered from stagnation, decay, and oppression. It has blazed with national hatreds. It has lain in a stupor of ignorance, misery, degradation, and fanaticism. To this day Mexico lacks the one national element essential not only to prosperity but to national unity: an adequate system of transportation. Much of the country is still accessible only to the airplane or the mule. To this day ancient and beautiful handicrafts flourish alongside the machine, and religions that were old centuries before Christ are still practised, despite four hundred years of missionaries. Mexico needs foreign capital but fears foreign exploitation, and foreign capital needs the Mexican outlet but fears Mexican expropriation.

ATX01 0143218

Mexican policies are radical when nearly all of South and Central America are verging on something approaching fascism. It remains an Indian country, despite the overlay of Spanish tradition, language, and misgovernment. And it is against this background that Lazaro Cardenas has appeared to satisfy, if he can, the age-old aspirations of his people for land, education, and freedom from oppression. No people have had poorer training for self-government than the Mexicans. And few Presidents are faced with a harder task than Cardenas. What kind of a man is he?

Like many Mexicans, Cardenas is of mixed Spanish and Indian blood, and like many of them he has made his way up through the army. He was a Colonel at 20, a General and governor of a state at 33, and president of Mexico at 40. In 1934 when he was elected to the Presidency he had the support of Calles who had been virtual dictator of Mexico for many years. Calles thought that he could control Cardenas as he had controlled other Presidents but he was wrong. Cardenas was the head of the National Revolutionary Party and he took the revolution seriously. That meant breaking up the great landed estates, dividing the soil among the peasants, banishing graft and grafters, and introducing into Mexican politics an almost unprecedented conception: common honesty. Cardenas spent almost a year before the election, on trains and muleback, visiting every part of the country, going into the remote villages, and there under a tree or in the cool shadow of a hut talking to the people about their problems. This village needed water. Cardenas wrote it down in a book. Another village had no plows. That went down, too. Nearly all of them were without schools. The book recorded that fact.

And when Cardenas was elected he set out to make good on his promises. Water was brought to the waterless village, plows were sent to the plowless, and schools built for the schoolless. Calles soon saw that he couldn't control this man. So he attempted to force Cardenas out. But Calles himself was arrested and deported by airplane to California. Since that time Cardenas has been able to govern with a free hand, but opposition burns under the surface and there is always the danger of counter-revolution in highly volatile Mexico.

Cardenas is really one of the people and this accounts for his great popularity among them: a popularity so well-founded that in a country where members of Congress sit with pistols in their pockets, the President goes unarmed and without a guard. He is more familiar with Mexico than any other Mexican, because he investigates problems on the spot wherever that spot may be. He still travels constantly but his travels are not the stunt of a cheap politician, because Cardenas is as simple and democratic as any peon in Mexico and honestly thinks of himself not as an entity above the people but as their servant. His critics claim that he spends too much time in remote villages hearing the woes of ignorant villagers. But Cardenas is not a theorist in government. He is a down to earth searcher after fact intent upon solving the specific rather than the broad problem at any given time, and he knows the particular troubles of hundreds of communities in the intimate way that a traveling salesman knows the problems of his customers.

And back of all his travels lies the fact that most Mexicans can't go to the capital to see the President because they are too poor to afford the journey, lack of railroads make the journey long and difficult, and millions of them speak only a local dialect. Therefore the President goes to them.

On his visits Cardenas picks up more than knowledge. He also picks up children in the tradition of a paternalistic and sentimental chief of a tribe who likes to have many people around the family pot, and much laughter in the house. And although he is married and has a devoted wife and children, Cardenas has adopted and taken into his home as members of his family twenty children whom he found as forlorn orphans in the villages.

The two great problems that confront the President of Mexico are education and the division of the land among the peons. It is relatively easy to set up a school system despite the backwardness of the country and the lack of money. It is even relatively easy at this stage of Mexico's development to break up the estates and divide the land. But, as Cardenas is learning, it is not easy to make the peons work the land efficiently. Mexico is now facing great agrarian difficulties partly because of drought but also because the production of basic Mexican crops has been sharply reduced as the result of lack of method on the part of the new but untrained peasant proprietors. And the cost of living has recently been rising so fast that the Department of Economy has stopped publishing price indices. Not even the most sincere patriot can successfully reverse the course of centuries in a few years.

My Mexican friends and foreigners who know Mexico intimately, tell me that there are many differences of opinion both inside and outside the country concerning the wisdom of Cardenas's policies.

But there is general agreement that in the long and tortured history of Mexico, two Presidents stand out for their incorruptible honesty: Francisco Madero, who was killed some years ago, and Lazaro Cardenas who presides today in the Palace.

There are some charming stories about Cardenas, two of which give a real picture of his character. When he was a young Colonel in the Mexican Army about twenty-five years ago he was noted for his sobriety and his kindness among the soldiers. But one of his sergeants got drunk too often, and finally one day Cardenas told the man that he would have to demote him unless he stopped drinking. The sergeant swore to heaven that he would sober up but the next Saturday night he was drunker than ever. Cardenas called him and said: "Well, my son, you have good qualities but you are a bad example to the troops. I warned you but you did not listen and now you are no longer a sergeant but a corporal. If you don't behave I'll have to make you a private soldier." The corporal promised again to be sober, but the following week he was drunk again, and once more Cardenas called him and this time demoted him to the ranks. But temptation was stronger than Colonel Cardenas and again the soldier stood before his commanding officer. This time Cardenas said to the soldier with grave courtesy; "My son, you have not stopped drinking and now we shall be separated and no longer together." And to this the soldier answered with equally grave courtesy and dignity: "I am very sorry that the regiment is going to lose its colonel."

The other story concerns Cardenas's interest in improving the livestock of Mexico. He imported an Arab stallion for breeding purposes.

In the course of human and perhaps particularly Mexican events, the stallion was stolen, and discovered in the possession of a peon. Did Cardenas have the thief arrested? He did not. He put it to him this way: "My friend, I brought this horse to Mexico for a social purpose. I expected to enjoy the possession of the horse, but the social purpose can be as well fulfilled if the horse is in your possession as if it were in mine. So you can keep it, provided that you will use it exclusively for breeding purposes, according to certain standards, and charge no stud fee." And so far as I know the peon still has the Arab stallion.

jgs
27/1/38

PEOPLE IN THE NEWS

CLOSING COMMERCIAL

#51

(TYPED 2/2/38)
TUESDAY
February 1, 1938
PALL MALL CIGARETTES

ANNOUNCER:

You have just heard Miss Dorothy Thompson presented by the new Pall Malls.

Pure smoking pleasure comes from pure tobaccos. And you can get this pure smoking pleasure from the new Pall Mall cigarettes. That's because Pall Malls are blended only from the finest domestic and Turkish tobaccos ... with no artificial flavoring. Pall Malls give you the flavor of pure tobaccos. No other popular blended cigarette can make this claim.

So the next time you buy cigarettes, ask for Pall Malls. The price is only fifteen cents for twenty cigarettes, plus local taxes in some states. Try Pall Malls, if only to see for yourself how much more pure smoking pleasure comes from pure tobaccos.

This is Nelson Case speaking for Pall Mall cigarettes, which are made by the American Cigarette and Cigar Company.

FILL WITH FOLLOWING IF NECESSARY:

(PATSE) If you have any suggestions for people or subjects that you would like to have Miss Thompson discuss on these broadcasts, you are cordially invited to write to Pall Mall Cigarettes, in care of this station.

Dorothy Thompson broadcasts a second time each week on another network. Consult your newspaper for day and station and time.

THIS IS THE BLUE NETWORK OF THE NATIONAL BROADCASTING COMPANY

ATK01 0143224

COMPTON ADVERTISING, INC. • New York

(REVISED 2/4/58)

(TYPED 2/4/58)

PEOPLE IN THE NEWS

OPENING COMMERCIAL

FRIDAY - February 4, 1958

#32

PALL MALL CIGARETTES

ANNOUNCER:

In a moment, Miss Dorothy Thompson, America's First Lady of Journalism, presented by Pall Mall's new fifteen-cent cigarette. But

NOW - a scene from London, as BIG BEN is striking -

SOUND: BIG BEN STRIKES SLOWLY. BONG BONG BONG BONG! FADES DOWN

SOLICITOR:

Mr. Billings, I've listened to every word you've told me and this is my decision: I won't take your case.

BILLINGS:

Why not? You're a solicitor, aren't you? It's your business to defend people when they're in trouble with the law, isn't it?

SOLICITOR:

Yes, when they have a defense. But you haven't. You've admitted to me that you made and sold packets of cigarettes made from adulterated tobacco.

BILLINGS:

Well, suppose I have.

SOLICITOR:

You were caught, and the tobacco was confiscated by the police.

BILLINGS:

And what if it was.

SOLICITOR:

Well now - it's up to you to take your medicine.

ATK01 0143225

(REVISED 2/4/58)

(TYPED 2/4/58)

PEOPLE IN THE NEWS

OPENING COMMERCIAL CONT'D

FRIDAY - Feb. 4, 1958

#32

PALL MALL CIGARETTES

BILLINGS:

Take my medicine, eh? You think they're going to do something to me, eh?

SOLICITOR:

That's exactly what I mean. Mr. Billings, the law is perfectly clear. Anybody who is caught adulterating tobacco must pay a fine of three hundred pounds.

ANNOUNCER:

Why is it that in England smokers are protected by law against the addition of substitute flavoring like molasses and laurel leaves to the tobacco used in their cigarettes? But in America there is only one popular blended cigarette that gives you this protection. That cigarette is the new Pall Mall. True to it's English tradition, the new Pall Mall contains pure tobacco with no artificial flavoring of any kind. Save for extra taxes in some states, you pay only fifteen cents for 20. You buy them wherever cigarettes are sold. You ask for Pall Malls. And you smoke them for pure pleasure from pure tobaccos!

And now, Miss Dorothy Thompson with PEOPLE IN THE

NEWS!

61X01 0143226

File

PALL MALL BROADCAST

FEBRUARY 4, 1938

DOROTHY THOMPSON *Script*
PEOPLE IN THE NEWS

One of the most important Americans living today is almost unknown to most of his countrymen. Yet he is a man who has occupied for many months past and is still occupying a position in which the slightest misstep on his part might have plunged us into war. That man is Admiral Harry Ervin Yarnell, Commander-in-Chief of our Asiatic Fleet.

Like many Americans who have distinguished themselves in the Navy, Admiral Yarnell was born far from the sea. He still gives Independence, Iowa, as his home address -- the little town where he spent his childhood and youth. He went to the Naval Academy when he was 17 years old. Then as now, young men are educated there at the nation's expense and in the nation's service, in Annapolis, Maryland. Incidentally, Annapolis is too seldom visited by those who would see America first. The whole town is one of the finest examples of 18th century architecture in the whole world, and is the site of the third oldest college in America. Yarnell graduated fourth in his class in 1897, and his classmates accurately estimated then a quality of his character that has been true of him ever since. They wrote after Midshipman Yarnell's name in the year book this quotation: "Thy modesty is a candle to thy merit."

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Ensign Yarnell stepped out of the quiet halls of the Naval Academy into the hurly-burly of our war with Spain in 1898, serving on the Oregon when that ship made its dramatic trip around the Horn to join the American forces at Manila. Then he served in another little war that the bigger war had made possible, because we acquired the Philippines and with them the Philippine insurrection. A little later the young naval officer saw his first service in the country where many years later he was to serve with distinguished success, for he was with our forces in China during the Boxer Rebellion. Then came nearly fifteen years of comparative quiet until he took part in the occupation of Vera Cruz in 1914, almost at the moment when the first guns of the World War began to thunder in Europe. Three years later, in 1917, he was in command of the Nashville on patrol duty off Gibraltar after the United States had entered the war, and the next year served on the staff of Admiral Sims who was in command of all our naval forces in European waters during the war.

This sounds like a life of action and nothing but action. The fact is that Admiral Yarnell is more than a man of action. He is a brilliant mathematician and has been head of the Bureau of Engineering of the Navy. He is also spoken of as our foremost sailor-diplomat, thus combining in one personality the qualities of the man of action, the thinker and the diplomat. And he has needed them all during the desperately trying months that he has been at Shanghai, in command of our Asiatic fleet.

For the past several years a long but unamiable correspondence has been carried on between Secretary Hull and the Japanese Foreign Minister. Most of the time we have been protesting what we conceive to be violations by Japan of our rights in China, and Japan has been promising to take steps that would make further American protests unnecessary. The notes of the two countries are written with the stylized courtesy that governed diplomatic usage long before King Solomon sent emissaries to Tarshish for ivory, apes, and peacocks. But back of the polite forms stands force. Force in massive battleships, swift destroyers, and lurking submarines. And back of the ships stand men, and finally ONE man, charged with responsibility for the actions of all. At the moment that man is Admiral Yarnell.

He became commander-in-chief of our Asiatic fleet in October 1936 just about the time he celebrated his sixty-first birthday, and he was on the ground when the Chinese-Japanese war began. ~~His duties were strenuous and his responsibilities enormous. At all times and under all conditions he was charged with the protection of American lives and interests. He had to get out of the war zone those Americans who wanted to leave China.~~ *This was the sub of Lt. A. Yarnell - came to report* He had to assess the situation and report it to Washington. He was responsible for the conduct of every man and officer in China, and that was no light responsibility, when both refugees and sailors were being sprayed with shrapnel and machine-gun bullets, when our forces were submitted to many provocations, when they were in fact fighting mad but could not fight.

G. Washburn

And one day, almost under the eyes of the Admiral, shrapnel burst aboard his flagship, the Augusta, killing two men and wounding seventeen.

On shore where American marines -- men who are part of the Navy -- held a section of Shanghai, a Japanese detachment one time attempted to take it over, and in a split-second if the American officer in charge had lost his head, a fight might have ensued that could have brought this country to the brink of war. There were incidents every day. Things happened that provoked men almost out of their senses. It is not hard to imagine the feelings of our soldiers and sailors in China as bombs rained death all around them on native and foreign civilians, many of them women and children, and when their own lives were endangered but they could not fight to protect themselves. But every man and officer of our forces kept his head, maintained the strictest discipline, and came through without discredit and without risking the peace of the whole country. And this to my mind is a very great victory. In the old days when our Marines were fighting sporadically all over Central America, the American people were often reassured by the message: The Marines have landed and have the situation well in hand. Now our men have achieved an even greater victory in China and I suggest that they might now send this message across the Pacific to the American people: We have landed and are walking on eggs without cracking a shell.

It is fortunate for us that Admiral Yarnell is a diplomat as well as a sailor.

Living in an atmosphere thickly charged with menace, thousands of miles away from his military superiors in Washington, compelled to act when circumstances required acting and to refrain from acting when it was wiser not to act, and dealing all the time with a morbidly proud and hypersensitive people -- as the Japanese are -- Admiral Yarnell's difficulties have been enormous. There have been a thousand ways in which he might have gone wrong and only one way in which he could go right. If he had erred on the side of timidity and had failed to protect American lives and interests he would have incurred for his country the contempt of foreigners, and for himself the condemnation of Washington. If he had been too pugnacious he would also have incurred the wrath of Washington and might have brought the United States to the brink of war. But whatever happened, whether shrapnel was falling like rain around his ships, whether towns were burning before him on shore, whether he was being wilfully provoked or insidiously placated, it was his job to see through every situation almost instantaneously and make the one right decision under the circumstances. And his work has been made infinitely more complex by the fact that a legal state of war does not yet exist between Japan and China. The Japanese, who are fighting on Chinese soil, for the alleged reason of self-defense, refer in their newspapers to the vast conflict of China as an "incident", just as though this war were a trivial thing, similar to the uprising of a few scattered men in the Japanese possession of Korea. If a state of war had been recognized as existing between China and Japan, Admiral Yarnell's job would have been far easier, because incidents could have been weighed and estimated in the light of the precedents of other wars.

Or, the Neutrality Act might have been applied and the Admiral would have been governed by its principles. But actually Japan has not declared war on China. Actually we regard Japan as the aggressor in China, as the transgressor upon the principle of the Open Door, and as the breaker of the Nine Power Treaty. Yet here are two great nations fighting each other to the death under Admiral Yarnell's very eyes, but he may not regard them as being at war -- only as playing at fighting. It therefore falls to him to make decisions based upon precedents of the past applied and qualified by the peculiar and complex circumstances of the Chinese-Japanese war. The Navy Department holds him strictly accountable for the protection of American lives and interests in China; for conducting himself with tact, consideration, and firmness; for achieving his legitimate ends without ever being put in a position where he has to bluff. And on the other hand he owes a solemn duty to the 130 million people of the country whose lives and interests may be jeopardized if a mistake or a misstep on his part should bring the United States into armed conflict with a foreign power. Under the difficult circumstances that surround Admiral Yarnell in China, his is a lonely and awful responsibility, so far discharged with honor to his country, with satisfaction to the Navy and the State Department, and with the respect and esteem of the Japanese and Chinese with whom he has dealt. Forbearance, patience, and mellow wisdom on the part of high-placed naval officers are, it seems to me, national assets more valuable than sixteen inch guns or silvery torpedoes bringing sudden death.

jgs
2/4/38

ATXO1 0143232

(REVISED 2/4/38)

(TYPED 2/4/38)

PEOPLE IN THE NEWS

CLOSING COMMERCIAL

FRIDAY Feb. 4, 1938

#32

PALL MALL CIGARETTES

ANNOUNCER:

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So the next time you buy cigarettes, ask for Pall Malls. The price is only fifteen cents for twenty cigarettes, plus local taxes in some states. Try Pall Malls, if only to see for yourself how much more pure smoking pleasure comes from pure tobaccos.

This is Nelson Case speaking for Pall Mall cigarettes, which are made by the American Cigarette and Cigar Company.

(FILL WITH FOLLOWING IF NECESSARY)

(PAUSE) If you have any suggestions for people or subjects that you would like to have Miss Thompson discuss on these broadcasts, you are cordially invited to write to Pall Mall Cigarettes, in care of this station.

THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY.

ATX01 0143233

COMPTON ADVERTISING, INC. - New York

630 Fifth Avenue, New York City

DATE: February 4th 1938

FOR IMMEDIATE RELEASE

Script
7
DOROTHY THOMPSON'S - February 8th - PEOPLE IN THE NEWS
MARTIN NIEMOELLER

The reverend Martin Niemöller, the former army officer who later became a leading figure in the German Evangelical Church, only to be denounced and imprisoned by Hitler, will be the subject of Dorothy Thompson's talk in her "PEOPLE IN THE NEWS" program on Tuesday, February 8th, at 7:30 p.m., EST, over the NBC Blue Network.

This broadcast is of extreme timeliness for it coincides approximately with the time Niemöller will be tried.

Miss Thompson's own experiences in Germany, and her knowledge of the people involved in this important political event will form the background for her talk. She will stress Niemöller's personality, religious background and the political significance of his trial.

ATX01 0143234

COMPTON ADVERTISING, INC. • New York

(REVISED 2/8/38)

(RETYPE 2/8/38)

PEOPLE IN THE NEWS

OPENING COMMERCIAL

TUESDAY Feb. 8, 1938

#33

PALL MALL CIGARETTES

ANNOUNCER:

In a moment, Miss Dorothy Thompson, America's First Lady of Journalism, presented by Pall Mall's new fifteen-cent cigarette. But NOW - a scene from London - as BIG BEN is striking -

SOUND: BIG BEN STRIKES SLOWLY. BCNG BCNG BCNG BCNG! FADES DOWN

PIPER:

Ah, but look 'ere, Mrs. Twisden . . .

MRS. TWISDEN:

No, I won't look here!

PIPER:

But these cigarettes I'm selling you are orl right.

MRS. TWISDEN:

How do I know they are. That company you're selling for is in court right now for adulterating tobacco.

PIPER:

Yes, but I'm tellin' ye - these cigarettes ain't adulterated!

MRS. TWISDEN:

Maybe not. But I'll have no dealing with any company that's up on charges. I'm a poor widow, Mr. Piper, and I can't afford to take any chances.

PIPER:

Ah but, Mrs. Twisden . . .

ATX01 0143235

(REVISED 2/8/38)

(RETIRED 2/8/38)

PEOPLE IN THE NEWS

OPENING COMMERCIAL CONT'D

TUESDAY Feb. 8, 1938

#33

PALL MALL CIGARETTES

MRS. TWISEN:

But nothing! How do I know you haven't got adulterated cigarettes this time. Listen to me Mr. Piper - if I'm caught selling any of your doctored stuff, will you be here to pay my fine? Nossir! You don't get me into trouble with the Crown!

ANNOUNCER:

Why is it that in England smokers are protected by law against the addition of substitute flavoring like molasses and laurel leaves to the tobacco used in their cigarettes? But in America there is only one popular blended cigarette that gives you this protection. That cigarette is the new Pall Mall. True to it's English tradition, the new Pall Mall contains pure tobacco with no artificial flavoring of any kind. Save for extra taxes in some states, you pay only fifteen cents for 20. You buy them wherever cigarettes are sold. You ask for Pall Malls. And you smoke them for pure pleasure from pure tobaccos!

And now, Miss Dorothy Thompson with PEOPLE IN THE NEWS!

ATX01 0143236

PALL MALL BROADCAST
FEBRUARY 8th, 1938.

File

DOROTHY THOMPSON *Script*
PEOPLE IN THE NEWS

A trial started yesterday in Berlin which, however it turns out, will go down as epochal in the history of Christianity. There stands before the German secret court, who has been described as a modern Luther and a modern Savonarola. His crime is that he has obeyed the injunction of the New Testament to render unto Caesar the things that are Caesar's, and unto God the things that are God's. All over the world the Christian church is watching the outcome of this trial. For the issue before the bar is whether a man has the right to freedom of conscience, or whether the state can control that as well as his whole life and work. I mentioned him in last week's broadcast, but the case is so important and so dramatic that I want to go into it further tonight. The man of course, the man who is accused, is the Reverend Martin Niemöller, pastor of the Dahlem protestant church of Berlin.

In the past five years many men have stood before the Nazi tribunals charged with treason to the Nazi state, but with the exception of George Dimitroff, the Bulgarian communist, accused and acquitted with burning the Reichstag, no man has ever faced his judges with as much courage. Niemöller, in fact, at the opening of the trial yesterday, became the accuser rather than the accused. In a forty-five minute speech, he scathingly demanded to know why he was charged with being a traitor.

He may well ask. For this man is no gentle follower of Christianity, but a fighter for God. He is a fighter by nature. He went into the German navy as far back as 1910, and fought throughout the war as a submarine commander. He has written his autobiography, and it plainly shows that he was a born warrior, who enjoyed fighting.

(MORE)

ATX01 0143237

He sank transport ships and laid mines for British cruisers in what was probably the most dangerous branch of the armed services. He is a nationalist and a patriot. The Nazi philosophers, such as Alfred Rosenberg, have attacked Christianity on the ground that it tends to make men weaklings, and soft. The answer to them is summed up in the personality of Niemöller himself. The man who stands before them tonight is lean, nervous, energetic, ascetic, and tough. His is the deeply lined face of a man of character and will. His bearing is not that of a priest but of a Prussian officer. He came into the church after a life of action and adventure. When the war was over, he refused to surrender his submarine to the British, retired from the Navy rather than accept defeat, and went to work as a farm hand on the estate of an uncle. He hoped to save enough money eventually to buy a farm for himself and his wife, and thought of emigrating to the Argentine. But the inflation of the German mark wiped out his earnings and savings. Then he decided to enter the church. That meant several years of study, and these years were so impoverished that he had to interrupt his course to take work as a laborer on the railroads, and once his wife melted down the service stripes from his old naval uniform to get a little gold for food. His is a heroic, post-war German story. Eventually he was ordained, and began as a not very effective preacher. That was seventeen years ago.

This man of action and man of God retained his interest in politics. As a nationalist and a soldier he despised the German Republic, which he thought weak. Like many others who have lived to regret it, he joined the Nazi movement, in the faith that it would unite and strengthen Germany. He believed in everything in the Nazi movement except two things: he did not believe in its anti-semitic campaign, nor in its anti-Christianity.

He who had fought for the movement when it was weak, persecuted, and despised, left it, ostentatiously the very year that Hitler came into power. He left it because he could not accept the jurisdiction of the state over men's consciences. He defended the Jews, because he believed that the campaign against them was anti-Christian. And like another German also named Martin, who once defied the organized world for freedom of conscience -- Martin Luther, I mean, of course -- the man who said, "Here I stand, I cannot do otherwise," this Martin, Martin Niemöller stood week after week in his pulpit and defied the whole secret and open police of Germany to shut his mouth.

I have heard him preach in his church in Dahlem where he often had to repeat the same sermon twice on the same day, for the crowds were so enormous. He has a different type of eloquence than that of Mr. Hitler. He is not a spell-binder. He talks, not as a man talks to a mob, but as a man talks to men. He coined a slogan, which went all over Germany: "We must obey God rather than Man." And over and over, with the blunt blows of a soldier, he pounded on this theme: The Dictator, the Leader, is NOT God. There is a HIGHER authority than his. Martin Niemöller is not subtle. If he had been, he would not have been so effective. He gave blow for blow, in the manner of a fighter.

The Nazi authorities warned him time and again to change his tune. Several times he was put under brief arrest. Always he was dismissed. He was set upon by thugs and beaten. He was threatened continually. And every attack made him more vigorous. Gradually, this heroic figure, began to attract to himself all the dumb, suppressed forces of opposition in Hitler's Reich.

(MORE)

ATX01 0143233

People who had not set foot in church for twenty years began to go -- scholars and scientists, to whom the state was also dictating; army officers who believed that Hitler's policies might lead them into another war which they would lose; Jewish converts to Christianity. Even some members of Hitler's own government. And above all, young people. The Hitler Youth movement has spread all over Germany, and has used every means to drill and regiment youth into the pattern set by the Nazi state, and to inculcate into Youth a conception of Germanism grandiose enough to take the place of God. But Youth is naturally rebellious. And youth in Germany began to draw away from the eternally, monotonously repeated slogans, such as "The cross must fall, if Germany is to live." Youth loves personal courage. And in a country where the word "courage" is repeated over and over again, a man stood out who really personified courage: courage and defiance. He stood in the pulpit with two medals on his surplice -- iron crosses earned for distinguished bravery in the war. And standing there, he rebuked a regime which had the power and the ruthlessness to end his career and even his life, at any moment.

It seemed for a long time as though sheer nerve would save him. Pastor after Pastor was thrown into concentration camp and priest after priest. Others were starved into submission by the withdrawal of state grants from their parishes. But Niemoeller was there in the pulpit, reading the roster of Christian heroes, giving comfort to those inarticulate souls in Germany -- and there are millions of them -- who do not believe that Naziism represents the true or final face of the nation of Schiller, Martin Luther, and Goethe.

Well, he couldn't keep it up forever. Eventually they took him -- last August -- and flung him into prison. But even from prison his spirit went marching on. They had to raid his church to disperse the crowds that gathered to pray for his liberation.

(MORE)

ATK01 0143240

All sorts of issues have come up in the Third Reich. But, curiously enough, in an epoch which men have thought to be Godless, the question which has assumed the greatest importance, dwarfing all other issues, is the one raised by Niemöller and his fellow-fighters: Is Germany to be pagan or Christian? Is it to follow the old Gods of the forest, or is it to follow the religion which the whole western world has shared for two thousand years?

The authorities of Germany, the all-powerful authorities have been afraid to try this fighter for God. They have postponed his trial numerous times. Now at last he faces his accusers. But even now they are afraid to try him publicly. For they fear that an open trial would result in huge public demonstrations.

The emergency court which is trying him has made it clear that they do not intend to permit his defense to become known to the world. They excluded newspapermen at the outset. They did admit 150 members of the protestant clergy of Germany, but when Herr Niemöller started to make his own defense, on the ground that he knew more about church affairs than his attorneys did, the state moved that the public be excluded for the duration of the trial, and the court was cleared yesterday, except for a small committee of clergymen.

The Bishop of Chichester and other British clergymen are in Berlin but they will not be admitted to this trial. The German government says that it is an exclusively German affair in which foreigners have no reason to be interested. But the German government cannot by decree prevent the whole world from being interested. The spring session of the Church of England Assembly opened yesterday with prayers for Niemöller, and organized Christianity the world over awaits the outcome of this trial. Niemöller is accused of malicious attacks upon the government -- ironically enough, under a decree aimed originally at communists.

ATK01 0143241

He is charged with misusing the pulpit under a decree prohibiting criticism of the government. He is charged with summoning the populace to civil disobedience. And, he is accused of signing allegedly seditious declarations of the brotherhood councils of the protestant confessional synod. Seven months have been spent in drawing up the charges against him, and the entire prosecution will be based upon his sermons. He has three distinguished lawyers defending him.

We don't know tonight what the outcome of this trial will be. We do know, however, that now, in the twentieth century, the Christian belief which so many people thought nearly dead, has won new life through the willingness of a few men to risk their lives for it. The outside world salute Martin Niemöller, and hope that his spirit will win through, and revivify throughout the earth the never fulfilled Christian ideal.

2/8/38
WLB.

ATX01 0143242

PEOPLE IN THE NEWS

CLOSING COMMERCIAL

(RETYPE 2/2/38)
TUESDAY Feb. 2, 1938
PALL MALL CIGARETTES

#33

ANNOUNCER:

You have just heard Miss Dorothy Thompson presented by the new Pall Malls.

Pure smoking pleasure comes from pure tobaccos. And you can get this pure smoking pleasure from the new Pall Mall cigarettes. That's because Pall Malls are blended only from the finest domestic and Turkish tobaccos...with no artificial flavoring. Pall Malls give you the flavor of pure tobaccos. No other popular blended cigarette can make this claim.

So the next time you buy cigarettes, ask for Pall Malls. The price is only fifteen cents for twenty cigarettes, plus local taxes in some states. Try Pall Malls, if only to see for yourself how much more pure smoking pleasure comes from pure tobaccos.

This is Nelson Case speaking for Pall Mall cigarettes, which are made by the American Cigarette and Cigar Company.

FILL WITH FOLLOWING IF NECESSARY:

(PAUSE) If you have any suggestions for people or subjects that you would like to have Miss Thompson discuss on these broadcasts, you are cordially invited to write to Pall Mall Cigarettes, in care of this station.

Dorothy Thompson broadcasts a second time each week on another network. Consult your newspaper for day and station and time.

THIS IS THE BLUE NETWORK OF THE NATIONAL BROADCASTING COMPANY.

ATX01 0143243

INSERT "A" for Broadside on "Martin Niemöller, Christian."

Miss Dorothy Thompson's broadcasts* on Tuesday and Friday are made possible by your purchases of PALL MALL'S new 15-cent cigarette, The Modern Blend. True to its English tradition the new PALL MALL contains the finest selected tobaccos with no artificial flavouring of any kind. You buy them wherever cigarettes are sold. You smoke them for pure pleasure from pure tobaccos.

American Cigarette &
Cigar Company, Inc.
Manufacturers

*Consult your local newspaper for time and station.

ATX01 0143244

COMPTON ADVERTISING, INC. • New York

(TYPED 2/11/38)

PEOPLE IN THE NEWS

OPENING COMMERCIAL

FRIDAY February 11, 1938

#34

PALL MALL CIGARETTES

ANNOUNCER:

In a moment, Miss Dorothy Thompson, America's First Lady of Journalism, presented by Pall Mall's new fifteen-cent cigarette. But NOW - a scene from London - as BIG BEN is striking -

SOUND: BIG BEN STRIKES SLOWLY. BONG BONG BONG BONG! FADES DOWN

PIPER:

Ah, but look 'ere, Mrs. Twisden . . .

MRS. TWISDEN:

No, I won't look here!

PIPER:

But these cigarettes I'm selling you are orl right.

MRS. TWISDEN:

How do I know they are. That company you're selling for is in court right now for adulterating tobacco.

PIPER:

Yes, but I'm tellin' ye - these cigarettes ain't adulterated

MRS. TWISDEN:

Maybe not. But I'll have no dealing with any company that's up on charges. I'm a poor widow, Mr. Piper, and I can't afford to take any chances.

PIPER:

Ah but, Mrs. Twisden . . .

ATX01 0143245

PEOPLE IN THE NEWS

OPENING COMMERCIAL CONT'D

#34

(TYPED 2/11/38)

FRIDAY
February 11, 1938
PALL MALL
CIGARETTES

MRS. TWISDEN:

But nothing! How do I know you have't got adulterated
cigarettes this time. Listen to me Mr. Piper - if I'm caught selling
any of your doctored stuff, will you be here to pay my fine? Nossir!
You don't get me into trouble with the Crown!

ANNOUNCER:

Why is it that in England smokers are protected by law
against the addition of substitute flavoring like molasses and laurel
leaves to the tobacco used in their cigarettes? But in America there
is only one popular blended cigarette that gives you this protection.
That cigarette is the new Pall Mall. True to it's English tradition,
the new Pall Mall contains pure tobacco with no artificial flavoring
of any kind. Save for extra taxes in some states, you pay only
fifteen cents for 20. You buy them wherever cigarettes are sold.
You ask for Pall Malls. And you smoke them for pure pleasure from
pure tobaccos!

And now, Miss Dorothy Thompson with PEOPLE IN THE NEWS!

ATK01 0143246

PALL MALL BROADCAST

FEBRUARY 11, 1938

DOROTHY THOMPSON

PEOPLE IN THE NEWS

One of the most important Americans living today is almost unknown to most of his countrymen. Yet he is a man who has occupied for many months past and is still occupying a position in which the slightest misstep on his part might have plunged us into war. That man is Admiral Harry Ervin Yarnell, Commander-in-Chief of our Asiatic Fleet.

Like many Americans who have distinguished themselves in the Navy, Admiral Yarnell was born far from the sea. He still gives Independence, Iowa, as his home address --- the little town where he spent his childhood and youth. He went to the Naval Academy when he was 17 years old. Then as now, young men are educated there at the nation's expense and in the nation's service, in Annapolis, Maryland. Incidentally, Annapolis is too seldom visited by those who would see America first. The whole town is one of the finest examples of 18th century architecture in the whole world, and is the site of the third oldest college in America. Yarnell graduated fourth in his class in 1897, and his classmates accurately estimated then a quality of his character that has been true of him ever since. They wrote after Midshipman Yarnell's name in the year book this quotation: "Thy modesty is a candle to thy merit."

ATK01 0143247

Ensign Yarnell stepped out of the quiet halls of the Naval Academy into the hurly-burly of our war with Spain in 1898, serving on the Oregon when that ship made its dramatic trip around the Horn to join the American forces at Manila. Then he served in another little war that the bigger war had made possible, because we acquired the Philippines and with them the Philippine Insurrection. A little later the young naval officer saw his first service in the country where many years later he was to serve with distinguished success, for he was with our forces in China during the Boxer Rebellion. Then came nearly fifteen years of comparative quiet until he took part in the occupation of Vera Cruz in 1914, almost at the moment when the first guns of the World War began to thunder in Europe. Three years later, in 1917, he was in command of the Nashville on patrol duty off Gibraltar after the United States had entered the war, and the next year served on the staff of Admiral Sims who was in command of all our naval forces in European waters during the war.

This sounds like a life action and nothing but action. The fact is that Admiral Yarnell is more than a man of action. He is a brilliant mathematician and has been head of the Bureau of Engineering of the Navy. He is also spoken of as our foremost sailor-diplomat, thus combining in one personality the qualities of the man of action, the thinker and the diplomat. And he has needed them all during the desperately trying months that he has been at Shanghai, in command of our Asiatic Fleet.

ATK01 014324B

For the past several years a long but unamiable correspondence has been carried on between Secretary Hull and the Japanese Foreign Minister. Most of the time we have been protesting what we conceive to be violations by Japan of our rights in China, and Japan has been promising to take steps that would make further American protests unnecessary. The notes of the two countries are written with the stylized courtesy that governed diplomatic usage long before King Solomon sent emissaries to Tarshish for ivory, apes, and peacocks. But back of the polite forms stands force. Force in massive battleships, swift destroyers, and lurking submarines. And back of the ships stand men, and finally ONE man, charged with responsibility for the actions of all. At the moment that man is Admiral Yarnell.

He became Commander-in-Chief of our Asiatic Fleet in October 1936, just about the time he celebrated his sixty-first birthday, and he was on the ground when the Chinese-Japanese war began. His duties are strenuous and his responsibilities enormous. At all times and under all conditions he is charged with the protection of American lives and interests. He has to get out of the war zone those Americans who wanted to leave China. This is by no means a simple or easy task. To begin with, China is a country as large as the entire United States. There are not many railroads to begin with, and those that exist have been partially wrecked. And China has never had any organized network of good roads. Only a few days ago, a train carrying eighty Americans, mostly children, left the war-torn Yangtze Valley, and for two or three days relatives were frantic, because the train was held up.

The Japanese were bombing the southern section of the Hankow-Canton Railway on which the train was passing, for the railway was being used by Chinese to transport war materials from Hongkong. Any railroad that can be used by refugees, is almost certain to be under Japanese or Chinese fire. Among the refugees on that particular train was my old friend Anna Louise Strong of Seattle Washington, who has lived for a number of years in Moscow where she founded and conducted an English language newspaper, the Moscow daily news. This was the sort of situation that Yarnell must assess and report to Washington. He was responsible for the conduct of every man and officer in China, and that was no light responsibility, when both refugees and sailors were being sprayed with shrapnel and machine-gun bullets, when our forces were submitted to many provocations, when they were in fact fighting mad but could not fight. And one day, almost under the eyes of the Admiral, shrapnel burst aboard his flagship, the Augusta, killing two men and wounding seventeen.

On shore where American marines - men who are part of the Navy - held a section of Shanghai, a Japanese detachment one time attempted to take it over, and in a split-second if the American officer in charge had lost his head, a fight might have ensued that could have brought this country to the brink of war. There were incidents every day. Things happened that provoked men almost out of their senses. It is not hard to imagine the feelings of our soldiers and sailors in China as bombs rained death all around them on native and foreign civilians, many of them women and children, and when their own lives were endangered but they could not fight to protect themselves. But every man and officer of our forces kept his head, maintained the strictest discipline, and came through without discredit and without risking the peace of the whole country.

ATX01 0143250

And this to my mind is a very great victory. In the old days when our Marines were fighting sporadically all over Central America, the American people were often reassured by the message: The Marines have landed and have the situation well in hand. Now our men have achieved an even greater victory in China and I suggest that they might now send this message across the Pacific to the American people: We have landed and are walking on eggs without cracking a shell.

It is fortunate for us that Admiral Yarnell is a diplomat as well as a sailor. Living in an atmosphere thickly charged with menace, thousands of miles away from his military superiors in Washington, compelled to act when circumstances required acting and to refrain from acting when it was wiser not to act, and dealing all the time with a morbidly proud and hypersensitive people -- as the Japanese are -- Admiral Yarnell's difficulties have been enormous. There have been a thousand ways in which he might have gone wrong and only one way in which he could go right. If he had erred on the side of timidity and had failed to protect American lives and interests he would have incurred for his country the contempt of foreigners, and for himself the condemnation of Washington. If he had been too pugnacious he would also have incurred the wrath of Washington and might have brought the United States to the brink of war. But whatever happened, whether shrapnel was falling like rain around his ships, whether towns were burning before him on shore, whether he was being wilfully provoked or insidiously placated, it was his job to see through every situation almost instantaneously and make the one right decision under the circumstances.

And his work has been made infinitely more complex by the fact that a legal state of war does not yet exist between Japan and China. The Japanese, who are fighting on Chinese soil, for the alleged reason of self-defense, refer in their newspapers to the vast conflict of China as an "incident," just as though this war were a trivial thing, similar to the uprising of a few scattered men in the Japanese possession of Korea. If a state of war had been recognized as existing between China and Japan, Admiral Yarnell's job would have been far easier, because incidents could have been weighed and estimated in the light of the precedents of other wars. Or, the Neutrality Act might have been applied and the Admiral would have been governed by its principles. But actually Japan has not declared war on China. Actually we regard Japan as the aggressor in China, as the transgressor upon the principle of the Open Door, and as the breaker of the Nine Power Treaty. Yet here are two great nations fighting each other to the death under Admiral Yarnell's very eyes, but he may not regard them as being at war -- only as playing at fighting. It therefore falls to him to make decisions based upon precedents of the past applied and qualified by the peculiar and complex circumstances of the Chinese-Japanese war. The Navy Department holds him strictly accountable for the protection of American lives and interests in China; for conducting himself with tact, consideration, and firmness; for achieving his legitimate ends without ever being put in a position where he has to bluff. And on the other hand he owes a solemn duty to the 130 million people of the country whose lives and interests may be jeopardized if a mistake or a misstep on his part should bring the United States into armed conflict with a foreign power.

Under the difficult circumstances that surround Admiral Yarnell in China, his is a lonely and awful responsibility, so far discharged with honor to his country, with satisfaction to the Navy and the State Department, and with the respect and esteem of the Japanese and Chinese with whom he has dealt. Forbearance, patience, and mellow wisdom on the part of high-placed naval officers are, it seems to me, national assets more valuable than sixteen inch guns or silvery torpedoes bringing sudden death.

rfg-2/11/38

ATX01 0143253

PEOPLE IN THE NEWS

CLOSING COMMERCIAL

(TYPED 2/11/36)

FRIDAY Feb. 11, 1938

#54

PALL MALL CIGARETTES

ANNOUNCER:

You have just heard Miss Dorothy Thompson presented by the new Pall Malls.

Pure smoking pleasure comes from pure tobaccos. And you can get this pure smoking pleasure from the new Pall Mall cigarettes. That's because Pall Malls are blended only from the finest domestic and Turkish tobaccos ... with no artificial flavoring. Pall Malls give you the flavor of pure tobaccos. No other popular blended cigarette can make this claim.

So the next time you buy cigarettes, ask for Pall Malls. The price is only fifteen cents for twenty cigarettes, plus local taxes in some states. Try Pall Malls, if only to see for yourself how much more pure smoking pleasure comes from pure tobaccos.

This is Nelson Case speaking for Pall Mall Cigarettes, which are made by the American Cigarette and Cigar Company.

(FILL WITH FOLLOWING IF NECESSARY)

(PAUSE) If you have any suggestions for people or subjects that you would like to have Miss Thompson discuss on these broadcasts, you are cordially invited to write to Pall Mall Cigarettes, in care of this station.

THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY

ATX01 0143254

COMPTON ADVERTISING, INC. • New York

REVISED 2-15-38

TYPED 2-15-38

PEOPLE IN THE NEWS

OPENING COMMERCIAL

TUESDAY,
February 15, 1938
PALL MALL CIGARETTES

#35

ANNOUNCER:

In a moment, Miss Dorothy Thompson, America's First Lady of Journalism, presented by Pall Mall's new fifteen-cent cigarette.

But first - a scene from a factory building in London. In the background - Big Ben is striking -

SOUND: BIG BEN STRIKES SLOWLY, BONG BONG BONG BONG: FADES DOWN

OFFICER:

Are you Thomas Sharp?

SHARP:

Oh - I might be. What about it?

OFFICER:

Listen here, I want a straight answer.

SHARP:

All right, all right.

OFFICER:

Are you Thomas Sharp the proprietor of this cigarette factory?

SHARP:

Why - yes, I am. But what - what do you want with me?

OFFICER:

By order of the Crown, I hereby serve you with this summons.

ATX01-0143255

REVEALED 2-15-36

PEOPLE IN THE NEWS

OPENING COMMERCIAL SCHOOL.

#35

TYPED 2-15-36

TUESDAY,
February 15, 1936
PALL MALL CIGARETTES

SHARP:

You serve me with a summons! What for?

OFFICER:

You are charged with making cigarettes out of artificially flavoured tobacco.

SHARP:

Why, officer, I don't know anything about this --

OFFICER:

Oh yes you do, mister! We have proof.

SHARP:

Proof?

OFFICER:

That you've been mixing substitutes with your tobaccos. And that's going to cost you about three hundred pounds!

ANNOUNCER:

In England smokers are protected by law against the addition of substitute flavouring like molasses and laurel leaves to the tobacco used in their cigarettes. In America there is only one popular blended cigarette that gives you this protection. That cigarette is the new Pall Mall. True to its English tradition, the new Pall Mall contains pure tobacco with no artificial flavouring of any kind. Save for extra taxes in some states, you pay only fifteen cents for twenty. You buy them wherever cigarettes are sold. You ask for Pall Malls. And you smoke them for pure pleasure from pure tobaccos!

And now, Miss Dorothy Thompson with PEOPLE IN THE NEWS!

NYX01 0143256

BLUE

PEOPLE IN THE NEWS

Dorothy Thompson

(
7:30 - 7:45 P. M.)

FEBRUARY 15 1938

TUESDAY

DOROTHY THOMPSON:

On Saturday night a man stood up at a Republican Party rally in the Waldorf-Astoria and electrified an audience that contained many of the leading tycoons of the East. A tall, spare figure, he had the lean face and spectacled eyes of a scholar, under a shock of unruly hair, the weather-beaten skin of a farmer, the hands of a workman, and the slow voice of a New Englander. He comes from a rockbound, frost-bitten little state, and a Republican audience was prepared to listen respectfully, because that state, Vermont, was one of the only two that did NOT go for Roosevelt in 1936. The speaker was the governor of that state: George D. Aiken, of the village of Putney. And he told his audience plenty. He told them, in effect, that unless the Republican Party woke up and heard the birds sing, put itself at the head of a great and really liberal movement, threw out the stuffed shirts, and woke up the fact that this was a nation of workers and farmers, and little people trying to get on and live -- unless, in other words, the Republican Party became a liberal party and a people's party -- it was finished.

(more)

ATK01 0143257

DOROTHY THOMPSON:

And he indicated that as far as he was concerned, it could BE finished, for a new party would arise which would gather into itself the people of this nation who want progress, want good government, and want justice. He said bluntly that the American people are getting sick both of the erratic wanderings of the New Deal -- those were his words -- and the self-satisfied smugness of the Republican Old Guard. He said the best he could say for Lincoln -- in whose honor the dinner was being given -- was that if he were alive he would be ashamed of his party's leadership. And he said, "Stop your hatred for the President. Stop calling Fascist, every time he makes a move. Stop worrying about Reds in the White House. This reckless hatred of yours alienates fair-minded Americans." He predicted that there was going to be a revolt in this country against the erraticism of Washington but that it would never be a reactionary revolt.

It would come from the ordinary people -- workers, and farmers, and business men, teachers, and office workers, and doctors, not a party of one class, but a party of all classes; a party to which labor belongs, but which doesn't belong to labor. And he told his Republican audience that if the Republicans want to capture that revolt they had better get a little closer to the millions of ordinary Americans.

George Aiken's words in the Waldorf Astoria came like a breath of cold fresh air from the snowy mountains of his own little state. The spirit that moved them was so American that they couldn't have been uttered in any other country in the world. The philosophy in them was the one expressed in a beautiful play that I saw last week: Thornton Wilder's "Our Town." It was the spirit of small-town America, where people are still not ashamed to believe in such old fashioned things as kindness, and tolerance, and neighborliness and human decency.

DOROTHY THOMPSON:

It was the American spirit that believes that Democracy is based on mutual trust, and consists in giving people a break. And, above all, it's the American spirit that revolts against our turning into a nation of Yes-men, -- either a nation of yes-men to the tycoons, or of yes-men to the White House.

Now who is Governor Aiken who gave the Republican leadership such a refreshing piece of his mind last week? First of all, he is not a politician. He was Lieutenant-Governor up until 1936 and he did such a good job that the people decided that he would make a very good Governor, so they elected him. He earns his living growing flowers in a nursery at Putney. What he earns is just an average American living. He told the simple truth when he said Saturday night that he had never owned a share of stock in a corporation and the most money he had ever had was last year when he got \$5,000 salary as Governor.

The first time I ever saw him was in 1929 when I stopped at his nursery to buy some perennial plants for the garden of an old farmhouse which my husband and I had bought up near Woodstock, in Vermont. He took his fingers out of the dirt, to talk with us about hybrid delphiniums and give us some wise directions about planting peonies, then got on to the theme which is his passion: American wild flowers, on which he has written a first rate book. He has spent a lot of his life studying how to naturalize wild flowers. He told me where to look for some of the rarer ones which are still to be found in Vermont -- the showy ladyslipper, for instance, and I remember he told me that I must never, never cut the blossom if I found it in the woods, but that if I was very careful I could move the whole plant, and it would blossom again along the side of my brook, as though God had put it there.

DOROTHY THOMPSON:

The reason that George Aiken can stand up and talk plain horse sense is that he is a free man. He is not a member of a board of directors who has to consider what the Board will think before he can open his mouth. He doesn't have to worry whether the Government can raise his income tax because it's never going to amount to much anyhow. He doesn't have to worry whether he is going to get a government subsidy, because so far there is no crop control on Day Lilies, assorted varieties of phlox and Siberian, German, or tall bearded Irises. If they don't like him as Governor, he will go back and try to perfect a new hybrid delphinium and be perfectly happy doing it, and if he can get one that will grow ten feet tall instead of eight feet tall and have outside petals of purer Prussian Blue and inside petals of even pinker mauve, he will be happy. And so being a free man, and having work that he loves, and being without any money ambitions, he can indulge in what threatens to be a lost American luxury: the luxury of saying exactly what you think.

You know, people seem to think that Vermont is a reactionary state. I live in Vermont and I know that's pure nonsense. Vermont is a poor state. Just about all we've got is landscape. It's all up and down, so unless you have some rich valley land, you don't do an awful lot with machinery. We have got six solid months of winter. Usually you can't put a plow to the ground 'till the middle of May. The season is too short to grow wheat, you can't do one crop farming up there. You get along by treating your farm as though it were your friend. It's the source of your life, but you never expect to make a great deal of cash out of it.

DOROTHY THOMPSON:

In the summer, the fields grow grass as green and lush as Ireland's. It's good dairy country only you've got to figure on keeping your cows inside for six months. So the best thing is not to have too many of them but just enough. Of course, you have a big vegetable garden, lots of apples and pears, -- you can still find snow apples, sheeps noses, and sickel pears in Vermont orchards -- and raspberries and currants, and strawberries, and you put them up in the fall and keep them over the winter just the way they did a hundred years ago. You can grow good potatoes in Vermont and all kinds of vegetables and you bank them up in the root cellar - the kind with the dirt floor - just the way your great grandfather did. Nobody's got much money and everybody thinks twice before he spends it, and three times before he invests it, which may be one reason why we didn't have any bank crashes in Vermont when banks were going bust all over the United States.

Up in Vermont, we still think that the important thing about a farm is the kind of people who live on it, and if they are energetic, intelligent, and work hard, somehow they usually get on, and you would be surprised at what nice well-painted houses with flower gardens around them you see on back roads, miles from any prosperous markets. I have been down in the Mississippi Delta which has the richest land on the face of the earth, and it's a desert compared to most of Vermont - tumbledown shacks which look like piano boxes. That's what a tenant system does for you. Ninety per cent of Vermont farms are owned by the folks who work them, and their average value is way above that for the rest of the country. They are keen about education up in Vermont and they even have a kind of shy love of what the clubwomen call "culture." The city of Burlington has only 30,000 people in it but it supports a symphony orchestra.

DOROTY THOMPSON:

In the Governor's own town of Putney, we have got one of the finest country schools for boys and girls in the whole United States where the children learn to read and write, multiply and divide, and also do the farm work on a 700 acre farm. Governor Aiken has a lot of ideas about improving the school system and educating children to the kind of life they are likely to lead. In summer people come from all over America to go to the Writer's School at Bread Loaf, and probably the most progressive college for women in the country is in Bennington. Vermont has had a state planning board for natural resources for a long time. The state is all for working with the Federal Government, but we happen to think that there are a lot of things we can do better for ourselves. For instance, flood control. We have made a pact with most of the states in the Connecticut River Valley.

We want the Federal Government to help us out, we like the advice of the Army engineers, but we don't want the Federal Government to tell us just where we are going to put our reservoirs, just what lands we are going to condemn; we prefer to work that out with the neighbors because some things that seem awfully important to us don't seem to matter much to the Blue print boys in Washington. We are all for Social Security and we have got some model C. C. C. Camps, but we like to see where we're going before we start. Up in Vermont, they say: "Well, it certainly could be better, but still and all, and on the other hand, it might be worse. So before we jump let's be awfully sure that we are not jumping in the soup." People say we are conservative but we are very touchy about civil liberties. Every village has got a few radicals and there is a lot more tolerance for them in Vermont than there is in Jersey City.

DOROTHY THOMPSON:

We have got a good deal of respect in Vermont for non-conformity. Nobody in Vermont ever heard about the masses; likely as not your hired man calls you by your first name; he quits without "by your leave" for a couple of days when the hunting season opens. I have never seen a Vermonter who had a trace of servility in him, and seldom seen one who didn't have a lot of humor. We have even got some Communists in Vermont around Barre, and we let them carry on. Some people are like that, we think.

Governor Aiken is a very representative Vermonter, much more so than Calvin Coolidge. Up in my country, they say of Coolidge "He couldn't make a go of his farm, so he went to Massachusetts, and by and by got to be President." And a hired man that we once had said when I asked him what he thought of Coolidge: "There's an awful lot of Coolidges that ain't in the White House." Governor Aiken went to Washington a little while ago to testify at a hearing. When he came in some wisecracker said: "Well, Governor, what do you represent? A colonial possession?" "Gentlemen," he said, "I represent all that's left of the United States of America." And sometimes, I think he's right.

- - -

ATX01 0143263

REVISED 2-15-39

PEOPLE IN THE NEWS

CLOSING COMMERCIAL

TYPED 2-15-39

#36

TUESDAY
FEBRUARY 16, 1939
PALL MALL CIGARETTES

ANNOUNCER:

You have just heard Miss Dorothy Thompson presented
by the new Pall Malls.

Pure smoking pleasure comes from pure tobaccos.
And you can get this pure smoking pleasure from the new Pall Mall
cigarettes. That's because Pall Malls are blended only from the
finest domestic and Turkish tobaccos...with no artificial
flavouring. Pall Malls give you the flavour of pure tobaccos.
No other popular blended cigarette can make this claim.

So the next time you buy cigarettes, ask for Pall Malls.
The price is only fifteen cents for 20 cigarettes, plus local
taxes in some states. Try Pall Malls, if only to see for yourself
how much more pure smoking pleasure comes from pure tobaccos.

This is Nelson Case speaking for Pall Mall cigarettes,
which are made by the American Cigarette and Cigar Company.

(FILL WITH FOLLOWING IF NECESSARY):

(PAUSE) If you have suggestions for people or subjects that
you would like to have Miss Thompson discuss on these broadcasts,
you are cordially invited to write to Pall Mall cigarettes, in
care of this station.

Dorothy Thompson broadcasts a second time each week
on another network. Consult your newspaper for day and station
and time.

THIS IS THE BLUE NETWORK OF THE NATIONAL BROADCASTING
CORP.

ATX01 0143264

COMPTON ADVERTISING, INC. • New York

(TYPED 2/18/36)

PEOPLE IN THE NEWS

OPENING COMMERCIAL

Friday February 18, 1936

#36

PALL MALL CIGARETTES

ANNOUNCER:

In a moment, Miss Dorothy Thompson, presented by Pall Mall's new fifteen-cent cigarette.

But first - a scene from a factory building in London.
In the background - Big Ben is striking -

SOUND: BIG BEN STRIKES SLOWLY. BONG BONG BONG BONG! FADES DOWN

OFFICER:

Are you Thomas Sharp?

SHARP:

Oh - I might be. What about it?

OFFICER:

Listen here, I want a straight answer.

SHARP:

All right, all right.

OFFICER:

Are you Thomas Sharp the proprietor of this cigarette factory?

SHARP:

Why - yes, I am. But what - what do you want with me?

OFFICER:

By order of the Crown, I hereby serve you with this summons.

SHARP:

You serve me with a summons! What for?

OFFICER:

You are charged with making cigarettes out of artificially flavoured tobacco.

PAIX01 0143265

PEOPLE IN THE NEWS

OPENING COMMERCIAL COURT'S

#58

TYPED 2/18/38

Friday - Feb. 18, 1938

PALL MALL CIGARETTES

SHARP:

Why, officer, I don't know anything about this -

OFFICER:

Oh yes you do, mister! We have proof.

SHARP:

Proof?

OFFICER:

Yes proof that you've been mixing substitutes with your tobaccos. And that's going to cost you about three hundred pounds!

ANNOUNCER:

In England smokers are protected by law against the addition of substitute flavouring like molasses and laurel leaves to the tobacco used in their cigarettes. In America there is only one popular blended cigarette that gives you this protection. That cigarette is the new Pall Mall. True to its English tradition, the new Pall Mall contains pure tobacco with no artificial flavouring of any kind. Save for extra taxes in some states, you pay only fifteen cents for twenty. You buy them wherever cigarettes are sold. You ask for Pall Malls. And you smoke them for pure pleasure from pure tobaccos!

And now, Miss Dorothy Thompson with PEOPLE IN THE NEWS!

01X01 0143266

PALL MALL BROADCAST

FEBRUARY 18, 1938

DOROTHY THOMPSON

PEOPLE IN THE NEWS

Tonight's papers report that the Chancellor of Austria, Kurt von Schuschnigg, is on his way out. A week ago he was the proud head of a poor but independent country. Tonight he is about to become the humiliated ex-governor of a country still poor but no longer independent. He is not being sent into retirement by his own people, the Austrians. He is going into political exile under pressure from Germany. Let's not make any mistake about this. The recent German domination of Austria is the most important single thing that has happened since the war. It marks the first step in the fulfillment of Hitler's program, which is to bring under Nazi domination all of Europe east of the Rhine. We know this is Hitler's program because he has said it clearly time and again. What the ultimate consequences will be I cannot say, because I do not know. But it is certain that they are charged with possibilities ominous for the entire world.

Only two weeks have passed since I broadcast from this station concerning the purge in the German army and Foreign Office. Since then events have moved with bewildering rapidity, and another die has been cast in the grotesque game that Destiny is playing with the human race.

On Saturday, Austria capitulated to Nazi Germany. This capitulation shook the entire world. In London, Paris, Prague, Budapest, Belgrade, Moscow, and even in Washington, responsible government officials are asking one question and one question only: Where will the lightning strike next?

To understand what has happened in Austria and its significance, we've got to go way back to the world war. That war began out of a struggle of the Austro-Hungarian monarchy with its rebellious nationalities.

(MORE)

ATX01 0143267

THOMPSON: (CONTINUED)

So they kept Austria alive by loans, they guaranteed her independence, and this small country, one of the most beautiful and civilized countries in the world, has managed somehow for twenty years to exist.

But recently, it has existed as a buffer state between Fascist Italy and Nazi Germany, and its independence has been assured only as long as Hitler and Mussolini did not see eye to eye in Central Europe. Lately the two despots have apparently come to an agreement, whereby Hitler will work the Central European side of the street, and Mussolini will work the Mediterranean side. Both are out to create empires. And for Hitler this move into Austria is the fulfillment of a dream he dreamt in 1923 in a Bavarian prison and wrote down in his book, Mein Kampf, which is the bible of Nazi Germany. Then he dreamed of a German empire, under the swastika flag, which would reach from the North Sea to the Adriatic, and include within it the old Austrian Empire and a large part of Russia.

This is not Hitler's first attempt to take Austria. He tried it once before in the summer of 1934, shortly after he had come to power. He attempted then to seize Austria by a revolution engineered inside the country. But then he was stopped by Mussolini, who mobilized troops and threatened war. But not before the Austrian Chancellor, Engelbert Dollfuss, had been brutally murdered by the Nazis. With his dying breath he named as his successor, Kurt von Schuschnigg, who has been Chancellor ever since. But now Mussolini has sold Austria to the Nazis for a price which we do not yet know. Chancellor Schusschnigg made the deal, and having made it, he himself apparently is to be turned out of doors.

(MORE)

ATK01 0143268

THOMPSON: (CONTINUED)

On Sunday Hitler will tell the world about his love for Austria, the land where he was born. We'll be told that all this is in the name of sweet peace; that he is merely being the good neighbor to Austria. But what he will not tell us is that Schusschnigg signed on the dotted line with a pistol at his head. As Hitler conferred with the Austrian Chancellor, German soldiers were massed at Austro-German frontier towns; at Kufstein, and Salzburg in the Tyrolean Alps; at Passau on the Danube. If Austria would not admit Austrian Nazis who would take their orders from Berlin, into the most important Cabinet positions such as the police and the finance ministry, the soldiers would march. If Austria gave in theoretically she could keep her independence so long as she furthered German aims or at least put nothing in their way.

Kurt van Schuschnigg, as he stood there in Hitler's villa in St. Barts Garden, near his own beloved Austria, was a lost and lonely man. He had no one to turn to for help. Mussolini was silent. Great Britain and France who had created Austria, and had time and again guaranteed her freedom, were silent. On one side silence. On the other side the soldiers of one of the 'mightiest military powers on earth. In front of him Hitler. What could he do? He gave in. What else could he do?

But he didn't give in gladly. I know Schuschnigg. He's no Nazi. He is an Austrian patriot and a devout Catholic. Nazism is the enemy of both. It is impossible for him to have any sympathy with the basic philosophy of Nazi Germany. You see I say "NAZI Germany" for it is Nazism that Schuschnigg hates -- not Germany. Why does he hate it? Let's see what he himself said about it, publicly, not six months ago, not six weeks ago. He said that an unbridgeable abyss separated the Austrian from the Nazi way of life.

{MORE}

ATX01 0143269

THOMPSON: (CONTINUED)

Austria, he said, is a Christian country, Catholic and pious, with Christendom deep-rooted in its soil. "We Austrians," he said, "do not believe in the myth of race. We believe, on the contrary, that all men are the sons of God and that the State is NOT God." He ended his remarks by admitting that the condition of Austria left much to be desired but that he infinitely preferred it small and poor as it was to being gobbled up in the pagan militarism of the Swastika Reich.

How could Schuschnigg feel otherwise? Austria is a German-speaking country, but the spirit of Austria, and above all, the spirit of its capitol, Vienna, is the very opposite of the race, blood, and soil spirit of present-day Germany. In Vienna Latin culture, Slavic melancholy, Bohemian energy, Jewish talent, and German craftsmanship and organization found a curiously happy synthesis. Vienna was always one of the most cosmopolitan cities in the world -- a town where everybody felt at home. All this week my telephone has been ringing with calls from men and women who at one time or another for some brief period of their lives have lived as I once did in Austria. And for all of them something has passed away which was unique; something beautiful and civilized and humane; something that had entered into their hearts and would never pass away again while they lived. And we who love Vienna, mourn for her in the days, as one mourns at the grave of a beloved friend.

But what worries the heads of governments is the military consequences of this movement. Already there is talk of coordinating the German and Austrian armies and currencies, and making Austria part of the German Four-Year Plan, the object of which is to make Germany economically independent in case of war. Most observers believe that Czechoslovakia's days as an independent democratic republic are numbered.

(MORE)

ATK01 0143270

THOMPSON: (CONTINUED)

An island now in a German sea, she may either succumb like Austria, without a struggle, or become another Spain. If Czechoslovakia gives in, Hitler will dominate all of Central Europe and have a rich empire under his control. But if Czechoslovakia fights -- and she is militarily strong and passionately loves freedom -- a world war may come out of it.

If Hitler gets Czechoslovakia, in one way or another, we shall see brought back into being the very thing that was broken up by the world war; all the little independent countries who were once part of the Austro-Hungarian empire, all the different nationalities, all the people who clung to their languages and their culture for centuries will again be brought into an empire. This time it will not be the Christian, relatively tolerant, and always easy-going Austro-Hungarian empire, but the pagan, intolerant, rigid empire of Nazi Germany.

The news from Austria is bad for Christian civilization, for democracy, and for world peace.

2/18/38
WLB.

ATX01 0143271

PEOPLE IN THE NEWS

CLOSING COMMERCIAL

#36

TYPED 2-18-38
FRIDAY
February 18, 1938
PALL MALL CIGARETTES

ANNOUNCER:

You have just heard Miss Dorothy Thompson presented
by the new Pall Malls.

Pure smoking pleasure comes from pure tobaccos.
And you can get this pure smoking pleasure from the new Pall Mall
cigarettes. That's because Pall Malls are blended only from the
finest domestic and Turkish tobaccos...with no artificial
flavoring. Pall Malls give you the flavor of pure tobaccos. No
other popular blended cigarette can make this claim.

So the next time you buy cigarettes, ask for Pall Malls.
The price is only fifteen cents for twenty cigarettes, plus local
taxes in some states. Try Pall Malls, if only to see for yourself
how much more pure smoking pleasure comes from pure tobaccos.

This is Nelson Case speaking for Pall Mall cigarettes,
which are made by the American Cigarette and Cigar Company.

(FILL WITH FOLLOWING IF NECESSARY):

(PAUSE) If you have any suggestions for people or
subjects that you would like to have Miss Thompson discuss on
these broadcasts, you are cordially invited to write to Pall Mall
cigarettes, in care of this station.

THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY.

ATK01 0143272

COMPTON ADVERTISING, INC. • New York

REVISED 2-21-38

RETYPE 2-21-38

PEOPLE IN THE NEWS

OPENING COMMERCIAL

TUESDAY

February 22, 1938
PALL MALL CIGARETTES

#37

ANNOUNCER:

In a moment, Miss Dorothy Thompson, presented by Pall Mall's new fifteen cent cigarette. But NOW -- a scene from a judge's office in London. Nearby BIG BEN is striking -

SOUND: BIG BEN STRIKES SLOWLY. BONG BONG BONG BONG! FADES DOWN

SOUND: KNOCK KNOCK ON DOOR.

JUDGE:

Woman: Thank you
Come in! (IN KINDLY TONE) *JUDGE:* Well, what can I do for you, Madam?

WOMAN: (WIFE OF CIGARETTE MANUFACTURER)

Thank you. Oh, I'm so sorry to trouble your lordship. But I'm Mrs. Davis.

JUDGE:

Mrs. Davis?

WOMAN:

Yes. My husband's case is coming up in your court tomorrow --

JUDGE:

Oh yes, I know the case. Charged with making and selling cigarettes from adulterated tobacco, isn't he?

WOMAN:

He'll never do it again, I promise. You're a kind-hearted man, sir...couldn't you please overlook it this once?

JUDGE:

I'm ~~sorry~~ sorry ~~for your case~~, madam.

REVISED 2-21-38

RETYPE 2-21-38

PEOPLE IN THE NEWS OPENING COMMERCIAL CONT'D. TUESDAY
February 22, 1938

#37

WOMAN:

But can't you do something about it, your lordship.

JUDGE:

No, I'm afraid, the law says quite plainly -- right
(THUMP) here (THUMP) in this book -- that every manufacturer, dealer
or retailer -- (and your husband made and sold those cigarettes,
madam) -- anybody who adulterates tobacco with flavorings like
molasses, ~~or~~ or -- puts in substitutes like *lawyer leaves*
~~peppermint, or other goods~~ -- shall pay a fine of 300 pounds.

Now that's the law, madam.

ANNOUNCER:

In England, smokers are protected by law against
substitutes and flavorings in their cigarettes. In America there
is only ONE popular blended cigarette that gives you this
protection. That cigarette is the new Pall Mall. Unlike English
cigarettes, it's an American blend of the finest domestic and
imported tobaccos. But Pall Malls are blended of PURE tobaccos --
with no artificial flavoring of any kind. No other popular
American cigarette can make this claim. Save for extra taxes in
some states, you pay only fifteen cents for twenty. You ask for
Pall Malls. And you smoke them for pure pleasure from pure tobaccos.

And now, Miss Dorothy Thompson with PEOPLE IN THE NEWS!

ATK01 0143274

PALL MALL

DOROTHY THOMPSON

PEOPLE IN THE NEWS

FEBRUARY 22, 1938

Again, tonight, we are forced to look across the ocean, where a drama has started which involves all of us. Nothing that is happening inside the United States is so heavy with consequences. Everything that we are trying to do here, will be influenced by what happens over there. Let me try to explain why that, in my opinion, is so. We are trying, in this country, to work out social and economic adjustments in the framework of political freedom and democratic government. There is a lot of division amongst us, as to how these changes should be made. Some of us want very radical changes, some of us want to be cautious. But all except a handful of people know that we have got to make some adjustments. And all of us, except another handful, want to keep government, of, by, and for the people.

It is blind and foolish for us to think that this process which we are working out slowly, by trial and error, will not be affected by the condition of the rest of the world. I don't always agree with President Roosevelt, as some of you know. But I do agree with him in this: that if a general European war starts, it will be difficult, if not impossible, for the United States to continue a program of orderly change. And it will be difficult, if not impossible, to continue it, if totalitarian states spread their power over large areas of the world.

(MORE)

ATK01 0143275

It is the idea of this administration, and in this it has the support of the overwhelming majority of the American people, that this country can only achieve prosperity inside any kind of free economic system, if world trade is revived, and the standard of living throughout the world is raised. And it cannot revive, if whole areas of the globe are isolated, in which wars rage, or in which one nation hogs the entire commerce, or if economies, controlled by dictators, can set wages at a minimum sufficient only to support life, and then dump outside their countries the goods which they produce, for money which has no international standard.

And the United States believes further that the growth of armaments backing such programs will eventually bankrupt the world.

And we know, too, that ideas are international currency, and that no country with a free press can isolate itself from them. It wasn't very long ago that the idea of political freedom and democracy ruled most of the western world. But today those principles have their backs against the wall. Other ideas are sweeping this earth backed by organized peoples and military force, backed by states in which there is no public discussion, no opposition, no freedom of work, thought, or conscience, but in which every individual of the nation is mobilized for a national purpose and an imperialistic dream.

Some of us have been saying for the last five years that the time would come when the democratic world would be forced either to capitulate or to take a stand. A little snowball of aggression begins, and first it moves slowly. So the world watched, without much anxiety, as Japan took Manchuko, Italy Ethiopia, as an imperialist conspiracy plunged Spain into civil war, as Japan moved to the conquest of all of China, as Germany, Italy, and Japan made an alliance to fight each others' battles over the globe. (MORE)

And now, suddenly, in the last two weeks, the snowball is moving with incredible speed, as the German Fuehrer throws down the gauntlet to Europe and sets out upon the fulfillment of his dream to hold all Europe east of the Rhine. On the day that Hitler took Austria, I said over this network and I said in print that forces had started moving which would put all Europe and the rest of the world into turmoil. But it is spreading faster than I dreamed! I thought a week ago that when Hitler addressed the Reichstag on Sunday he would probably make a peaceful speech; would seek conciliation, however temporary. But the watchword now of the dictatorships is "audacity" and "more audacity." On Sunday the German fuehrer dictated terms to the democracies. He laid down demands and said by every implication, that if they were not met there would be war. He demanded a free hand in Eastern Europe; which means the subjugation of Czecho-Slovakia and the small nations. He declared no truce with Soviet Russia. He approved the conquest of China by Japan. He declared solidarity with Italy for a victory for France in Spain. He reaffirmed the Japanese, Italian, German combination. He demanded back the German colonies in Africa. He made the extraordinary demand that democratic countries abolish the free press insofar as it criticizes German policies, and he made the threat that if criticism continues, Germany will regard it as "intolerable" and is arming to deal with it. He declared an uncompromising struggle with "bolshevist democrats" -- and we must remember that all democracy is bolshevistic in the Nazi ideology -- and also against "reactionary dreamers" inside and outside his own country, and, of course, against revolution, except that of the Nazi pattern.

(MORE)

And his most sarcastic remarks were directed against Great Britain, and particularly against the British Foreign Minister, Anthony Eden.

Over the week-end all the world waited to see how Great Britain would take this. Sunday and yesterday there were historic sessions of the British cabinet and House of Commons. Would Britain yield to the THREAT of force? Would she sign a peace before a shot was fired? A peace dictated in Berlin? The British public was as totally unprepared as it was a little over a year ago for the abdication of Edward VII. Negotiations have been going on, it would seem, between Great Britain, Germany, and Italy. Of these negotiations the British people knew less than nothing. There was a division in the British cabinet. And of this, the British public knew nothing. On the one side was the British Prime Minister, Neville Chamberlain, thinking to buy a temporary peace -- apparently at any price. On the other side was the young Foreign Secretary, Anthony Eden, whose career has been one of the most spectacular in England; A soldier in the great war at the age of seventeen. A Captain at the age of twenty. A graduate of Oxford and Eton. A master of oriental languages. A translator of Persian poetry. A believer in collective security. A passionate lover of peace, who saw his favorite brother, fall at his side, in the great war. Foreign Secretary at the age of 38. Today only forty. A member of the generation that if war comes, must fight, and, if it doesn't come must govern England. The most popular single personality in the British cabinet. Popular because he represents what has always been called the best there is in the best of English tradition. Rich, well-born, conservative -- but a revolutionary conservative, a man whose sympathies are with the common people.

(MORE)

ATX01 0143278

And now, on Monday, the struggle came out into the open. The struggle between Chamberlain, representative perhaps of the British Merchantile interests; representative of the generation of sixty year-olds; Chamberlain, who, on top of Hitler's speech, advocated a pact with Germany and Italy, saying that only in collaboration with the dictatorships could Europe keep peace. And Eden, the gentle, whose reputation a few years ago was that he was the best dressed man of England, figuratively speaking he tore off his coat, resigned his office, risked the most promising career in Great Britain, and goes out to fight before the people for a different policy for England. What he wants is no collaboration with despotism! No yielding to blackmail! No dictated peace! If necessary a last stand for freedom and democracy! Every sacrifice for a free and orderly world! Not an inch to aggression and force!

In the lives of nations, as in the lives of individuals, argued Eden, once you yield to blackmail you go on yielding.

On Monday, Eden's stand brought thunderous applause from the House of Commons, but Chamberlain's policy won a majority of the votes. A few people rallied to Eden's support. Clement Atlee, the Leader of the Labor Party. Winston Churchill, a conservative who more than any man awoke Britain, nearly three years ago, to the need for rearmament.

Will Anthony Eden take upon his shoulders the responsibility of leading an opposition to Chamberlain, who was his chief until two days ago? We don't know that tonight. But I think he will.

(MORE)

-7-

This is more than a struggle between Anthony Eden and Neville Chamberlain. It is a struggle between two generations and two sets of ideas. And, in the long run, it is ideas that move the world.

w1

2/23/38

ATK01 0143280

PEOPLE IN THE NEWS

CLOSING COMMERCIAL

TYPED 2-21-38

#37

TUESDAY
February 22, 1938
PALL MALL CIGARETTES

ANNOUNCER:

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No other popular blended cigarette can make this claim.

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FILL WITH FOLLOWING IF NECESSARY:

(PAUSE) If you have any suggestions for people or subjects that
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Dorothy Thompson broadcasts a second time each week on
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time.

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ATKOT 0143281

COMPTON ADVERTISING, INC. • New York

PEOPLE IN THE NEWS

OPENING COMMERCIAL

TYPED 2-25-38

#38

FRIDAY
February 25, 1938
PALL MALL CIGARETTES

ANNOUNCER:

In a moment, Miss Dorothy Thompson, presented by Pall Mall's new fifteen cent cigarette. But NOW - a scene from a judge's office in London. Nearby BIG BEN is striking -

SOUND: BIG BEN STRIKES SLOWLY. BONG BONG BONG BONG! FADES DOWN

SOUND: KNOCK KNOCK ON DOOR.

JUDGE:

Come in!

WOMAN:

Thank you -

JUDGE: (IN KINDLY TONE) Well, what can I do for you, Madam!

WOMAN: (WIFE OF CIGARETTE MANUFACTURER)

Thank you. Oh, I'm so sorry to trouble your lordship.

But I'm Mrs. Davis.

JUDGE:

Mrs. Davis?

WOMAN:

Yes. My husband's case is coming up in your court tomorrow -

JUDGE:

Oh yes, I know the case. Charged with making and selling cigarettes from adulterated tobacco, isn't he?

WOMAN:

He'll never do it again, I promise. You're a kind-hearted man, sir...couldn't you please overlook it this once?

ATK01 0143282

PEOPLE IN THE NEWS OPENING COMMERCIAL CONT'D. TYPED 2-25-38

#38

FRIDAY
February 25, 1938
PALL MALL CIGARETTES

JUDGE:

I'm sorry, madam.

WOMAN:

But can't you do something about it, your lordship.

JUDGE:

No, I'm afraid, the law says quite plainly -- right (THUMP) here (THUMP) in this book -- that every manufacturer, dealer or retailer -- (and your husband made and sold these cigarettes, madam) -- anybody who adulterates tobacco with flavorings like molasses, or -- puts in substitutes like laurel leaves, shall pay a fine of 300 pounds. Now that's the law, madam.

ANNOUNCER:

In England, smokers are protected by law against substitutes and flavorings in their cigarettes. In America there is only ONE popular blended cigarette that gives you this protection. That cigarette is the new Pall Mall. Unlike English cigarettes, it's an American blend of the finest domestic and imported tobaccos. But Pall Malls are blended of PURE tobaccos -- with no artificial flavoring of any kind. No other popular American cigarette can make this claim. Save for extra taxes in some states, you pay only fifteen cents for twenty. You ask for Pall Malls. And you smoke them for pure pleasure from pure tobaccos.

And now, Miss Dorothy Thompson with PEOPLE IN THE NEWS!

ATX01 0143283

PALL MALL BROADCAST

DOROTHY THOMPSON

FEBRUARY 25, 1938

PEOPLE IN THE NEWS

The announcement in London this week that the British conservative government, under Mr. Chamberlain, will attempt to come to terms with the German and Italian dictatorships and perhaps join with them and France in a Four Power Pact has tremendously disturbed Europe, but it has also been the chief theme of talk in Washington. It means, of course, that the policy preached by Woodrow Wilson - of the League of Nations and Collective Security - has been put, temporarily anyhow, into the wastepaper basket. Many people interpret it as a long-delayed answer to American isolationism. Many say, that the British, concerned over the cold attitude of this country to international affairs, and over the hostility to any sort of collaboration for mutual protection against aggression, which was clearly manifested in the hearings over the naval appropriations, have decided that there is no hope in us, and that therefore they must put up with the neighbors they have.

The proposals have had an immediate effect in Washington--- they have strengthened the isolationist movement, and, at the same time, caused a lot of people, among them your broadcaster this evening, to wonder just where the world is heading now. Because altho' we have talked a lot of our isolating ourselves, we haven't considered very clearly just how we'd like to be isolated by others. We thought up the idea of the League of Nations and then refused to go into it, but now, when we see it scrapped, we are considerably perturbed. And we wonder just what a possible alliance between two democratic and two fascist empires, if it occurs, and that's a big "if", is going to do to the democratic idea in the world.

(more)

ATXO1 0143284

Or, at least, we should be wondering. Because if one of these fine days we find ourselves the last democratic country on earth, trying to conduct a free economy in a world of closed and controlled economies, it may be too late to wonder. Then we may have to make over our social system more radically than we'd like to do, in order to survive at all - and find ourselves not voluntarily isolated, but involuntarily pushed into a position that we never wanted to take.

I've never believed myself that it's possible to live in this world, try to trade all over it, offer gratis suggestions to everybody concerned, and, at the same time refuse to take any responsibility. I don't believe that there's any such thing as a free ride. If we won't use our enormous power to help control the course of affairs, then, in the end, we'll be carried along whichever way the directors want that course to go, and it will be too late to call "Stop -- we don't like it."

Well, that's my opinion, but it's not the dominant opinion in Congress at this moment. It's not the dominant opinion in the Senate Committee on Foreign Relations, whose chairman is Key Pittman of Nevada.

About these committees: If you go to Washington - to see your Congressman about anything from migratory birds to getting Junior an appointment at the Naval Academy, -- you must have observed wherever you went this institution which is as thoroughly American as corn on the cob. In Washington committees are as thick as corn tassels in Iowa. The Government can't function, of course, without them, and as its activities ramify and become more complex, they multiply like rabbits. Some of them are more or less ornamental. Most of them are useful. But some of them play vital parts in the lives of all of us.

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And at this critical juncture in the affairs of the world, none is more important than this committee of which little is heard except in times of international stress, headed by Senator Pittman.

The Senator from Nevada is one of the most colorful people in a body that now contains only a few breezy, picturesque, old-time, frontier figures. He entered this life in Vicksburg, Mississippi, just eight years after General Grant had left it. The state in those days didn't hold out much hope for young men..

So when he was eighteen he left Mississippi to hunt elk in the Cascade mountains of the far west, and ever since that time he has been something of a soldier of fortune. After two years of hunting young Pittman dropped his rifle and began to practise law in Seattle, but five years later he closed his office and joined in one of the most fabulous of all American adventures: the Klondike gold rush. Here he was both miner and lawyer known far and wide as Slim Pittman. And here were hordes of crooked politicians who were swindling the miners out of their earnings. They asked Slim what to do. He gave them a bit of practical advice. "Boys, he said, "Nail up your back door and keep an eye on it." They did, and it worked.

Just before the turn of the century Slim Pittman became the first district attorney at Nome in the Territory of Alaska, a rough-and-tumble job in a rough-and-tumble frontier country, but a corrupt judge made him as ineffective as a fly-swatter. So Slim hauled the judge and the leaders of corruption before the courts in California where he had them convicted. That was a triumph, but it took all the fun out of his job. So in 1900 his years of wandering came to an end.

(m o r e)

The soldier of fortune married and moved to Nevada which was then, not the happy home of the easy divorce, but a land reputed to be teeming with gold. The Pittmans settled in the town of Tonopah and that has been their home ever since, but the head of the house went into law and politics instead of the mines. Eleven years later, in 1912, he was elected to the Senate and there he has been continuously for twenty-six years.

On the Senate Committee on Foreign Relations, of which he is chairman, he serves with two fellow-westerners who have played important roles in America's foreign relations: Senator Borah of Idaho, and Senator Johnson of California, who is perhaps the foremost advocate in the Senate of the doctrine of isolation.

From what does the Committee derive its importance? Well, for one thing, the President can initiate and conduct negotiations for a Treaty with a foreign country without so much as consulting with or even notifying the Senate. That is true of any President. But he can't sign the treaty and bind the country without a two-thirds vote - not a mere majority - of the Senate. And the Senate itself first acts through its Committee on Foreign Relations. The proposed Treaty comes before the Committee. It may hold hearings on it. It may fail to act and then generally the treaty is dead. It may report adversely and in that case it would be difficult to put the treaty through the Senate. Or the Committee may favorably report the Treaty - and that would make the chances of its passage very favorable. And in every case the Chairman is in a powerful position.

It is a curious fact that a declaration of war by the Congress requires a less difficult vote than the two-thirds vote required by the Constitution for the ratification of a treaty.

(more)

At the same time the President, under our system, has enormous powers that he can exert single-handed and without consultation or even notice to anyone. He can, in fact, go so far as to provoke a war with another country and place the Congress in such a position that it would almost have to follow him. Every American President has had this power, and consequently the Senate, and its Committee on Foreign Relations, is always suspicious of the President's conduct of the nation's foreign affairs. We see this suspicion cropping up now in the repeated questions asked in the Senate about the trend of our foreign policy, by many Senators and particularly by Senator Johnson of California. But the President is actually in a much better position to be intimately acquainted with the facts of international life than the Senate, and to see how American interests abroad may be advanced or be saved from injury. He is free, too, from local objections that influence the mind of the Senator who wants to be reelected. But the Senate is suspicious of him and holds the whip-hand when it comes to making a deal that must be put in the form of a treaty. On the other hand, investment interests and pressure groups find it harder to convince the Senate than they have found many Presidents, that we ought to use force in protecting private investments in small countries such as Haiti, Santo Domingo, or Honduras. And the whole matter of treaties has now been brought out into the light. Up to the World War the Senate considered treaties in secret. Now it considers them in open session which any American citizen may attend.

It is interesting, and important, that Senator Pittman, like Senator Johnson, is a westerner, and that Senator Borah comes from the inland west, because different sections of this country have different attitudes toward foreign affairs.

(more)

The United States is hardly a nation. It's more like a self-contained Empire. The Eastern seaboard faces Europe, it is in the East that the financial and commercial interests which are immediately affected by European conditions, are concentrated, and it's in the East that there is the strongest feeling for some sort of collaboration with the democratic nations of Europe. Nevada, and California are just about twice as far from Europe as New York is. On the other hand, California, and all of the far west, have always been much more sensitive about Japan than the East is. And the inland west is probably that part of the country which most wants to leave all the rest of the world strictly alone. So you find Senator Pittman not much worried about fascist aggressions in Europe, but greatly perturbed if Japan starts moving, and you find Senator Borah of Idaho strictly isolationist, both as regards the Atlantic and the Pacific countries.

It's this sectionalism of the United States which makes it almost impossible for us to have a clearly defined foreign policy. What the Atlantic seaboard wants is anathema to the Mississippi Valley; the attitude of California is different from that of Massachusetts, and we suffer from the fact that outside of New York city the press of this country pays almost no attention at all to foreign affairs. So these are perhaps reasons why we have never been able to commit ourselves in advance to anything, and have so often in history been caught in a world emergency as we were in the last war. We wait for the emergency to unite us in a policy.

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PEOPLE IN THE NEWS

CLOSING COMMERCIAL

TYPE 1-25-36

#35

WEDNESDAY
February 25, 1936
PALL MALL CIGARETTES

ANNOUNCER:

You have just heard Miss Dorothy Thompson presented by the new Pall Malls.

Pure smoking pleasure comes from pure tobaccos. And you can get this pure smoking pleasure from the new Pall Mall cigarettes. That's because Pall Malls are blended only from the finest domestic and Turkish tobaccos...with no artificial flavoring. Pall Malls give you the flavor of pure tobaccos. No other popular blended cigarette can make this claim.

So the next time you buy cigarettes, ask for Pall Malls. The price is only fifteen cents for twenty cigarettes, plus local taxes in some states. Try Pall Malls, if only to see for yourself how much more pure smoking pleasure comes from pure tobaccos.

This is Nelson Case speaking for Pall Mall cigarettes, which are made by the American Cigarette and Cigar Company.

(FILL WITH FOLLOWING IF NECESSARY):

(PAUSE) If you have any suggestions for people or subjects that you would like to have Miss Thompson discuss on these broadcasts, you are cordially invited to write to Pall Mall cigarettes, in care of this station.

THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY.

ATK01 0143290

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ATX01 0143291

COMPTON ADVERTISING, INC. • New York

REVISED 3-2-38

PEOPLE IN THE NEWS

OPENING CIGARETTES

#39

FILED 3-2-38

TUESDAY,

March 2, 1938

PAGE ONE OF CIGARETTES

ANNOUNCER:

In a moment, Miss Dorothy Thompson, presented by
Pall Mall's new fifteen-cent cigarette. But now - a scene in
the lobby of a London hotel as BIG BEN is striking.

BUSINESS: BIG BEN STRIKES SLOWLY. BONG BONG BONG BONG.

WIFE:

But John dear, I know I'm not wrong!

HUSBAND:

Dorothy, let's not argue any more about it.

WIFE:

Yes, but -

HUSBAND:

Mr. Smart always sells us our cigarettes so let's
go ask him.

WIFE:

Well, I'll just bet you.

HUSBAND: (CHUCKLING - VERY TOLERANT AND SUPERIOR)

Darling, it would be the surest bet I ever made.

(AT COUNTER) Oh, Mr. Smart!

CLERK:

Good afternoon, Sir.

WIFE:

My husband says --

HUSBAND:

Now dear - please let me handle this. Mr. Smart,

REVISED 3-2-38

PEOPLE IN THE NEWS OPENING COMMERCIAL CONT'D.

#39

TYPED 3-2-38
TUESDAY,
March 1, 1938
PALL MALL CIGARETTES

HUSBAND CONT'D:

aren't the American cigarettes you sell here in London the same as those we buy at home?

CLERK:

Why no, Sir, they're not exactly the same.

WIFE:

There, you see -

HUSBAND:

But I don't understand! The names are the same - and the packages look the same!

CLERK:

That's right, Sir. But you see, when these American cigarettes are shipped over here to England, the artificial flavouring has to be left out of them in order to conform to our English law. But you see - we cannot sell artificially flavored tobacco.

ANNOUNCER:

In England, smokers are protected by law against substitutes and flavorings in their cigarettes. In America there is only ONE popular blended cigarette that gives you this protection. That cigarette is the new Pall Mall. Unlike English cigarettes, it's an American blend of the finest domestic and imported tobaccos. But Pall Malls are blended of PURE tobaccos - with no artificial flavoring of any kind. No other popular blended cigarette can make this claim. Save for extra taxes in some states, you pay only fifteen cents for twenty. You ask for

ATX01 0143293

REVISED 3-2-38

PEOPLE IN THE NEWS OPENING COLLEAGIAL CONT'D. TYPED 3-2-38

#39

March 1, 1936
PALL MALL CIGARETTES

Pall Malls. And you smoke them for PURE PLEASURE from PURE
tobaccos.

And now, Miss Dorothy Thompson with PEOPLE IN THE

NEWS!

ATK01 0143294

PALL MALL BROADCAST

MARCH 1, 1938

DOROTHY THOMPSON

PEOPLE IN THE NEWS

Your broadcaster tonight is an old foreign correspondent, who worked for a number of years in Vienna, which at this moment, is a center of world attention. Being a columnist and broadcaster is fun, but once a reporter, one is always a reporter, and I haven't heard the deep-throated whistle of a ship going out of the New York harbor in the last ten days without wanting to rush down and take it.

And this nostalgia makes me think of "the boys", my old colleagues, who today, many of them working under the most adverse conditions, manage to get out to the American people some part, at least, of the news of what is happening in Europe. The adverse conditions are great, in the countries which no longer have democratic government, and that means a large part of the countries of the world. First of all, there is a censorship of news that goes out by cable, Secondly, there is an internal censorship. As long as there was a free press in these countries, one could depend for internal news to a large extent on the local newspapers. Now, the correspondent only gets a chance to read in the newspapers what the government wants him to know, and so one has to seek underground sources. And these are not always reliable. And, in seeking them, he is not only running the risk of being expelled from the country, but one is risking the safety of his informant. That is the worst handicap that the foreign correspondent labors under. And third, the foreign correspondent is subject to temptations. Because if you will tell the right story everything is open to you. You can be wined and dined and decorated and introduced to the Great.

ATX01 0143295

On the continent of Europe the correspondent gets around the external censorship, the censorship of his news, by telephoning his news to Paris or to London. He knows that his telephone is tapped. He knows that there is a record in the foreign office press department of what he is sending from day to day. But so far no way has been devised of stopping him. Sometimes he is cut off, but if he puts in another call, he can again transfer a little more of his news. He's cut off after he's said something. The boys also have a way of telephoning in a slang jargon which would be Greek to the average foreigner.

And it is perfectly amazing, the amount of news they transfer. The leading newspapers of this country and the leading news agencies supply Americans with the most comprehensive foreign news coverage on earth. Some things of historic importance are published in this country and never see the light of day in the countries from which they come. The letter of the German army chaplains to Hitler last November is an illustration. The New York Times had the full text, though no ordinary German citizen never had a chance to read it.

Some of these foreign correspondents, and photographers, are heroic, and have risked their lives and careers to try and get at the truth. The Chicago Daily News correspondent in Paris, Mr. Edgar Mowrer, was forced to leave Germany in 1934, under direct threat that the government would not be responsible for his safety or that of his family. A number of others have been expelled, and often this means the possible loss of their jobs. Many have been expelled from Russia and Italy.

It is an interesting comment on the changed attitude of America toward foreign affairs, that the development of foreign correspondence is a matter of the last twenty years.

(MORE)

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Before the war we had almost no news staffs in Europe. We took our news chiefly from the European news services, who doctored it to suit themselves, and that was supplemented by articles written by casual or adventurous travellers. Then, when the world war broke out, the leading newspapers began building up staffs in Europe to report the world's greatest story, the war itself. And since the war, the great news services: The Associated Press, the United Press, and The International News Service, and the New York Herald Tribune, the New York Times, the Chicago Tribune, the Chicago Daily News have kept correspondents with or without staffs in all the chief capitals of Europe, and in Russia, Japan, and China, and South America, and other papers like the St. Louis Post Dispatch and the Baltimore Sun have men pretty well distributed. And the foreign news service of the Christian Science Monitor ought to be commended.

Next week, at this hour, I intend to give you personal descriptions of some of these foreign correspondents, who enable you to see the world at your breakfast table. But tonight I am going to try to tell you how they gather news, today.

First of all, the American correspondent is freer than almost any other news-gatherer from any other country. The correspondents of other countries -- and that holds for the democratic countries, like England and France -- are far more closely attached to the embassies in whatever country they happen to be in, particularly if the paper they happen to represent is close to the government. At home, the American correspondent is almost entirely on his own. He uses his Embassy, of course.

(MORE)

But the Embassy does not use him. Now that the news is so heavily censored inside certain countries, he needs the Embassy more than he ever needed it before. Part of his information comes from the American military attaches, or Commercial Attaches, or Consuls or Secretaries of the Embassies. These people have means of getting information, which is not always available to him.

In the censored countries, an enormous comradeship and cooperation has grown up among the foreign correspondents themselves. Since everybody has difficulty in getting news, everybody helps everybody else, unless he is directly competing for a scoop in the same area. I remember that during the first ten months of the Nazi revolution, when it was impossible to get any authentic news from any government source, and when the government was largely concerned with denying the truth of the news that the foreign correspondents did get, the entire corps used to meet every night in the home of an Englishman. Here were Americans, Englishmen, Frenchmen, Danes, Swedes, Austrians, Hollanders, Czechs -- correspondents from all the countries that had a free press. Amidst dense clouds of cigarette smoke, and speaking in three languages, we acted as though we were all working for the same newspaper. One man would know one fact; another another; another a third; and none of them seemed to make sense until a fourth man would speak up with a final fact that made the whole picture clear.

In those days, I remember one of the things we were trying to find out was whether people opposed to the Nazi government were being treated violently. The government was denying it. We believed that violence was being used, but we didn't know it, so we set out to find out. We didn't expect to catch anybody in the act, but we knew, if there were victims, they would be found in the hospitals, and so we divided the city of Berlin into districts, and set out to investigate every hospital in town.

The reason for that is that a great myth has been built up by the Third Reich, to the effect that everything was in complete chaos and disorder before they came into power, and that myth cannot be swallowed, by journalists who saw Germany emerge in the most grandiose fashion between 1923 and 1928, to the point where she had the fastest ships on the ocean, the best civil air service in Europe, the best housing, and the finest theater in all Europe.

The foreign correspondent, under the dictatorships, gets very little out of the local daily press. He has to read technical journals, such as the Army and Navy Gazettes, the publications of the Business Institutes, the Law journals that publish the government's decrees, and if he reads all these carefully, he gets a pretty clear idea of what is happening. Also he needs to have someone reading for him, if no time himself, the small country newspapers, in which an innocent editor sometimes reveals things that never reach the capital, and which the capital would like to keep quiet. This is particularly true in Russia.

Of course, he makes mistakes. There is no question that a certain amount of false news comes out from the dictatorships. It's bound to, when the channels for obtaining it are so obstructed. Nevertheless, when the average citizen in Germany knew nothing of the struggle that was going on in the German cabinet between Dr. Schacht and General Goering, the American public knew about it, and Dr. Schacht's resignation was predicted here long in advance of the fact, as was the recent shakeup in the German army. American, English, French and Swiss newspapers are constantly suppressed on the newstands, because citizens of dictatorships rush to get them.

-7-

By and large, the foreign correspondents in Europe are as fine a group of men and women as I have ever known, whether you look at them from the viewpoint of intelligence or character, and next week I will introduce some of them to you. Not the people in the news, but those who put the people in.

3/1/38
WLB.

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(TYPED 3/1/38)

PEOPLE IN THE NEWS

CLOSING COMMERCIAL

March 1, 1938 TUESDAY

#39

FALL MALL CIGARETTES

ANNOUNCER:

You have just heard Miss Dorothy Thompson presented by the new Fall Malls.

Pure smoking pleasure comes from pure tobaccos. And you can get this pure smoking pleasure from the new Fall Mall cigarettes. That's because Fall Malls are blended only from the finest domestic and Turkish tobaccos... with no artificial flavouring. Fall Malls give you the flavour of pure tobaccos. No other popular blended cigarette can make this claim.

So the next time you buy cigarettes, ask for Fall Malls. The price is only fifteen cents for 20 cigarettes, plus local taxes in some states. Try Fall Malls, if only to see for yourself how much pure smoking pleasure comes from pure tobaccos.

This is Nelson Case speaking for Fall Mall cigarettes, which are made by the American Cigarette and Cigar Company.

(FILL WITH FOLLOWING IF NECESSARY)

(PAUSE) If you have any suggestions for people or subjects that you would like to have Miss Thompson discuss on these broadcasts, you are cordially invited to write to Fall Mall cigarettes, in care of this station.

Dorothy Thompson broadcasts a second time each week on another network. Consult your newspaper for day and station and time.
THIS IS THE BLUE NETWORK OF THE NATIONAL BROADCASTING COMPANY.

ATX01 0143301

COMPTON ADVERTISING, INC. • New York

630 Fifth Avenue, New York City

DATE: March 1, 1938

FOR IMMEDIATE RELEASE

JUSTICE CARDOZO FOR DOROTHY
THOMPSON'S "PEOPLE IN THE NEWS"

Benjamin Nathan Cardozo, renowned U.S. Supreme Court Justice, author, scholar and jurist, will be the personality of Dorothy Thompson's discussion in her "People in the News" broadcast this Friday night at 10:45 PM, EST, over the NBC Red Network.

Long famous for his liberal decisions and his free interpretation of the law code, Justice Cardozo will be reviewed by Miss Thompson both as an unusual personality and as an advocate of a certain definite philosophy of law and jurisprudence.

COMPTON ADVERTISING, INC. - New York

*File Thompson
Sawyer*

630 Fifth Avenue, New York City

DATE: March 2, 1938

FOR IMMEDIATE RELEASE

"WHO PUT the PEOPLE IN THE NEWS?"
"FOREIGN CORRESPONDENTS", SAYS DOROTHY THOMPSON

It's "not the people in the news, but those who put the people in" that Dorothy Thompson is going to talk about in her NEC Blue Network broadcast on Tuesday, March 8th, at 7:30 PM, EST.

After devoting her entire broadcast of March 1 to the activities of American foreign correspondents in Europe, Miss Thompson, in her March 8th broadcast, will relate personal reminiscences about some of the most famous of these newspaper men and women.

The lives and activities of such prominent correspondents as Walter Duranty, Otto Tolischus, Anne McCormick, John Gunther and Ernest Mowrer --- all friends of Miss Thompson - will be revealed in a new and far more intimate manner than the thousands of daily readers of their news dispatches would ever imagine.

COMPTON ADVERTISING, INC. • New York

(WIRED 3/4/38)

PEOPLE IN THE NEWS

OPENING COMMERICAL

FRIDAY
March 4th 1938
PAUL MALL CIGARETTES

#40

ANNOUNCER:

In a moment, Miss Dorothy Thompson, presented by Paul Mall's new fifteen-cent cigarette. But now - a scene in the lobby of a London hotel as BIG BEN is striking.

BUSINESS: BIG BEN STRIKES SLOWLY. BONG BONG BONG BONG.

WIFE:

But John dear, I know I'm not wrong!

HUSBAND:

Dorothy, let's not argue any more about it.

WIFE:

Yes, but -

HUSBAND:

Mr. Smart always sells us our cigarettes so let's go ask him.

WIFE:

Well, I'll just bet you.

HUSBAND: (CHUCKLING - VERY TOLERANT AND SUPERIOR)

Darling, it would be the surest bet I ever made.

(AT COUNTER) Oh, Mr. Smart!

CLERK:

Good afternoon, Sir.

WIFE:

My husband says -

HUSBAND:

Now dear - please let me handle this. Mr. Smart, aren't

ATX01 0143304

(TYPED 3/4/38)

OPENING COMMERCIAL CONT'D

FRIDAY
March 4th 1938

PALL MALL CIGARETTES

PEOPLE -IN THE NEWS

#40

HUSBAND: (CONTINUED)

the American cigarettes you sell here in London the same as those we buy at home?

CLERK:

Why, no, Sir, they're not exactly the same.

WIFE:

There, you see —

HUSBAND:

But I don't understand! The names are the same — and the packages look the same!

CLERK:

That's right, Sir. But you see, when these American cigarettes are shipped over here to England, the artificial flavouring has to be left out of them in order to conform to our English law. But you see — we cannot sell artificially flavoured tobacco.

ANNOUNCER:

In England, smokers are protected by law against substitutes and flavourings in their cigarettes. In America there is only ONE popular blended cigarette that gives you this protection. That cigarette is the new Pall Mall. Unlike English cigarettes, it's an American blend of the finest domestic and imported tobaccos. But Pall Malls are blended of PURE tobaccos — with no artificial flavouring of any kind. No other popular blended cigarette can make this claim. Save for extra taxes in some states, you pay only

ATK01 0143305

OPENING COMMERCIAL MOUNTED

SECRET
NOV 16 1958
RADIO COMMUNICATIONS

PEOPLE IN THE NEWS

#41

fifteen cents for twenty. You can get Paul Gallico. And you spend
them for PURE PLEASURE from PURE tobacco.

And now, Miss Dorothy Thompson with PEOPLE IN THE NEWS!

ATX01 0143306

PALL MALL BROADCAST

MARCH 4th, 1938

DOROTHY THOMPSON

PEOPLE IN THE NEWS

Yesterday's newspapers reported that there has been going on for some time a polite exchange of diplomatic notes between the United States and Great Britain. The correspondence revolves about the question whether this country of Britain owns, or has legally established ownership to, a number of tiny islands in the south Pacific. Some of them are mere dots in the vast sea. None of them is more than a few acres in extent. They contain no gold or oil. Their population is made up of sea birds and a few wandering Polynesian fishermen. These tiny coral atolls in the sea, some of them hardly more than one acre in size, have wonderful names: Smut-face, Starbuck, Sail rocks, Ramblers Reefs, and altogether there are twenty-five of them. Nantucket whaling men, between 1818 and 1828 discovered these bits of coral on their way to whaling grounds in the South Pacific and our claims are based on their reports. The story of the discovery of one group of them, the Caroline group, is similar to the famous tale of Mutiny on the Bounty, which actually occurred in the same waters. A harpooner, aboard an American whaler, killed the Captain and his three mates, and landed the mutineers on these Caroline islands, while the loyal part of the crew proceeded to Chile and reported to an American naval ship stationed there. The naval ship then went to the islands to capture the mutineers. When they arrived all of them had been killed by the Polynesian natives except two, but the naval ship used the opportunity to run up the American flag and claim the islands.

(MORE)

ATX01 0143307

Now, none of them have been the slightest good to anybody until the development of modern aviation, and the possible use of the islands for submarine bases. Civil aviation can use them for purposes of peaceful transport, and the United States government could use them in case of war. And so could England. England is claiming that her merchantmen and naval vessels touched these bits of land first, so research and investigation have been started on both sides. And we want them because we can fit them in to the greatest air organization on earth, which already flies the long route from San Francisco to China, using just such islands as these for stepping stones, and which is now making surveys for routes to New Zealand and Australia. That organization is Pan-American Airways, and the moving spirit in that organization is the man I am going to talk about tonight, Juan Terry Trippe, its President.

Mr. Trippe is a young New Yorker. His father, Charles White Trippe, was a New York banker, of an old seafaring family who came to the United States nearly three hundred years ago. But from his mother, Lucy A. Terry, he inherited a trace of Spanish blood and was named after a great aunt, Juanita Terry. And this inheritance is poetically interesting, for Mr. Trippe is a pioneer in the grand manner made possible by a combination of imagination, boldness, and with all the world for his province through the magic of modern technology. And the trace of Spanish blood in his veins has perhaps endowed him with an intuitive sympathy and understanding in his complex dealings with the governments, the business men, the hotel-keepers, the railroads, and other organizations of the Latin-American countries above which Pan-American planes fly and land on the five thousand mile journey from Miami to Buenos Aires.

(MORE)

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Pan-American airways is a world organization, and the greatest thing that it has done has been to preserve for the United States, against the competition of the British, German, and French governments, the leading position in aviation in South America, with all that that means in the way of prestige, business, and, by derivation, political influence. It's a private organization, subsidized only by mail contracts, and not subsidized in the sense that the British, French, German and Dutch lines are, which are semi-governmental. But it represents the rights of United States citizens on the airways of the world. And it has proved itself, as a world organization, far more efficient than any of its government-subsidized competitors.

It is also bigger than any of them. Its routes total fifty thousand miles, its passenger traffic is the heaviest in the world, it flies the most passenger miles, it touches or covers thirty-nine countries, and it takes in more than eleven million dollars a year. And its greatest development is ahead of it, in the immediate future, when it plans an air route from New York to England.

Pan-American Airways is a young man's organization. Only young men saw its possibilities, and dared to take the pioneering risks involved. Juan Trippe was the moving spirit from the beginning. He was a banker's son, went to Yale, where he divided his interests between football, editing the "Yale Graphic", and founding a collegiate flying club. He was a naval pilot during the war, and flying got into his blood. He's never ceased to be a pilot, as well as an organizer. He was one of the first people to sense the commercial possibilities of aviation.

(MORE)

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Back in 1923 -- and 1923 is ancient history in aviation -- Mr. Trippe started Long Island Airways, which was an airplane taxi service, which had no route, but took passengers anywhere they wanted to go. The history of commercial aviation is very like the history of moving pictures. In both industries a few so-called cockeyed individuals got the idea that something that was generally considered to be a fad or a toy had almost limitless financial and commercial possibilities, and went ahead with very little money, but with enormous quantities of imagination. If either industry had waited for banks or big business to get them started, they wouldn't be started yet. Financial hardening of the arteries is a difficult thing to combat. Capital now flows to things when they become successful. Young Juan Trippe -- this tycoon of world commercial aviation is now only thirty-eight years old -- was lucky in that he had connections in the world of young men with money, and he found a couple who were excited and willing to speculate. They were John Hambleton, a Baltimore banker and war ace, and Cornelius Vanderbilt Whitney. Later these three musketeers increased their number and capital by some more young friends. Long Island Airways was eventually sold, and Mr. Trippe and his young friends, eventually turned their eyes abroad, to the Caribbean, to Central and South America, and finally to the possibilities of ships of the air that would fly the globe.

In this they were only following in the footsteps of young Americans of a hundred and more years ago, who, on tiny sailing vessels carried the American flag to the remotest ports of the world, on adventures quite as risky of capital, and even more risky of life, than the pioneering in aviation has been.

(MORE)

ATX01 0143310

Young men of twenty-one were masters of ships that made the voyage around the Horn from Salem to China and back, taking sometimes as long as two years for a single voyage, out of touch with land or other ships for weeks at a time, on fragile sailing vessels threatened by the continual enemies of sea and storm and fire and disease and hunger. In those days, too, these young men were often the sons of rich fathers, themselves ship-owners, who sent their sons to sea, where they would have to work and accept responsibility. And it was this kind of young men on Nantucket whalers, who discovered the islands which have become important for young American pioneers of the air, a hundred years later.

Two of these islands, Wake Island, and Midway Island have been in use by Pan-American Airways for some time, as landing bases in the flight from California to China. Pan-American Airways has not had ordinary competition. It hasn't struggled against other private companies, but against great governments. And it entered the field after others were already there. In 1919, the very first year after the war, Germany was already erecting a commercial airline in Colombia, and planning to extend it all over South America. The French also were establishing a Paris-Buenos Aires route. And this move put Buenos Aires closer to Paris than it was to New York, and brought a great wail from American business men. But although it brought a wail, it was only these few young men who were prepared to meet the challenge.

Mr. Trippe's organization is universally considered -- and also by its foreign competitors -- to be one of the miracles of modern transportation organization.

(MORE)

ATK01 0143311

What is its success based on? Partly on the fact that the rich young men who built it were not financiers in the first place, but aviators. They weren't interested in the first place in being certain that they'd get a quick return on their investment. They were interested in mapping routes and getting the right to land, and do business in foreign countries. I've compared them to pioneer seamen, but they had disadvantages that the seamen didn't have. There is Freedom of the Seas, but not of the air. For nations own the air above their territories. A ship, if it cannot land, can remain at sea almost indefinitely. An airplane has a strictly limited space of time in the air. So Mr. Trippe's organization had to deal with governments, cities, railroads, steamship lines, and hotels, in foreign countries. He had to establish routes and landing places, not on their shores, but in their midst. In the case of the China route they took desert islands, and on them built sea-plane landings, hotels, wireless stations, machine shops, and everything necessary for the comfort of passengers and the maintenance of the great machines which are planes. And they even built homes to house the permanent staffs living on these tiny islands thousands of miles from land! And, of course, as Pan-American extends its operations to New Zealand and Australia, it will repeat these operations in the South Pacific.

Now, there's one political consequence of all this that ought to be pointed out. While the isolationist feeling grows in this country among many people, these young pioneers consider the whole world as a territory for American commerce. Its economic philosophy is Mr. Hull's: Freedom of World Trade.

(MORE)

ATX01 0143312

By its very nature, it is anti-isolationist. While elsewhere an atmosphere of pessimism reigns, over the possibilities of opening up the world, and while country after country makes closed economics, and tries to live on its own fat, Pan-American Airways looks into the future in the firm conviction that all this nonsense will pass; that modern technology makes it unthinkable that we should go backward; and that the world must, eventually, become one great trade unit. Thus the spirit of the covered wagon moves, now, on wings above the Caribbean and the Atlantic and the Pacific.

And the moving spirit of Pan-American Airways is Juan Terry Trippe, a young man who not very long ago was looked upon as a big, rather lumbering, amiable collegiate figure, whom his friends hoped would eventually find something to do.

3/4/38.
WLB.

ATX01 0143313

PEOPLE IN THE NEWS

CLOSING COMMERCIAL

#40

(TYPE 3/4/38)

FRIDAY
March 4th 1938
PALL MALL CIGARETTES

ANNOUNCER:

You have just heard Miss Dorothy Thompson presented by
the new Pall Malls.

Pure smoking pleasure comes from pure tobaccos. And you
can get this pure smoking pleasure from the new Pall Mall cigarettes.
That's because Pall Malls are blended only from the finest domestic
and Turkish tobaccos ... with no artificial flavouring. Pall Malls
give you the flavour of pure tobaccos. No other popular blended
cigarette can make this claim.

So the next time you buy cigarettes, ask for Pall Malls.
The price is only fifteen cents for twenty cigarettes, plus local
taxes in some states. Try Pall Malls, if only to see for yourself
how much more pure smoking pleasure comes from pure tobaccos.

This is Nelson Case speaking for Pall Mall cigarettes,
which are made by the American Cigarette and Cigar Company.

(FILL WITH FOLLOWING IF NECESSARY)

(PAUSE) If you have any suggestions for people or subjects that
you would like to have Miss Thompson discuss on these broadcasts,
you are cordially invited to write to Pall Mall cigarettes, in care
of this station.

THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY.

ATX01 0143314

COMPTON ADVERTISING, INC. • New York

630 Fifth Avenue, New York City

DATE: March 8, 1938

FOR IMMEDIATE RELEASE

ARTHUR MORGAN AND TVA WRANGLE TO BE SUBJECT
FOR DOROTHY THOMPSON'S BROADCAST, "PEOPLE
MAKE NEWS"

Mr. Arthur Morgan, present Chairman of the Tennessee Valley Authority, has been chosen by radio commentator Dorothy Thompson as the personality for discussion in her "People Make News" broadcast at 10:45 PM, EST, this coming Friday, March 11, over the NBC Red network.

Believing that Mr. Morgan has been the indirect cause of much political churning and a lot of heated discussion, Miss Thompson first devoted her newspaper column this week to a review of the present TVA wrangle, and then decided that she would talk about the personalities involved in the situation during her broadcast on Friday night.

TYPED 3/8/38

PEOPLE IN THE NEWS

CLOSING COMMERCIAL CONT'D TUESDAY March 8, 1938

#41

PALL MALL CIGARETTES

You can purchase PALL MALL'S at only 15¢ for 20, plus extra cigarette taxes in some states. PALL MALL'S are manufactured by the American Cigar and Cigarette Company, Nelson Case speaking.

(FILL IN WITH FOLLOWING IF NECESSARY)

(PAUSE) If you have any suggestions for people or subjects that you would like to have Miss Thompson discuss on these broadcasts, you are cordially invited to write to Pall Mall cigarettes, in care of this station.

(NOTE TO RECORDING ENGINEER ONLY: IF FOLLOWING SENTENCE IS BROADCAST DO NOT RECORD IT)

Dorothy Thompson broadcasts a second time each week on another network. Consult your newspaper for day and station and time.

THIS IS THE BLUE NETWORK OF THE NATIONAL BROADCASTING COMPANY.

ATX01 0143316

COMPTON ADVERTISING, INC. • New York

(TYPED 3/8/38)

PEOPLE IN THE NEWS

OPENING COMMERCIAL

TUESDAY March 8, 1938

#41

FALL MALL CIGARETTES

ANNOUNCER:

In a moment, Miss Dorothy Thompson, America's First Lady of Journalism presented by FALL MALL's new fifteen cent cigarette - but now a scene from a court room in London, as Big Ben is striking -
SOUND: BIG BEN STRIKES SLOWLY "BCNG BCNG BCNG 'BCNG" FADES DOWN
JUDGE: (BRITISH ACCENT)

U-hum! U-hum! The Court will now pronounce sentence on the prisoner. (ADDRESSING THE DEFENDENT) U-hum! Uh - Nevill Woodrow, the Court having found that you are guilty of adulterating tobacco within the meaning of the Act adjudges that you shall forfeit to the Crown the sum of three hundred pounds and that the tobacco so adulterated shall also be forfeited to the Crown.

ANNOUNCER:

In England, smokers are protected by law against substitutes and flavourings in their cigarettes. In America there is only ONE popular blended cigarette that gives you this protection. That cigarette is the new Fall Mall. Unlike English cigarettes, it's an American blend of the finest domestic and imported tobaccos. But Fall Malls are blended of PURE tobaccos - with no artificial flavouring of any kind. No other popular blended cigarette can make this claim. Save for extra taxes in some states, you pay only fifteen cents for twenty. You ask for Fall Malls. And you smoke them for PURE PLEASURE from PURE tobaccos.

And now, Miss Dorothy Thompson with PEOPLE IN THE NEWS!

ATX01 0143317

DOROTHY THOMPSON

File

PEOPLE IN THE NEWS

TUESDAY, MARCH 8th, 1938.

I promised you this week to speak not of people in the news, but of the men behind the news from Europe: the foreign correspondents, and especially the foreign correspondents who are working under censorship, in countries where there is no free press. I'm going to speak tonight only of a few of the people I know, with whom I have worked, and whose companionship and friendship I cherish.

Just now, one of the world's great stories is the new trial in Russia, of some of the most distinguished figures of the communist revolution. In preceding trials, men have been "liquidated", who headed great enterprises and held high positions in the Soviet state. Now, equally important figures are on trial for their lives; and as in the preceding cases, a fantastic feature is that all of the defendants put the noose around their own necks by testifying, apparently voluntarily, that they have been guilty of every sort of treason. American journalists follow the evidence, but even the cleverest and most intelligent of them confess that the whole procedure is utterly inexplicable.

One of the men who is covering this trial is my old friend, Walter Duranty, of the New York Times. Duranty has seen more of modern Russian history than any one single correspondent. With occasional prolonged breaks, he has been there continuously since 1910. He is an Englishman, not an American, although he has worked for the New York Times for twenty odd years. It is safe to say that not an American, whether he was a journalist, or a business man, or merely a tourist, who has visited Russia since the war without attempting to see Walter Duranty, and hundreds of them have dined in his apartment, sat beside his fire -- for a long time he was famous for having the only open fire in Moscow --

(MORE)

ATK01 0143318

THOMPSON: (CONT.)

-- and listened to the most brilliant conversationalist among all the foreign correspondents. He is a great talker, and he is what few great talkers ever are -- a great listener, as well.

Walter Duranty loved good food, good drink, good books, and his friends. For the rest, he looks upon life and revolution with a cool and detached eye. He has seen and had to record so much cruelty in the last twenty years, that what works some of us up into a lather, is contemplated by him as though he were reading the history of the middle ages. He believed from the beginning that the Russian revolution would survive, and that Russia would not, as so many predicted, return to capitalism. He believed, from the beginning, that the Russian revolution was an historical fact and must be contemplated as such. He has been trying to look at Russia as a contemporary historian. Incidentally, Duranty has published a fascinating biography under the title "I Write As I Please."

He was in New York last summer and came to see me in the hospital, where I was convalescing from an operation. "Walter", I said, "Now that you are out of Russia, please explain to me, for heaven's sake, what is really happening there. Make it clear to me. "I'll send you a book", he said smilingly, it'll perhaps give you some sense of the atmosphere at present."

The next day there was delivered to me, Hakluyt's English Voyages, written by an English geographer at the end of the sixteenth century, and Walter had marked the part in which the great English traveler of long ago described the court of Ivan the Terrible.

My friend Edgar Mowrer, the Paris correspondent of the Chicago Daily News is a quite different type of human being, although the men are friends. Edgar is a moralist.

It is impossible for him not to take a viewpoint toward what is going on in the world, and to write from that viewpoint. A lover of Liberty, a believer in democratic government, a student of classical philosophy, and a humanitarian whose soul revolts against cruelty, Edgar, who is one of the most educated journalists whom I know, writes also from his heart.

There is a myth that the foreign correspondent is a hard-boiled fellow, a sort of soldier of fortune. There are some men of that type. Floyd Gibbons, for instance, belongs to that category and is a delightful example of it, competing with Duranty for being the world's best story-teller. But nowadays the good foreign correspondent is often a scholarly type. He needs to have courage, energy and the ability to organize his information and his thoughts under terrific pressure -- to write if need be in an airplane. But he also needs to know languages, history, diplomacy, and politics; to be able to command the respect of distinguished men in public life. Edgar Mowrer distinctly belongs to this class. He speaks German, French, and Italian. He is something of an authority on early Italian poetry and the age of Dante. When he was correspondent in Berlin, before the Hitler regime drove him out, he was a member of a German philosophical society and held learned discourses in German. For the exhausting life which he has lived, chasing news under two dictatorships -- first in Rome, then in Berlin -- and now as correspondent in Paris, he keeps himself in the pink of physical fitness by exercise, and by his favorite sport -- skiing, at which he's expert, although he once broke his leg at it. He doesn't smoke and seldom drinks anything but a little wine.

He is a slim, youthful looking man, with a narrow face, a generous mouth, and burning blue eyes. The trouble with Edgar is that he really is an artist and he feels what is happening about him. Put Walter Duranty in the middle of a reign of terror, and he will regard it detachedly and say, "Well, it's not nice. But this sort of thing has happened many times before in history, and the human race has survived." Put Edgar Mowrer in the middle of a reign of terror, and he is extremely likely to get himself shot for protesting, and in any case, he becomes actually sick, but never, let me add, so sick that he wouldn't be one of the first to get the news.

Edgar's charming and clever English wife, Lillian Mowrer, has just published a delightful book about life with Edgar, called "Journalist's Wife" which I heartily commend to you.

Reporting from Vienna these days, as he has done for years, is M. W. Fodor, always of the Manchester Guardian, once of the New York Evening Post, and now of the Chicago Daily News. His name is Marcel, but nobody has ever been known to call him anything except just "Fodor". He is a Hungarian, educated in Germany and England, speaking half a dozen Balkan languages. He knows more about Europe between Germany and Constantinople than any correspondent who has ever written from that territory, and that includes your broadcaster, who learned most of what she knows from him. Fodor is one of the best human beings I have ever known. He is a true liberal with a complete faith that the liberal spirit will eventually triumph, perhaps in a 100 years. He is a round, rosy-faced man, with little grey eyes twinkling behind his spectacles.

He's a Quaker by religion and his passions are German music and Italian painting, about both of which he knows a great deal. His generosity is proverbial. He has spent more precious time educating ignorant young American newspapermen than any other person in Europe. If you want to know the facts about Austria and the Danube countries that Germany has now started out to dominate, by all means read his recent book: "Plot and Counter Plot in Central Europe". There is no other book in English so full of information.

One can't discuss European correspondents without mentioning two women: Sigrid Schultz, the Chicago Tribune's correspondent in Berlin, and Mrs. Anne O'Hare McCormick, the special correspondent of the New York Times.

Sigrid is the American-born daughter of a German artist. She began her newspaper career as a secretary in the Berlin office of the Chicago Tribune. After a while, the paper began to realize that though correspondents came and went most of the work was done by Sigrid, so they gave her the job. Sigrid is a very feminine, blonde, little woman, who does her work in a thoroughly feminine, and therefore very effective way. She lives in a studio apartment with her mother, an old lady beloved by the "boys" from one end of Europe to the other, and Sigrid's great asset is that she knows how to entertain delightfully in a simple and Bohemian manner, and by way of setting an excellent table and being able to create a jolly atmosphere, has become intimately acquainted with a great many people in key positions. I met Nazis, who afterward became very important fellows, at Sigrid's house, long before the Nazis came into power and when nobody thought that they ever would. Sigrid always reckoned that you never can tell and it is well to have friends in all camps.

As for Mrs. McCormick, I consider her one of the finest reporters in the world today. She has tact and discretion -- two invaluable assets, which give her an entree into every foreign office in Europe, and have made her respected by democratic prime ministers and dictators alike. She has perspective, energy, the capacity to gather and digest an enormous number of facts, and she has great common senses and wisdom in interpreting them. She is extraordinarily objective, and completely refutes the often-uttered criticism that women are always "personal". No American journalist is more impersonal than Mrs. McCormick. She is a charming woman, with a delightful humor, but she always manages to keep herself, her personality, her views, in the background, and with great sympathy and shrewdness draw out the point of view of others. She has an orderly mind, exceptional intelligence, and a way of presenting and interpreting events with complete lack of pretension, but with a lucidity that gives her real writing style. I never miss a dispatch of hers, either from Europe or from Washington. Mrs. McCormick has gotten everything she has by intelligence and hard work, and she belongs where she is: on the editorial staff of the Times, thus breaking into a sanctum hitherto reserved for men and putting herself among the top-notchers of her profession.

Aren't they nice, these men and women, who give you the news from Europe? Well, they are my friends. I admire them, and I love them.

3/8/38.
WLB.

ATX01 0143323

PEOPLE IN THE NEWS

CLOSING COMMERCIAL
#41

TYPED 3/8/38

TUESDAY March 8, 1938

FALL MALL CIGARETTES

ANNOUNCER:

Thank you, Miss Dorothy Thompson, for another pen portrait of PEOPLE IN THE NEWS.

As you all know, particular people prefer FALL MALLS, and in looking over the list, we find that:

Pompous plutocrats, pedantic pedagogues, pedestrian postmen, prudent Puritans --

As well as --

Peaceful pacifists, playful punsters, perplexed politicians, pensive poets, portly prima donnas --

Not forgetting --

Pinochle players, polo players, in fact all particularly particular people prefer FALL MALLS! Perhaps this makes you ponder.

But the reason is pretty plain.

FALL MALL'S fine tobaccos do not need

To be doctored up and flavored

They're better --

NATURALLY.

And Fall Malls are the only popular blended cigarettes made without artificial flavoring. So if you want pure pleasure from pure tobacco, be a particular person. Pick up a pack of FALL MALL'S!

AIK01 0143324

COMPTON ADVERTISING, INC. • New York

PEOPLE IN THE NEWS

OPENING COMMERCIAL

TYPE 5-11-35

#42

FRILE

March 11, 1938

PALL MALL CIGARETTES

ANNOUNCER:

In a moment, Miss Dorothy Thompson, America's
First Lady of Journalism presented by PALL MALL's new fifteen
cent cigarette - but not a scene from a court room in London,
as Big Ben is striking:

SOUND: BIG BEN STRIKES SLOWLY, BONG BONG BONG BONG FADES DOWN.

JUDGE: (BRITISH ACCENT)

U-um! U-um! The court will now pronounce sentence
on the prisoner. (ADDRESSING THE DEFENDANT) U-um! U-
Mevill Woodrow, the Court having found that you are guilty of
adulterating tobacco within the meaning of the Act adjudges that
you shall forfeit to the Crown the sum of three hundred pounds and
that the tobacco so adulterated shall also be forfeited to the
Crown.

ANNOUNCER:

In England, smokers are protected by law against
substitutes and flavorings in their cigarettes. In America
there is only ONE popular blended cigarette that gives you this
protection. That cigarette is the new PALL MALL. Unlike
English cigarettes, it's an American blend of the finest domestic
and imported tobaccos. But Pall Malls are blended of PURE
tobacco - with no artificial flavoring of any kind. In other
popular blended cigarettes you make this claim. Save for extra
times in some states, you pay only fifteen cents for twenty.

ATX01 0143325

PEOPLE IN THE NEWS OPENING COMMERCIAL CODE'D. TYPED 3-11-38

FRIDAY
MARCH 11, 1938
PALL MALL CIGARETTES

You ask for Pall Malls. And you smoke them for PURE PLEASURE
from PURE tobaccos.

And now, Miss Dorothy Thompson with PEOPLE IN THE

NEWS!

ATK01 0143326

PALL MALL BROADCAST
DOROTHY THOMPSON

PEOPLE IN THE NEWS
MARCH 11, 1938.

THOMPSON:

*File
script*

The news tonight from Europe is the blackest since 1914. For a few minutes this afternoon it seemed as though there might be a general European war. Now that seems less likely. I mean for the moment, for the time being, for this week, or this month. But that forces have started moving that aren't going to stop, that will disrupt Europe and demoralize it from end to end by revolution, and eventually mean war, or the surrender of all democracies, is the belief of nearly everybody who's in a position to be informed, and who has the background to evaluate what is happening. That's what they think in Washington tonight. I've talked today with people there, who are best informed on foreign affairs. That's what they think in London tonight.

Just before I came here to broadcast to you, I talked on the long distance telephone with one of the best informed diplomatic correspondents in London, and he said "All England now thinks that we have to deal with a new Napoleon."

I've tried to get through to Vienna all afternoon, but only succeeded a few minutes ago. It's now nearly dawn there. I talked for a few minutes with a famous correspondent. He tells me that the whole town is full of marching Nazis. He, who is on the spot, doesn't know whether there are German troops in Austria, but the population has been advised by radio that if they come there's to be no resistance, and it's expected that a certain number of platoons of German soldiers will occupy the country tomorrow.

A new all pro-German cabinet has been formed, headed by Seiss-Inquart, the Nazi Minister of Interior, whom Hitler forced into the cabinet a few weeks ago.

#42 *File*

ATK01 0143327

The Minister of Justice in this cabinet is Fritz Hueber, a brother-in-law of General Goering, Hitler's Number One Man.

It's believed that Chancellor Schuschnigg who made such a valiant resistance, has gone to Hungary. All Austria is in the hands of the Nazis.

All sorts of rumors and counter-rumors have been coming from the capital of Austria all day. Some of them I've been able to confirm; others still remain rumors. But still, we know that certain things have happened, and we can sum them up.

But first, I'd like to say this: It's a weird thing to see the world moving unresistingly toward a fate that it doesn't want, that has been perfectly clear, that's been absolutely predictable from the very beginning. When Hitler came into power in Germany in 1933, there wasn't a well-informed and intelligent journalist there who didn't say sooner or later this regime will make war. I, myself, wrote over and over again, that Nazi Germany would not confine herself to the reconstruction of Germany, but would move into other territories, and would spread her power in two ways - by fomenting revolutions in neighboring states, and by intrenching these revolutions by armed intervention if necessary.

It didn't take any particular clairvoyant powers to realize this. First of all, the German Dictator, Adolph Hitler, told his plans in advance. He wrote them all down for all the world to read. Then he started putting the entire nation on a war footing, turning every factory into a munitions plant, mobilizing every man, woman and child, preparing the people for all the sacrifices of war by enormous propoganda. If Germany didn't intend to make war, then the whole program was obviously a mad man's dream.

And the world has sat by for five years and watched this. While the menace of a new Napoleon loomed huge over Europe, democratic countries have squabbled over things that, in view of what was happening, were really trivial. Today's events found France without a Prime Minister or a Cabinet, and even tonight, France is still debating what sort of a coalition government she will have. The last report I have from Paris this evening is that they've decided on a union of all parties of the Middle, excluding the Extreme Right, who have Fascist sympathies, and excluding the Communists.

And one party in England, or perhaps I'd better say the Right Wing of the Conservatives, has gone right on believing that they could come to some nice, dignified peaceful terms with the military despotisms. I never could see why they believed this, how they could believe it. They needed only to look at what had happened inside Germany; when Hitler became Chancellor, a lot of people thought that they could compromise with this regime, and by offering collaboration, make the course of events less radical. But a totalitarian, military despotism has certain laws that are part of its very being, so everybody that tried to influence the Nazis by playing with them, finally found himself out of power, either put in the dog house, or with his head cut off.

For years, Doctor Hjalmar Schact, one of the great financial geniuses in this world, thought that he could persuade the Nazis State to adopt a more reasonable policy. But where is Dr. Schact today? Then, the conservative officers of the Army tried to get the dictator to modify his plans, and on February 4th, the most representative of these were put out of the army altogether.

It's weird that the outside world could not draw deductions from these things. One man who did draw deductions, and in my belief the right ones, was Anthony Eden, the young British Foreign Minister. But just because he wanted to take a strong stand before it was too late, he was forced out of office on February 21st, the day after Hitler had made a speech in Berlin personally attacking him, in a speech unique in the history of international diplomacy. Eden was forced to resign after Adolph Hitler had presented the Austrian Chancellor Schuschnigg with an ultimatum, in a meeting held in Hitler's villa in Berchtesgaden. Of course, the Nazi press and the Nazi propaganda hailed this meeting as a peace meeting. The independence of Austria was not to be infringed, according to the report that went out. Chancellor Schuschnigg was merely to agree not to persecute the Nazis, and to take a couple of them into his cabinet.

And when Hitler made his speech to the world on February 20th, he heartily thanked Chancellor Schuschnigg for his warm cooperation, although everyone knew that the agreement was made at a pistol point. But the Austrian Nazis didn't take the agreement as a symbol of peace; they took it instead for what it was, - a signal for open demonstrations and defiance of the Austrian government. They marched in the streets; they shouted "Heil Hitler"; they displayed the swastika emblems in defiance of the law; they staged riots, and made demonstrations against Jews and Catholics.

Chancellor Schuschnigg trying to save his country, decided to call for a vote of confidence from the whole people. He prepared a plebiscite which was to have been held tomorrow, on the question of whether the Austrian people would support his policy. Let's again get clear what that policy was. It wasn't a policy of enmity to Germany.

(MORE)

ATX01 0143330

THOMPSON: (CONT)

On the contrary, Austria asserted she was a German state, a Germanic people, anxious to cooperate with Germany as closely as possible. Wasn't even a policy of enmity to the Nazis. They were to have seats in the cabinet, and be allowed to join in the Fatherland Front, the single-party system that has governed Austria ever since the representative system of government was destroyed in 1933 at the demand of Mussolini.

Schuschnigg's ballot asked the Austrian people "Do you stand for a Christian and independent Austria?" I suppose that's the first time in history that a people has been asked to vote on the question of whether they wish to remain Christians, but there was a good reason for the question. Because one reason that many Austrians don't want to be nazified is because the Nazis are the proven enemies of the Christian Church.

Now Hitler was taken by surprise by this announcement of a vote. He wanted a vote too, but he wanted it when he or his followers could rig the elections. He didn't want it while Schuschnigg was in control of the situation. His informers told him that Schuschnigg would win this election. And now Hitler showed just how much any agreement with him was worth.

First, he took exception to the plebiscite on the ground that it violated the Austrian Constitution. Mind you, this is the Constitution of an independent country that was never in history part of the German Reich. And the criticism was made by a man who's held repeated plebiscites under terror, when no outside power was threatening his country. But when he found that Schuschnigg was going to take the vote, he simply offered another ultimatum. He let it be known that if the vote were taken, Austria would be invaded.

(MORE)

ATK01 0143331

THOMPSON: (CONT.)

Again he massed troops on the frontier; again Austria looked in vain for help from the outside from Italy, France and England who had solemnly guaranteed her independence, -- no help came. And Schuschnigg either had to give in, or turn his country over to armed conquest. Today he gave in. The Nazis have captured Austria, just as tomorrow they will without doubt capture small state after small state, by the same methods, while the world looks on.

In London tonight and in Paris, there is complete consternation. Only yesterday Lord Halifax, the British Foreign Secretary, was negotiating with Ribbentrop, the German Foreign Minister, and Ribbentrop was actually telling the British Government that it would be well for the sake of friendly relations, for England to curb its free press, and urge it not to write unpleasant things about the Nazis.

Apparently the result of those conversations was that Ribbentrop could assure Hitler that he was pretty safe in going ahead, for today Hitler acted, and today Britain and France made strong protests to the German Foreign Office. But the protests are just about one month too late. There isn't much good protesting after a deed has been done. And it is a deed of which complete notice was given in advance.

Why is it so important? Well, for the first time since the War, force, naked and unashamed, has been used in the heart of Europe openly by one nation to coerce another nation into submission, and this time no one could raise the issue of communism.

A pattern has been established. A new Caesar walks the earth, and nobody has the remotest idea when and where he will stop, or whether he will ever stop, unless the world opposes him as it eventually opposed Napoleon by collective force of arms.

What does it mean for us, seemingly so far away? That there is no peace on the horizon, and that in the months to come, all democracies will be shaken. And that ought to mean, it seems to me, that we should try to forget our internal bickerings, and try to insist on the preservation of human decencies between all classes, and remember that a class struggle in this country can only weaken us as it has woefully weakened France. And remember, also, that we have something very precious to lose, which is the right to breathe the air of freedom. Hundreds of thousands of people have lost that right in Austria tonight.

END

*Blank copy, done
Wm. Thompson*

3/12/38.
WLB.

ATX01 0143333

PEOPLE IN THE NEWS

CLOSING COMMERCIAL

TYPED 3-11-38

FRIDAY,

March 11, 1938

PALL MALL CIGARETTES

ANNOUNCER:

Dorothy Thompson with PEOPLE IN THE NEWS is presented by Pall Mall, the new fifteen cent cigarette that particular people prefer.

VOICE: (WOMAN)

Pretty Priscillas prefer Pall Mall.

VOICE:

Pompous Plutocrats prefer Pall Mall.

VOICE: (GIRL)

And that particular person prefers Pall Mall.

ANNOUNCER:

Because -

Pall Mall is made of the finest tobaccos, without artificial flavouring of any kind. It is the ONLY popular blended cigarette which can make this claim.

Therefore - particular people prefer Pall Mall.

They're better - NATURALLY.

This is Nelson Case speaking for Pall Mall cigarettes which are made by the American Cigarette and Cigar Company.

THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY.

ATX01 0143334

PALL MALL BROADCAST
MARCH 15, 1938

DOROTHY THOMPSON
PEOPLE IN THE NEWS

Knock, knock, knock. Who's there? Who do you think? This, ladies and gentlemen, is the 15th of March, and the fellow at the door is the Income Tax Collector; The man in the News today. This is the day of the great American headache when Spring and the tax collector appear at the same time, and the voice of the bluebird is muted because it carries a little pellet of aspirin in the throat that should shelter a song. This is the day when you bare your palpitating soul to the government, write down your record of financial failure or success last year, and if you have made any money pay it out for a chunk of battleship or a pension for a widow whose husband chopped firewood for a General in the War of Eighteen Twelve.

Now we have a pretty helpful government as governments go. Washington will tell you how to cure snake bites, when to plant begonias, how to can sickle pears, or the mean average rainfall in the Phillipines during the years 1908-1912. It will identify bugs for you; very useful - help you to sell refrigerators to Eskimos; look up a maiden aunt who has gotten lost on a trip around the world and shepherd her home. The capital is filled with kindly souls panting to do good deeds and retire on a pension. But when it comes to the income tax, Washington gets pretty stern about it, and sits you down before a mysterious and terrifying document known as form ten forty, on which the American people have been thrown for a loss for a good many years.

ATK01 0143335

Having just emerged battered and worn from a struggle with form ten forty, I have the heartiest sympathy with the Iowa woman who wrote a declaration of independence to the federal treasury. This is what she said: Dear Mr. Treasurer: "I am the cook, laundress, barber, housecleaner, keep books in the winter, sell garden plants in the spring, can around three hundred quarts of food in summer, grandmother to ten, try to keep my temper down and keep the old man happy and not trained for this job of bookkeeping anyway. So if you want to put me in jail because I make mistakes, go ahead: maybe I would get a rest."

Like most taxpayers I have a hearty interest in the schedule marked Deductions from Income: an interest for which the government hasn't the slightest enthusiasm. Now, if I owned a lead mine -- any old lead mine, not necessarily a good one -- instead of working as a journalist, my income tax life would be much simpler. All lead mines must come to an end sometime. Even the government knows that. So every year they would permit me to deduct something for depletion. But people who work for a living are evidently not supposed to grow old. If you die, that doesn't matter because they'll get you with an inheritance tax. Now I know that I am growing old because some of my friends occasionally hint it, and I find myself telling the younger generation that they don't know what singing is if they have never heard Caruso, and complaining about modern education. But if I should become as blind as a bat and shake with palsy like a trumpeter in a swing band, Washington would go blandly on thinking of me as a vigorous slip of a girl with plenty of good, fat income-tax paying years still ahead of me. And that's true of you, too, unless you spend your leisure moments clipping the long-flowing tresses of gilt-edge bonds. We can't write off anything for the depletion of our mental powers or physical energies.

I wish I was a lead mine.

Take the little item of bad debts. Everybody has them just as everybody has poor relatives, and sometimes you can't tell where the one begins and the other leaves off. The government says that you may deduct bad debts from your income. Just try it. Let's say, for example, that your Cousin Mollie married ten years ago. Mollie always seemed to be a pretty sensible girl and at first you didn't dream that anything was wrong when she married Bill. He looked like he had a head on his shoulders, but neither you nor Mollie could see the sawdust for the thick blonde hair that covered it. And it took you a little while to find out that when the talk was about work, Bill always changed the subject. Now Mollie is no fool but she just couldn't believe for a long time that big handsome Bill was as useless as a tapestry bell pull in a rented flat. But by that time there were two children, and Mollie loved Bill, although she could see that his faults were big enough to drive trucks through them tandem. So every now and then you would slip your dear cousin-in-law some money and mutter something about, "Here's a little loan, old man, to tide you over until you get a job," and in the course of time Bill and Mollie used up a lot of your cash. And you knew you could never get it back even if the government went on a wall-paper standard of currency. Loans to Bill were strictly one-way affairs. So you thought you would save something out of the wreck by deducting the loans from your income tax under Section 17, headed Bad Debts Explain in Schedule G. In that way you might recover three cents on the dollar, which is better, you reflect, than the government will do on some of its loans. Then you explain in Schedule G that you lent twelve hundred dollars three years ago to Bill Boggs, not a dime of it has ever come back, and never will until your whiskers - if you have any - are long as those of a deacon in the House of David.

You deduct the debts from your income, draw a check for the tax, and try to forget the whole business.

One morning about a year later when you are pretty hard up yourself, a man walks into your office carrying a brief case and a distinct odor of suspicion. You have a good reputation for honesty in the community, but something about this man makes you believe that you have never drawn the breath of truth in your life, and when he pulls your income tax report out of the brief case and lays it on the desk, you immediately feel that you have been earning your living all these years by stealing pennies from the blind man on the corner. He wants to know about that little twelve-hundred dollar item and you tell him about Bill. The Treasury bloodhound smokes your cigar and patiently listens. He's in no hurry because he's paid by the year whether he works or not. At the end of your little song and dance, he asks one question: "Mr. Brown, have you ever sued the guy?" "No, I haven't," you reply. "Well, how do you know then that you can't collect from the guy," he asks through a cloud of suspicion and cigar smoke. You know all right and you explained it once in Schedule G. You also know that if you wanted to prove it by suing Bill and getting a judgment against Cleopatra, and anyhow you just couldn't sue Bill. Mollie would cry and her feelings would be terribly hurt. So you wind up the conversation as shamefacedly as though you had been caught in the act of robbing the dead by saying, "Well, I guess maybe you're right," and go through a slow-motion act of reaching for your checkbook.

Take the little item of children. A lot of people still persist in having them. Even your broadcaster is a parent. The government allows you to deduct four hundred dollars for every dependent child, and in most homes child and dependent mean the same thing. There just aren't enough Shirley Temples to go around. It is perfectly possible that you can keep a child the year around on a dollar and ten cents a day, which is the Government allowance. It is also possible that they may come considerably higher and even be classified as luxuries if they fall out of trees and break legs, get in front of somebody's automobile, or have an appendix removed or their teeth straightened. It doesn't matter. Your child may be worth the world to you, but he's worth only four hundred dollars a year when he turns up on Form Ten Forty.

Then, there are charities. Now, it's always been funny to me that this particular administration that has fulminated so much against corporations having the rights of persons, won't recognize any charity that is a person and isn't a corporation. If you give money to organized charities, you can deduct it from your income tax, even if its object is to cure flat-footed waiters in America. But if an old friend is down and out, or there's a promising boy in the neighborhood whose folks can't send him to college, or a neighbor can't pay the tax on his house, and you give money to them and say "Forget it," that's not charity in the eyes of Form Ten Forty. That's evidently just weakness and self-indulgence.

But there's one sure way to escape the tax collector. Get yourself put on the public payroll. That may be a little difficult, because there are an awful lot of people ahead of you, but it's worth some crowding.

If you're a doctor, and lucky enough to earn twenty thousand dollars a year, you have to pay a tax to the Federal Government while you try to save some money for your old age. But if you've got a good fat Federal position paying twenty thousand dollars a year salary, you don't have to pay a cent to the State where you live, and when you get old the government gives you a pension. It's fine to be able to write the rules and exempt yourself.

Of course, if you're married and can choose your residence anywhere in the United States, you can pick yourself a state where the laws recognize community of property between husband and wife, and save some money from the collector. There are seven such states, where half the income by law belongs to the wife, whether she gets it or not, so if the family has a five thousand dollar income, mama and papa can each file a separate return of twenty-five hundred dollars each and tell the tax collector to jump in the lake.

This is a great and profitable day for the manufacturers of aspirin. But never mind - they'll pay for it on March 15th, just one year from now.

3/15/38.
WLB.

ATX01 0143340

COMPTON ADVERTISING, INC. • New York

(TYPED 3/18/38)

PEOPLE IN THE NEWS

OPENING COMMERCIAL

FRIDAY MARCH 18, 1938

#44

FALL MALL CIGARETTES

ANNOUNCER:

In a moment, Miss Dorothy Thompson, presented by Fall Mall's new fifteen-cent cigarette - but now a scene from a London police station as Big Ben is striking --

SOUND: BIG BEN STRIKES SLOWLY - BONG BONG BONG BONG! FADES DOWN

SOUND: TELEPHONE BELL - CLICK OF RECEIVER OFF HOOK

INSPECTOR:

Hello - Inspector Taylor speaking. Headquarters? Yes - Tottenham Court Road, you say? Right-o. I'll send a man. (TO

WRENCH) Oh Wrench -

WRENCH:

Yes, sir.

INSPECTOR:

Wrench, that was headquarters. Police Laboratories have just tested that tobacco you bought from the shop on Tottenham Court Road.

WRENCH:

Right, sir. What did they find?

INSPECTOR:

Just what we thought.

WRENCH:

Adulterated tobacco?

(TYPED 3/18/38)

PEOPLE IN THE NEWS

OPENING COMMERCIAL CONT'D

FRIDAY MARCH 18, 1938

#44

FALL MALL CIGARETTES

INSPECTOR:

Absolutely. Now go up to headquarters and get that

summons.

WRENCH:

Very good, Inspector.

INSPECTOR:

Serve it immediately on the shop owner, and Wrench, be sure you seize the rest of the adulterated tobacco.

ANNOUNCER:

In England, smokers are protected by law against substitutes and flavourings in their cigarettes. In America there is only ONE popular blended cigarette that gives you this protection. That cigarette is the new FALL MALL. Unlike English cigarettes, it's an American blend of the finest domestic and oriental tobaccos. But Fall Malls are blended of PURE tobaccos - with not artificial flavouring of any kind. No other popular blended cigarette can make this claim. Save for extra taxes in some states, you pay only fifteen cents for twenty. You ask for Fall Malls. And you smoke them for PURE PLEASURE from PURE tobaccos.

And now, Miss Dorothy Thompson, with PEOPLE IN THE NEWS!

ATX01 0143342

PALL MALL BROADCAST

MARCH 18th, 1938.

DOROTHY THOMPSON

PEOPLE IN THE NEWS

THOMPSON:

A controversy has been raging in Washington for the last few days that is likely not to die down but to assume very large proportions. At the very center of it is a great man, a great public servant, and a great educator; Mr. Arthur E. Morgan. Five years ago the United States Congress passed a bill creating the Tennessee Valley Authority, a project for harnessing and controlling the waters of the Tennessee river and its tributaries, thus controlling floods throughout an entire area, with by-products of electric power and chemical fertilizers. It was the biggest venture into public ownership ever taken in this country.

The President looked around to find a man to head this most grandiose of all the New Deal enterprises. Ex-governor Cox of Ohio suggested Arthur Morgan. The President was immediately excited by the idea, for Arthur Morgan was known first, as probably the greatest hydraulic engineer in America; secondly, as a man of the most liberal social philosophy; third, as a man of irreproachable character.

President Roosevelt sent for Arthur Morgan. He asked him to become chairman of the board to control the T.V.A. Morgan made one stipulation. It must be absolutely divorced from politics. It must be run as a public corporation, with responsibility not to any one party or set of politicians, but to the American people as a whole.

The President agreed. That was his idea too. He asked Arthur Morgan to help him find two other men, to make a Board of three.

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Finally, the choice for the other two boiled down to two: Harcourt Morgan, president of the University of Tennessee, and David Lillienthal, a young Wisconsin lawyer, who had been active in representing the state against utility companies, and who was recommended by the LaFollette brothers.

Mr. Arthur Morgan was made chairman of the Tennessee Valley Authority, and the others were added to the Board. All were appointed by the President and confirmed by the Senate. Arthur Morgan was appointed for nine years, the others for three. But in 1936, the three year terms were renewed for another three. None of the members of the Board can be removed except for "cause", that is to say except for malfeasance in office.

And now that Board has sharply divided. Mr. Arthur Morgan, the chairman, is in the minority; Mr. Harcourt Morgan and Mr. Lillienthal vote together. In Congress, also, there is a partisan line-up. The power radicals, like Senator Norris and Senator LaFollette, who have fought the private utility companies for many years, and who want general public ownership, are on the side of Harcourt Morgan and David Lillienthal, because they take the more radical position. The President, also, is supposed to be sympathetic to them. It is known that Arthur Morgan has consistently been in favor of working out a means of cooperating with private utility companies rather than ruining them. He has criticized, openly, many of their practices, particularly their manner of capitalization; but he has also criticized the way in which the T.V.A. itself has been run. He has insisted that if the T.V.A. is to be used as a yardstick, to determine what constitutes a fair rate for electric power, then the T.V.A. must keep its books in such a manner that there should be no hidden element of subsidy.

Let's get clear what this means. I say you charge too much for apples, and that I can prove it by growing and selling apples cheaper. That's what the United States government set out to prove with electric power. But if I get the government to let me out of taxes, and suspend paying any interest on my mortgage, then I can not only undersell you, but I can ruin you. So Arthur Morgan raised the very embarrassing question of what constitutes fairness in government competition with private industry. The chairman of the T.V.A. has insisted that a public corporation has got to conduct at least as impeccable book-keeping as a private corporation.

But actually the open break between Chairman Morgan and his associates came over the Berry case. Senator George E. Berry is a leader of the American Labor Party. He brought suit against the T.V.A. for \$5,000,000, claiming that the building of the Norris Dam had flooded properties he owned, containing marble deposits of that value. He testified before a Federal Commission at Knoxville last December that Directors Lilienthal and Harcourt Morgan had agreed to mediate his claim. The commission dismissed Senator Berry's claims as completely worthless, and this led Arthur Morgan to spill the beans all over the place by saying that the real difficulty with the T.V.A. Board has been "in the effort to secure openness, decency, and fairness in government." And Arthur Morgan demanded a complete congressional investigation into the whole set-up and practice of the T.V.A.

Harcourt Morgan and Lilienthal did not join Arthur Morgan in asking for a Congressional investigation. Instead they accused him of being jealous and dictatorial and unwilling to accept a majority ruling on the board. They hinted that he ought to resign.

But Arthur Morgan has not resigned, and thousands of his friends are urging him under no circumstances to do so, but to fight to have the books and files and policies of the T.V.A. exposed to a thorough-going investigation by both houses of Congress, aided by independent experts.

Now, to a citizen, looking at this controversy from the outside, the most interesting thing that comes to light is the strange way the T.V.A. board is organized. Here is a corporation, which, in the last five years, has spent hundreds of millions of the peoples' money. It is governed and completely controlled by three men. There are no trustees over them. They actually have more freedom than any Wall Street operator has today. They have divided up the control into three departments, and one is the manager of each. No general policy is laid down. There are no trustees to insist that they carry out any clear policy. I want to point out that is not the cause of the present wrangle, but it is something for the American people to think about, now that the whole question of the T.V.A. has been raised by the internal fight.

Every attempt will be made to humiliate Arthur Morgan into resigning. What kind of a man is he? What is his background? What reason is there, if any, for anyone wishing to give him an open and impartial hearing?

He is the son of two American pioneers, a man who is largely self-taught, but enormously educated. Ill-health and poverty forced him out of school early and he regained his health by an out-door life, tramping the west and working and studying as he went, living in mines and lumber camps, working in printing shops, occasionally teaching school, observing parched and eroded lands, picking up engineering knowledge, and dreaming always of two things:

Of making deserts blossom and building a system of education for boys and girls who, like himself, had to work their way.

His father thought that the son was a good-for-nothing dreamer, but he finally took him into his surveyor's office in St. Cloud, and in a very few months, Arthur Morgan emerged as one of the leading irrigation engineers of the country. He prepared laws covering irrigation for several States, and was called to Washington for the United States Irrigation Service, eventually set up a firm of his own, planned and executed 25 of the most important flood-control drainage and irrigation projects of the nation. He made a lot of money and then sank a lot of it into Antioch College, Ohio. This little college, founded by Horace Mann, was broke. Morgan took it over, and remembering his own youth, made an educational system whereby students worked part of the time. And it has been so successful that from 1920 to 1935, through booms and depressions, not more than 10 per cent of Antioch students have ever been unemployed.

Arthur Morgan is now 60 years old. He is a liberal and a man who has repeatedly expressed the opinion that the functions of government must be extended. But he has insisted that this extension of government into business will do nothing to promote the public welfare unless it is conducted with the most scrupulous honesty both of purpose and of conduct.

The most dramatic moments in this controversy occurred a week ago today and again this morning when the President attempted to hold a hearing himself and called in the three directors. Arthur Morgan has openly attacked the whole Presidential hearing. He insists that such testimony as he has given is under pressure. He says the place for such a hearing is before a Congressional committee.

The President accuses him of obstinacy and by every implication suggests he resign. But President Roosevelt cannot force him to resign. He is appointed for nine years. It's all a question, therefore, of how much Arthur Morgan can take it on the chin. Meanwhile, Mr. Lillenthal has launched a program of nationalizing the private utilities in the Tennessee Valley by offering to buy out the Commonwealth and Southern corporation, the private corporation furnishing power to this area, and again I might say that it's a curious conception of democratic government whereby a single director of a government agency may embark upon a nationalization policy, while he, himself, is under charges not yet cleared and without any mandate from the representatives of the American people. Engineers tell me that the perfection of the Diesel engine is going to make the production of electricity in hydroplants costly and old-fashioned. But meanwhile, Mr. Lillenthal is negotiating to invest a hundred and fifty million dollars of the taxpayers' money in a public corporation which is under fire.

3/18/38
WLB.

ATX01 014334B

PEOPLE IN THE NEWS

CLOSING COMMERCIAL

(TYEED 3/18/38)

FRIDAY March 18, 1938

#44

FALL MALL CIGARETTES

ANNOUNCER:

Thank you, Miss Dorothy Thompson, for your comments on
People in the News. And now here is our News!

"Particular People Prefer Fall Malls!"

WOMAN:

Prudent parents prefer Fall Mall!

DEEP NORTHERN VOICE:

Profound propagandists prefer Fall Mall!

PRIM WOMAN'S VOICE:

Pre-eminent pianists prefer Fall Mall!

SOUTHERN VOICE:

And pleasuah-lovin' planters prefer Fall Mall!

ANNOUNCER:

Yes, they do prefer Fall Mall. You see, in Fall Malls
you get fine tobaccos - precisely blended tobaccos - but most important
of all Fall Malls give you pure tobaccos. That's because this new
cigarette is blended without any artificial flavouring of any kind.
Maybe it will surprise you - but Fall Mall is the ONLY popular blended
cigarette that gives you pure tobaccos. And when you smoke them, you
will say that Fall Mall's pure tobaccos are packed with pleasure.
They're better - NATURALLY. And don't you forget - "Particular
People Prefer Fall Mall."

This is Nelson Case speaking for Fall Mall Cigarettes
which are made by the American Cigarette and Ciger Company.

THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY.

ATX01 0143349

COMPTON ADVERTISING, INC. • New York

(TYPED 3/22/52)

PEOPLE IN THE NEWS

CHRYSLER COMMERCIAL

TUESDAY MARCH 22, 1952

#48

FALL HALL CIGARETTES

ANNOUNCER:

In a moment, Miss Dorothy Thompson, presented by Fall Hall's new fifteen cent cigarette - but now a scene from a solicitor's office in London as Big Ben is striking --

SOUND: BIG BEN STRIKES SLOWLY - BONG BONG BONG BONG! FADES OUT

SOLICITOR:

Mr. Billings, I've listened to every word you've told me and now as my decision, I won't take your case.

BILLINGS:

Why not? You're a solicitor, aren't you? It's your business to defend people when they're in trouble with the law, isn't it?

SOLICITOR:

Yes, when they have a defense. But you haven't. You've admitted to me that you made and sold packets of cigarettes made from adulterated tobacco.

BILLINGS:

Well, suppose I have.

SOLICITOR:

You were caught, and the tobacco was confiscated by the police.

BILLINGS:

And what if it was?

SOLICITOR:

Well now - it's up to you to take your medicine.

ATK01 0143350

(TYPED 3/22/38)

PEOPLE IN THE NEWS

OPENING COMMERCIAL CONT'D March 22, 1938

#45

FALL MALL CIGARETTES

BILLINGS:

Take my medicine, eh? You think they're going to do something to me, eh?

SOLICITOR:

That's exactly what I mean. Mr. Billings, the law is perfectly clear. Anybody who is caught adulterating tobacco must pay a fine of three hundred pounds.

ANNOUNCER:

In England, smokers are protected by law against substitutes and flavourings in their cigarettes. In America there is only ONE popular blended cigarette that gives you this protection. That cigarette is the new FALL MALL. Unlike English cigarettes, it's an American blend of the finest domestic and oriental tobaccos. But Fall Malls are blended of PURE tobaccos - with no artificial flavouring of any kind. No other popular blended cigarette can make this statement. Save for extra taxes in some states, you pay only fifteen cents for twenty. You ask for Fall Malls. And you smoke them for PURE PLEASURE FROM PURE tobaccos.

And now, Miss Dorothy Thompson with PEOPLE IN THE

NEWS!

ATX01 0143351

PALL MALL BROADCAST
MARCH 22, 1938

DOROTHY THOMPSON
PEOPLE IN THE NEWS

It is now just about a year since I walked into the office of the President of Czechoslovakia in the beautiful city of Prague. I had been in London, in Paris, in Vienna and in Warsaw. Everywhere I found one overwhelming fear - the fear of the moment when Germany under the leadership of Adolph Hitler would break loose from its own boundaries and begin carrying National Socialism onto other soils, with armed force. I had talked with Prime Ministers and I had talked with Ambassadors. There was not one who did not agree that what has happened in the last month was going to happen. They speculated then, and that was a year ago, whether it would be Austria first and Czechoslovakia second, or the other way around. But they all agreed on one thing: sooner or later the man who would be on the worst spot in Europe would be Eduard Benes, the President of Czechoslovakia.

I have known Mr. Benes for many years and I have interviewed him many times, in Prague and in Geneva, where he was universally agreed to be one of the most intelligent and energetic of Europe's democratic statesmen. I knew him well enough to speak openly. And as I walked through the long suites of rooms of the baroque palace where the President has his offices, I expected to find him harassed, nervous, apprehensive. Instead when the official who accompanied me opened the last door and my old friend stood up to greet me I found the coolest, calmest head of a state whom I had yet met in Europe. I remember that I began the conversation by congratulating him on the fact that he looked so well, telling him of my apprehensions.

ATX01 0143352

"In the other chancelleries of Europe they say that Czechoslovakia will be the next Belgium," I said. "Then", answered Mr. Benes, "they're more optimistic than I am." "Optimistic?", I asked. "Yes", he said, "the whole world sprang to the defense of Belgium. We will not be as lucky." "So if you are invaded, the jig is up," I said. "No", he said, "If we are invaded, we will fight." "Alone", I asked, "a nation of fourteen millions against sixty or seventy million?" "Yes", he said. "We are extremely well prepared and if we are forced to do it, we will defend our independence." "But you would lose such a war", I said. "Yes", he answered, "if we continued to fight alone, we might lose it. But we lost our independence before in history. We regained it after three hundred years. If we fight and lose, we will regain it again, sometime. But if we are not willing to defend it in the first showdown, then we are lost, not only temporarily, but for ever." "And", he continued, "We have on our side a good conscience. That's something."

I asked him about the German minorities living in Czechoslovakia, of whom there are three and a half million. Germany claims that these people have been very badly treated and that whatever action Germany might take against Czechoslovakia will be taken entirely on their behalf. I might add that the German-speaking people in Czechoslovakia were never a part of the German Reich. They were members of the Austro-Hungarian Empire. Racial and language groups are so mixed up in the valley of the Danube that it is absolutely impossible to make states with reasonable economic and strategical boundaries, consisting purely of one race. Mr. Benes reminded me that there are huge German minorities in Switzerland, in Belgium, in Denmark, in Italy, and that Hitler's program to unite all Germans within the Reich would mean the crack-up of half of the nations of Europe.

There are thirty million of them outside the Reich's borders. He said: "We want to come to terms of justice with all our minorities, but we cannot allow them to be an excuse for interference in our internal affairs by an outside power. If the right of this excuse is granted and every nation with racial minorities will be menaced. We cannot have German-speaking people in Czechoslovakia directed from Berlin."

Now a year has passed. Hitler has moved in Austria, and we know now that the nazification of Austria does not even mean that Austrian Nazis rule there. It means that Austria is ruled by an army of occupation and a political and progaganda mechanism imported from Berlin. Austria tried to come to terms with Mr. Hitler whereby she could cooperate with Germany and at the same time keep a measure of local self-government. The result of that compromise is that Austria has been wiped off the map. Mr. Benes knows that any compromise with Hitler will mean exactly the same thing for Czechoslovakia. The German technique of conquest is now perfected. You can blueprint it. First they organize Nazis inside another state to create disturbances against that state. When the disturbances are suppressed, Hitler then claims that a German-speaking minority is being mistreated and that he will intervene to save these helpless people. He doesn't intervene by immediate conquest. He lays down demands accompanied with threats. These demands are: first, to reorganize the government so that he has Nazis inside it instead of outside it. Then from inside, his agents start the reorganization of the government in such a way as to disorganize and weaken it. In the case of Czechoslovakia one of the first German objects is to get rid of Mr. Benes and they will use every kind of propaganda inside Czechoslovakia to provo to the citizens of Czechoslovakia and the world that the presence of Mr. Benes is a menace to peace.

ATK01 0143354

If and when Hitler has disorganized his neighbor in this manner, he will then present an ultimatum, which means complete capitulation, and if we are going to take the analogy of Austria, he will then occupy the country even if the ultimatum is accepted.

This, of course, is a dodge which he uses for weak states. There are a quarter of a million German speaking people in Italy, for instance, and they are next door now to Germany. No German minority in Europe has been worse treated. You can take my word for this because I have been from one end of this territory to the other and I believe that I was the first person in the English-speaking world to protest against the way the German minorities in Italy were treated by Mussolini. Men and women have been arrested and thrown into prison, and exiled to Italy's penal colonies on the Lipari Islands for no other reason than that they have taught their own children and the children of neighbors the German language. But Mr. Hitler does not bewail the fate of Germans in Italy. With Italy he is willing to come to terms; he is willing to consider moving German-speaking Italians out of the country. Mr. Hitler could come to terms with Benes if it were really the fate of the German minority and that alone which concerns him. But Benes knows that that is not the real issue. Nor can the world believe any longer in the acute sense of justice for minorities of the Nazi Reich, for in all modern history there has been no such ruthless persecution of minorities as has been carried on by the German Reich against so-called non-Aryans and political opponents. Only three days ago leaders of the German minority stood up in the Czech parliament and attacked the government - That's more than even Christian Pastors can do in Germany.

Mr. Benes has proved himself a far-seeing man. First as foreign minister serving under the great Thomas Mazaryk with whom he founded the Czech Republic, and later as its second president, Benes was a powerful and tireless advocate of the League of Nations. He realized that small countries had but little chance of survival amid the clashing of great nations unless they were protected by an overwhelming combination of forces gathered in a League of Nations which operated in the name of justice and equity. For many years Benes spent as much time in Geneva as in Prague, but fearing that the League might not function he has tried to save his country by alliances. His first alliance was the Little Entente, with his neighbors: Yugoslavia and Rumania. That alliance has now crumbled under the attacks of Germany and Italy. His second alliance was with France, and the third with Soviet Russia, with whom France also has a treaty for protection against aggression. Under these agreements both France and Russia, are obligated to come to the rescue of Czechoslovakia in the event of an unprovoked aggression against her. Will they aid Czechoslovakia in her hour of peril? It is doubtful. Russia is torn by internal dissension: Nobody knows what she will do. But even if she were willing to help, she would have to go through Rumania or Poland and both these countries fear that once Russian troops are on their soil, they will never leave. And France is faced with the almost impossible difficulty, even if she were willing to fight for Czechoslovakia, of going through the fortified Rhineland, and the Tory government in England refuses to make up its mind. The result is that tonight Czechoslovakia stands alone amid a sea of enemies.

A solitary democracy surrounded by totalitarian states, with a new frontier open to German invasion. For Czechoslovakia is fortified against Germany, but not against Austria, which last week was absorbed by Hitler and the Czech frontier is an hour and a half by motor from Vienna --- A small nation of fifteen million people facing the armed might of Germany's seventy-five millions. What will happen to this country profoundly concerns the world. If she fights, a great war may be precipitated, if she surrenders, Nazism will be enormously accelerated, and the position of the European democracies grievously harmed. Bismark said long ago that the master of Bohemia is the master of Europe, and Bohemia today is part of Czechoslovakia. But, whatever Czechoslovakia may or may not do will depend largely upon the word and the will of one man, Edward Benes.

Tonight in Europe while millions of people dread another war, two utterly different men face each other; Eduard Benes, the President of little Czechoslovakia; alert, dynamic, optimistic, smiling, a lover of liberty, a protagonist of democracy, co-founder and administrator of the only liberal state in Central Europe, a statesman of the first rank, a scholar and philosopher, a man who began life as the son of a poor peasant. Opposing him with the greatest armed force in Europe is another son of a poor peasant: Adolph Hitler, ruthless, mystical, fanatical, hating democracy and all that it stands for, bitter enemy of what he calls "effeminate christianity" and chief actor in the possible bringing about of a second World War. If these two men come into open conflict as they soon may, it is my guess that Benes, if still in power, will fight, preferring death to slavery, and will go down in history with that long line of brave men who loved liberty above life.

(TYPED 5/22/38)

PEOPLE IN THE NEWS

CLOSING COMMERCIAL

TUESDAY MARCH 22, 1938

#45

FALL MALL CIGARETTES

ANNOUNCER:

Thank you, Miss Dorothy Thompson, for your comments on People in the News. And now here is our News!

"Particular People Prefer Fall Mall!" *Now as you look down the list you find that*

MAN'S VOICE:

Prosperous playwrights prefer Fall Mall!

WOMAN WITH THROATY VOICE:

Fortly prima donnas prefer Fall Mall!

MAN'S VOICE (DEEP):

Potentions
~~Experienced~~ politicians prefer Fall Mall!

~~YOUNG WOMAN WITH FRENCH ACCENT:~~

~~Refutes person person Fall Mall!~~

ANNOUNCER:

Yes, they do prefer Fall Mall. You see, in Fall Mall's new 15¢ cigarette you get fine tobaccos - precisely blended tobaccos - but most important of all Fall Malls give you pure tobaccos. That's because this new cigarette is blended without artificial flavouring of any kind. Maybe it will surprise you - but Fall Mall is the ONLY popular blended cigarette that gives you pure tobaccos. And when you smoke them, you will say that Fall Mall's pure tobaccos are packed with pleasure. They're better - NATURALLY. And don't you forget - "Particular People Prefer Fall Mall."

This is Nelson Case speaking for Fall Mall Cigarettes which are made by the American Cigarette and Cigar Company.

THIS IS THE BLUE NETWORK OF THE NATIONAL BROADCASTING

COMPANY

ATX01 0143358

COMPTON ADVERTISING, INC. • New York

(REPEATED 3/25/38)

PEOPLE IN THE NEWS

OPENING COMMERCIAL

FRIDAY MARCH 25, 1938

#46

FALL HALL CIGARETTES

ANNOUNCER:

In a moment, Miss Dorothy Thompson, presented by Fall Hall's new fifteen cent cigarette - but now a scene from a solicitor's office in London as Big Ben is striking - -

SOUND: BIG BEN STRIKES SLOWLY - BONG BONG BONG BONG! FADES DOWN

SOLICITOR:

Mr. Billings, I've listened to every word you've told me and this is my decision, I won't take your case.

BILLINGS:

Why not? You're a solicitor, aren't you? It's your business to defend people when they're in trouble with the law, isn't it?

SOLICITOR:

Yes, when they have a defense. But you haven't. Now you've admitted to me that you made and sold packets of cigarettes made from adulterated tobacco.

BILLINGS:

Well, suppose I have.

SOLICITOR:

You were caught, and the tobacco was confiscated by the police.

BILLINGS:

And what if it was?

SOLICITOR:

Well now - it's up to you to take your medicine.

ATX01 0143359

PEOPLE IN THE NEWS

OPENING COMMERCIAL OFFICE

#46

TUESDAY 3.25.38.
FRIDAY March 25, 1938
FALL WALL CIGARETTES

BILLINGS:

Take my medicine, and you think they're going to be
extending to me, and

SOLICITOR:

That's exactly what I want. Mr. Billings, the law is
perfectly clear. Anybody who is caught adulterating tobacco must
pay a fine of three hundred pounds.

ANNOUNCER:

In England, smokers are protected by law against sub-
stitutes and flavourings in their cigarettes. In America there is
only ONE popular blended cigarette that gives you this protection.
That cigarette is the new FALL WALL. Unlike English cigarettes,
it's an American blend of the finest domestic and oriental tobaccos.
But Fall Walls are blended of PURE tobaccos - with no artificial
flavouring of any kind. No other popular blended cigarette can
make this statement. Save for extra taxes in some states, you pay
only fifteen cents for twenty. You ask for Fall Walls. And you
smoke them for PURE PLEASURE FROM PURE tobaccos.

And now, Miss Dorothy Thompson with PEOPLE IN THE NEWS!

ATX01 0143360

PALL MALL BROADCAST

MARCH 25, 1938

F
DOROTHY THOMPSON *Sec. 1*
PEOPLE IN THE NEWS

Today's newspapers report that Secretary of State Cordell Hull has made an appeal to twenty-nine countries embracing most of the civilized nations of the world, for a cooperative effort to facilitate the emigration of political refugees from Germany and Austria. In both these countries thousands of men and women have been imprisoned and impoverished for no other reason except race and that they disagree with the doctrines of the Nazi regime. In both these countries hundreds of men and women have taken the only road of escape that was available to them when humiliation and torture had made life unbearable -- by killing themselves. Since Hitler took Austria three weeks ago large numbers of people have committed suicide. Some of them are world famous; men whose contributions to culture are of the greatest benefit to mankind. Others are in jail. And the remainder will be unable to continue their work as scientists, philosophers, musicians, mathematicians, or engineers. They will slowly rot until they die unless they are aided by the remaining civilized governments in emigrating to other countries. I am happy to say that today the United States has again asserted one of her best traditions and is taking the lead in an appeal to twenty-nine countries to establish international action for the salvation of these people.

Thousands of people all over the world have been wondering in these days about the fate of one man - a man who is very old - over eighty - and very ill, and whose name has become a word in international language. Who doesn't know the word Freudian, which comes from the name of probably the most distinguished neurologist in the world, Professor Sigmund Freud?

ATX01 0143351

He has added other words to all languages. Some of them like superiority and inferiority complex, the unconscious, and repressions, are part of the everyday speech of Americans. For Sigmund Freud is the founder of the modern science of psychoanalysis --- that science which seeks to explore the dark and hitherto unexplored recesses of the human mind.

In a lifetime of research into this most obscure of all medical fields, Sigmund Freud has made many scientific disciples and many scientific enemies.

He himself says that his disciples have often distorted his views, and often drawn from them far more radical conclusions than he, the careful scientist, would desire to see drawn. Above all they have publicized and popularized what he, the most modest of men, has never wanted to see publicized and popularized.

But that he has made one of the greatest contributions to mental science is beyond question. For three thousand years men have speculated theoretically and philosophically about the human mind. But Freud is the first man in history who has attempted by scientific experimentation to gather a body of facts, susceptible of proof, about the human mind and emotions and what makes people act as they do. Once you know why men act as they do you are on the road to removing the causes of their actions and bringing about a lasting cure.

The importance of his work for humanity becomes clearly apparent when you realize that at any given time, in the United States alone, half a million hospital beds are occupied by persons suffering from nervous diseases and many more thousands are of course walking the streets or are confined to their homes.

Today there is not a reputable neurologist in the world who is not familiar with the works of Sigmund Freud or who has not drawn some illumination from them, and this applies even to neurologists who by no means accept all of Freud's conclusions.

Tonight this man of international renown is a prisoner in his own apartment in Vienna. That he has not been called by the Nazis before a tribunal is entirely due to the fact that he is mortally ill and quite unable to be interrogated. The Nazis have taken all his money and his passport. His money? After sixty years of terrific work in research, as a practicing physician, and as a most prolific and brilliant writer - his works have been translated into all languages -- Professor Freud is still only comfortably well off. All his life he has had a large family to support, and no scientist, however famous, amasses a fortune unless by inventions which become an industrial or commercial asset. Sigmund Freud has never been financially able to cease his work. But the savings that he had for himself and his children are gone. He is stripped and penniless. Not a person of Jewish blood is permitted to leave Austria even if he has money abroad and a place to go, and the reason is very simple. These people are being looted - looted by a government that pretends that it is the protector of private property against communism!

Since they could not bring Professor Freud before an investigating committee because of the desperate condition of his health, the Nazis have called up his two oldest children. But fortunately Sigmund Freud has powerful international friends whose influence may yet make it less embarrassing for the Nazis to allow him to be moved out of the country, provided of course that his health will even permit this.

All these terrific events remind me of the only time that I ever saw Professor Freud. That was many years ago when I was a young correspondent in Vienna, and when Freud was at the very pinnacle of his international fame. I got an interview with him through his daughter, Anna. It was extremely hard to obtain. It was much harder as a journalist to see Sigmund Freud than to see any Prime Minister of head of a state. This was not because he was arrogant, but because he was a terrifically busy man who did not want to see his ideas or his personality ballyhooed. He never for an instant exploited his fame for personal reasons. The circle around him consisted of his patients, his students, and a few old friends, men he had known for many years, with whom he used to play cards two evenings a week. That was practically his whole social life. I remember that when I walked in to see him, his eyes twinkled and he began the conversation by saying: "I don't know why I have received you. I dislike two sorts of people; journalists and American women, and you are both." He enlarged on that a little. He had been upset by the way journalists had distorted his theories, and by American club women who had exploited them. "My business," he said, "is to treat the sick; not to furnish table talk for a lot of idle people who want to discuss sex and pretend to be scientific."

I've met a great many famous people in my time, but I've never met one who gave me so overwhelming an impression of being a man of genius. I can't tell you why I got that impression. There is something solitary about Freud and unique; something timeless and Olympian, and I'm not surprised to hear in an indirect way from friends near him that in all the horrors of the past days he is calmer than anybody.

I'm not surprised, because Sigmund Freud is not surprised. Seven years ago he crowned his work by writing a most brilliant and illuminating little essay called "Civilization and Its Discontents." In that essay he left the realm of personal psychology and attempted to penetrate the psychological forces moving nations and peoples. And he came to the conclusion that civilization or culture makes terrific demands upon men and women, which from time to time become almost too hard to be borne. He concluded that man is an aggressive animal and that in order to be civilized, he has to suppress or sublimate many instincts of his animal nature; that civilization is not man's natural state, but is a highly artificial condition constantly challenged by very deep and powerful forces in the human mind; and that from time to time these forces come to the top and destroy the culture which man has taken centuries to erect. He pictured our world as living in a constant struggle between the love instinct which is creative and which tends to bind together individuals, families, tribes, races, nations, into one great unity; humanity - which is the work of culture, and the death instinct, opposing the love instinct, and constantly threatening unity and civilization. And I'm sure that this old man, who lives in constant and atrocious physical pain, is saying to himself, "Oh, well, the wheel has turned its cycle, the death instinct -- barbarism and aggression -- are on top. But the struggle is not over eternally. Sometime again love will conquer death,"

Now Freud has incurred the hatred of Hitler and the Nazis not only because he is a Jew, but also because he is a scientist. And this is something new and terrifying in the modern world. It throws us back into bygone centuries when a Galileo was persecuted for saying that the world moved around the sun.

Today the Nazis deny even the very existence of the budding science of psychoanalysis. German professors deny the validity of Einstein's revolutionary work in physics, not by presenting mathematical proofs of its alleged errors, but upon the ground that he has invented for conspiratorial purposes what the Nazis call "Jewish physics."

That is to say, in Nazi logic, two and two may make four in the United States but they don't necessarily make it in Nazi arithmetic, and while light may travel at the accepted speed of one hundred eighty-six thousand miles a second over France, it may perhaps slow down to a walk when it hits the borders of Germany. This is of course plain insanity, in your eyes and mind, but it makes a curious kind of sense in the Nazi state where everybody and everything including the stage, the screen, the press, literature, philosophy, music, painting and science must do their bit toward glorifying the things Nazism stands for. But science cannot stand for or against anything or anybody if it is to be science for it is devoted and must be devoted to one thing alone: the search for the immutable and eternal truth. To this priesthood of humanity belongs Sigmund Freud, and so in the eyes of Nazis he is a degraded and bestial person deserving of death or imprisonment.

The torturing and impoverishing of any helpless minority at the hands of a brutal and powerful majority must be odiously repugnant to decent people everywhere. But we can enter a complaint against Mr. Hitler on another ground: he is destroying men who have served, and could continue to serve, not only their own countries, but the world. And when he destroys these men he wars upon all of us.

It was a German-Jewish doctor, Ehrlich, who discovered the cure for syphilis. It was another Schick, who invented the Schick test for diphtheria which has saved the lives of millions of children, and it was Freud, who has thrown a great light upon the workings of the human mind and emotions. Men such as these are more valuable to humanity than kings or empires; than navies or armies, for they come not to destroy or to torture the world but to heal it and lift it upward to the heights.

rfg
3/25/38/

PEOPLE IN THE NEWS

CLOSING COMMERCIAL

(TYPED 3:25, 39)

FRIDAY MARCH 25, 1939

#48

PALL MALL CIGARETTES

ANNOUNCER:

Thank you, Miss Gordon Thompson, for another pen portrait of PEOPLE IN THE NEWS.

As you all know, particular people prefer PALL MALL. And we find that:

Porpous plutocrats and prancing Penelopes, prudent pilots and playful passengers

As well as—

Playwrights and producers, painters and publishers, play-boys and plowboys,

Not forgetting —

Piccolo players, Pinocle players, piano-players and polo players! In fact all kinds of particular people prefer PALL MALL!

Now the reason is pretty plain.

You see in this new fifteen cent cigarette you get fine tobaccos — precisely blended tobaccos — but most important of all, Pall Malls give you pure tobaccos. Maybe it will surprise you; but Pall Mall is the ONLY popular blended cigarette that's made without artificial flavoring. PALL MALL'S fine tobaccos do not need to be doctored up and flavored. They're better — NATURALLY. And don't you forget — "Particular People Prefer Pall Mall."

This is Nelson Case speaking for Pall Mall Cigarettes, which are made by the American Cigarette and Cigar Company.

THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY.

ATX01 0143368

March 28, 1938

FOR RELEASE TO COLLEGE PAPERS

DOROTHY THOMPSON - "PEOPLE IN THE NEWS"

Script

Friday, March 11 - AUSTRIA YIELDS TO GERMANY -
THE AUSTRIAN NATION IS NO MORE! That was the news that came
rushing over cable, wireless, trans-Atlantic telephone, to
newspapers in every nook and cranny of the U.S.A.

What did that news MEAN? What was its significance
BEYOND the mere startlingness of its nature? What had and was
happening BEHIND the scenes? Was it possible to find somebody
who could give an expert opinion, an astute commentary RIGHT AWAY?
Was there someone around who was just as keen a commentator as
a news-hawk, who could hang on a trans-Atlantic telephone and
six minutes later make a sound analysis out of what he had just
heard - make it on the air to an eager nation glued to their
radios?

The answer was YES! That was just what columnist -
commentator Dorothy Thompson did! Postponed the topic scheduled
for that evening and gave the whole fifteen minutes of her
"People in the News" broadcast on that dramatic Friday night to
a keen and analytical commentary on events that had transpired
right up to the time of her broadcast.

She was able to do it because she had had years of
reporting experience as a European correspondent behind her;
because she had studied and written about the internal situation

ATK01 0143369

of Europe in books, articles and a newspaper column read today by five million readers; and above all because she knew many of the statesmen, rulers and political figures of whom she talked -- knew them personally.

The purpose of her radio broadcasts on Tuesday and Friday nights is to comment on events through the medium of these people; to show how people make news; to give the vast momentum of world events a concrete meaning in terms of the people who master those events - or are mastered by them.

Students of history, politics, government, social science and economics are often puzzled by current events. Things often happen that do not seem to shape up in the light of their studies. Ten years from now somebody may write a book explaining these happenings. Perhaps Dorothy Thompson herself will write one.

But if she ever does, all she will have to do is compile the chapters she has already written; for every broadcast of her "People in the News" program is a complete chapter - a chapter of up to the minute timeliness.

On the premise that students - either in the "Academy" or the "School of Hard Knocks" - want to know the meaning of current events CURRENTLY, Dorothy Thompson's "People in the News" program may help tremendously in opening up that meaning, chapter by chapter.

Miss Thompson is heard in "People in the News" every Friday night at 10:45 P.M. EST. over WEAFF and the NBC Red network; and every Tuesday evening at 7:30 P.M. EST. over WJZ and the NBC Blue network.

COMPTON ADVERTISING, INC. • New York

(typed 3/29/38)

PEOPLE IN THE NEWS

OPENING COMMERCIAL

TUESDAY, March 29 1938

#47

PALL MALL CIGARETTES

ANNOUNCER:

In a moment, Miss Dorothy Thompson, presented by Pall Mall's new fifteen-cent cigarette. But NOW - a scene from a London shop - as BIG BEN is striking -

SOUND: BIG BEN STRIKES SLOWLY. BONG BONG BONG BONG FADES DOWN

PIPER:

Ah, but look here, Mrs. Twisden ...

MRS TWISDEN:

No, I won't look here!

PIPER:

But these cigarettes I'm selling you are all right.

MRS. TWISDEN:

How do I know they are. That company you're selling for is in court right now for adulterating tobacco.

PIPER:

Yes, but I'm tellin' you - these cigarettes aren't adulterated.

MRS. TWISDEN:

Maybe not. But I'll have no dealing with any company that's up on charges. I'm a poor widow, Mr. Piper, and I can't afford to take any chances.

PIPER:

Ah but, Mrs. Twisden

(typed 3/29/38)

PEOPLE IN THE NEWS OPENING COMMERCIAL cont'd March 29th 1938
#47 PALL MALL CIGARETTES

MRS. TWISDEN:

But nothing! How do I know you haven't got those adulterated cigarettes this time. Listen to me Mr. Piper - if I'm caught selling any of your doctored stuff, will you be here to pay my fine? Nossir! You don't get me into trouble with the Crown!

ANNOUNCER:

In England, smokers are protected by law against substitutes and flavorings in their cigarettes. In America there is only ONE popular blended cigarette that gives you this protection. That cigarette is the new PALL MALL. Unlike English cigarettes, it's an American blend of the finest domestic and oriental tobaccos. But Pall Malls are blended of PURE tobaccos - with no artificial flavoring of any kind. No other popular blended cigarette can make this statement. Save for extra taxes in some states, you pay only fifteen cents for twenty. You ask for Pall Malls. And you smoke them for PURE PLEASURE FROM PURE tobaccos.

And now, Miss Dorothy Thompson with PEOPLE IN THE NEWS!

ATK01 0143372

PALL MALL BROADCAST

MARCH 29, 1938

File
DOROTHY THOMPSON *South*

PEOPLE IN THE NEWS

While the Government is proposing a vast program of social reform, while investigating committees assemble imposing amounts of data, and Congress debates the proposals of the Government and the conclusions of committees, it happens that one man working obscurely and with very little money, manages to achieve a constructive social revolution all by himself. That man is Dr. Charles Holmes Herty. His field is chemistry. His province is the South. His material is the millions of hitherto waste acres of cutover pine land in half a dozen southern states. His goal is to bring millions of dollars of capital to the neglected forests of the South, and afford a livelihood, directly and indirectly, to hundreds of thousands of people in the most economically depressed area of the entire country. And I am happy to say that Dr. Herty and his associates are well on their way to putting their program into effect.

Dr. Herty was born in the little Georgia town of Milledgeville two years after the close of the Civil War. At the age of nineteen he was graduated from the University of Georgia; by the time he was twenty-three he had gotten the degree of Doctor of Philosophy from Johns Hopkins; later he continued his studies in chemistry at the Universities of Berlin and Zurich. But wherever he has gone and whatever he has done, Dr. Herty has remained a Southerner both by birth and by choice. I don't mean professional expatriate southerner who hangs around New York in great numbers and fights the Civil War, but a modest, earnest man who deeply loved his homeland and wanted to improve its economic and consequently its social condition.

ATX01 0143373

As far back as forty years ago and continuing almost up to the present time, lumber companies and individual lumbermen had gone into these forests, erected sawmills, around which grew little towns, and then had gone to work. They cut and slashed their way recklessly over millions of acres, wasted almost as much as they removed, hastily sawed the lumber into timber for shipment to the East and to Europe, and then when the supply had become exhausted, dismantled their mills or left them to rust in the rain, and moved on to another area, leaving behind them utter desolation and hopelessly impoverished communities. And after a little while the communities themselves, facing starvation, pulled up stakes and left in search of a livelihood, so that today all over the South ghosts of abandoned lumber towns exist in the midst of a desolation tenanted by birds and animals and a few poverty-stricken whites and blacks. This was plainly the mad destruction -- not the creation -- of wealth and the lumber companies harmed not only the persons who lived in the ramshackle towns that grew up around them, but whole states. For when they had cut the timber they abandoned the land they had owned to the state rather than pay taxes on it, and Southern states in this way eventually came to own vast tracks of worthless land from which they derived not a penny of tax revenue. Whole counties were so impoverished that they couldn't contribute to the general funds of the state treasuries, and in fact had to be supported. And that meant that a severe burden was thrown on the remaining counties, those that had been so lucky as not to have within their borders what seemed to be an inexhaustible wealth in pine forests.

Dr. Herty was, of course, intensely conscious of this condition in the South. Pine grows on relatively poor land, or land that isn't particularly adapted to agriculture, and even if it had been, agriculture itself was in a not too good condition.

His problem then was to find a new and hitherto unemployed use for pine trees, and having found it, to pursue a common sense policy of reforestation, so the the woods in the future would in fact as well as in theory, be inexhaustible. Dr. Herty turned to paper as the solution for his problem. The United States uses hundreds of millions of dollars worth of paper every year, and we import endless shiploads of paper and pulp from Canada, Finland, Sweden and Russia. He thought if slash pine could be successfully employed in paper-making, there would be an immediate outlet for the produce of the deserts of the South. And Dr. Herty knew that in pine he had one natural and enormous advantage over the spruce and fir of the North, even if pine presented as it did other difficulties. This advantage was that it takes only ten years to bring a slash pine to maturity from a seedling, while it takes fifty or more years to do the same thing with fir or spruce. In other words, slash pine grows five times as fast as other paper-producing trees, provided you can make paper from it, and it ought therefore to have been a cheap source of paper, provided that pine pulp could be turned into paper at all. But that was the big question. It never had been adapted to this use.

About eight years ago -- in 1930 -- Dr. Herty began to air his idea that Southern pine could be converted not only into kraft paper -- the heavy brown stuff from which bags and wrapping paper is made -- but also into newsprint which flows by thousands of tons into the insatiable printing presses of the United States. Like most so-called visionaries his talk at first attracted little attention, but he continued to talk in his quiet, earnest way, gaining a hearing because of his impressive accomplishments in chemistry.

Soon the state of Georgia and the lovely old colonial city of Savannah -- which is the center of what was once great pine region -- put up enough money for an experimental laboratory and paper mill. Dr. Herty went to work. The thing that stood now in his way was the element in pine that had made it valuable in the naval stores industry: it was full of resin and resin and paper didn't go together. But Dr. Herty worked fast and worked well. He found that young trees didn't have much resin and he found how to reduce it in others. He soon demonstrated that Southern pine could be economically used for making kraft paper, and by 1933 -- that is to say - less than three years after he had set out on his quest -- the principal newspapers of Georgia ran off an edition on Herty newsprint. Dr. Herty has proved his great point. Economic conditions at this time are holding back an influx of newsprint mills to the South, although one is now being erected in Texas. But in the meantime more than seventy million dollars have gone into the construction of new kraft paper mills in the south, thousands of persons are being employed, the deserts of the South are beginning to bloom again, and they will continue to bloom because now a tree is planted whenever one is cut down.

This means severe competition with Canada -- the country from which we import huge quantities of newsprint. When the former premier of Quebec, Monsieur Taschereau, was asked in 1925 what he thought about the Southern pine question, he replied by asking this question: "Is the United States a country of miracles?"

My answer to the Premier's question would be this: The United States has been and will continue to be a country of miracles, so long as the human mind and human energies remain free and unfettered to work as reasoning, individual human beings, and not as robots of a state decreeing our every action.

Dr. Herty is an example of such a man. His work will add billions of wealth to the country in years to come, and the opportunity to gain a decent livelihood to hundreds of thousands of persons. And there are others like him, obscurely at work today, and creators of industrial miracles tomorrow. Will America continue to give them a chance?

3-29-38
sk

ATX01 0143377

PEOPLE IN THE NEWS

CLOSING COMMERCIAL TUESDAY, March 29 1938
#47

(typed 5/29/38)

PALL MALL CIGARETTES

ANNOUNCER:

Thank you, Miss Dorothy Thompson, for your comments on People in the News. And now - here's our news: Particular People Prefer Pall Mall. For instance, proud peeps and prodigious paleontologists.

GIRL: Oh yes, Nelson, discriminating men who fly in airplanes prefer ~~certain~~ Pall Mall.

ANNOUNCER: Oh, you mean pilots prefer Pall Mall. And what kind of pilots?

GIRL: Experienced pilots -

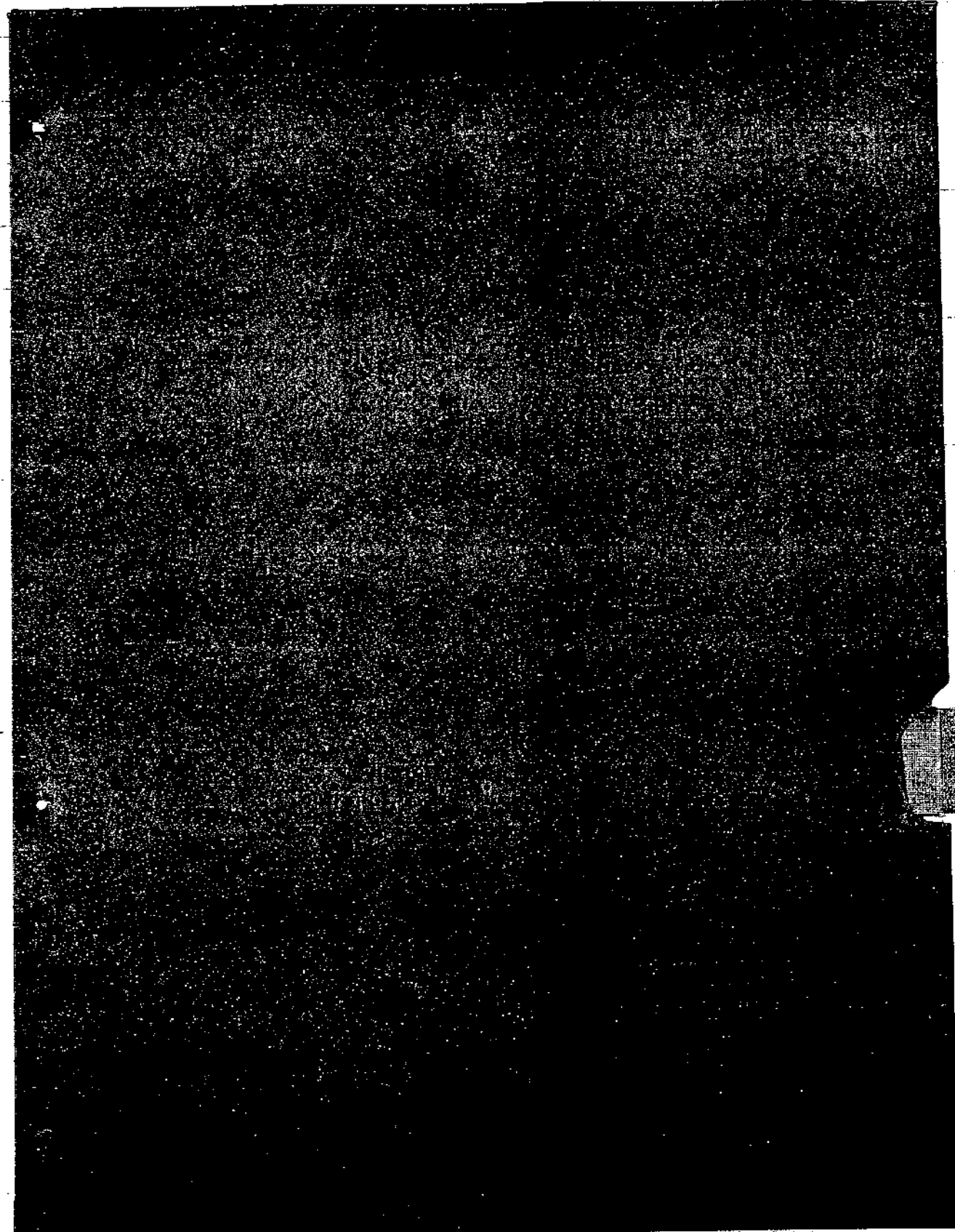
ANNOUNCER: No, Penelope, it's prudent pilots prefer Pall Mall. And who else flies in airplanes?

GIRL: Don't tell me! Oh yes - prudent pilots and co-pilots.

CASE: Oh, please, Penelope! Prudent pilots and prosperous passengers prefer Pall Mall. You see, in this new fifteen cent cigarette you get fine tobaccos - precisely blended tobaccos - but most important of all, Pall Malls give you pure tobaccos. Maybe it will surprise you, but Pall Mall is the ONLY popular blended cigarette that's made without artificial flavoring. PALL MALL'S fine tobaccos do not need to be doctored up and flavored. They're better - NATURALLY. So don't you forget - "Particular People Prefer Pall Mall". This is Nelson Case speaking for Pall Mall Cigarettes, which are made by the American Cigarette and Cigar Company.

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ATX01 0143378



ATX01 0143379

COMPTON ADVERTISING, INC. • New York

PEOPLE IN THE NEWS

OPENING COMMERCIAL

(TYPED 4/1/38)
FRIDAY - April 1, 1938

#48

PALL MALL CIGARETTES

ANNOUNCER:

In a moment, Miss Dorothy Thompson, presented by Pall Mall's new fifteen-cent cigarette. But NOW - a scene from a London tobacco shop - as BIG BEN is striking -

SOUND: BIG BEN STRIKES SLOWLY. BONG BONG BONG BONG! FADES DOWN

MRS. TWISDEN:

Now look here Mr. Piper, you take that tobacco right out of my shop and yourself with it!

PIPER:

Ah, but listen, Mrs. Twisden . . .

MRS. TWISDEN:

No, I won't listen!

PIPER:

But these cigarettes I'm trying to sell you are all right.

MRS. TWISDEN:

How do I know they are. That company you're selling for is in court right now for adulterating tobacco.

PIPER:

Yes, but I'm tellin' you - these cigarettes are not adulterated.

MRS. TWISDEN:

Maybe not. But I'll have no dealing with any company that's up on charges. I'm a poor widow, Mr. Piper and I can't afford to take any chances.

ATK01 0143380

(TYPED 4/1/38)

PEOPLE IN THE NEWS

OPENING COMMERCIAL CONT'D April 1, 1938

#48

PALL MALL CIGARETTES

PIPER:

Ah but, Mrs. Twisden . . .

MRS. TWISDEN:

But nothing! How do I know you haven't got those adulterated cigarettes this time. Listen to me Mr. Piper - if I'm caught selling any of your doctored stuff, will you be here to pay my fine? Nossir!! And you don't get me into trouble with the Crown!

ANNUNCER:

In England, smokers are protected by law against substitutes and flavorings in their cigarettes. In America there is only ONE popular blended cigarette that gives you this protection. That cigarette is the new PALL MALL. Unlike English cigarettes, it's an American blend of the finest domestic and Oriental tobaccos. But Pall Malls are blended of PURE tobaccos - with no artificial flavoring of any kind. No other popular blended cigarette can make this statement. Save for extra taxes in some states, you pay only fifteen cents for twenty. You ask for Pall Malls. And you smoke them for PURE PLEASURE FROM PURE tobaccos.

And now, Miss Dorothy Thompson with PEOPLE IN THE NEWS!

ATX01 0143381

PAIL MALL BROADCAST

APRIL 1, 1938

Fra
DOROTHY THOMPSON *Scapellato*

PEOPLE IN THE NEWS

I want to talk tonight about a well known American. I haven't chosen to talk about him because I believe in everything he believes in. I don't. But I have chosen him because he is one of the most attractive figures in American life. First of all he couldn't possibly be anything but an American. He's the sort of human being that this continent at its best produces. The whole personality of the man was summed up by Senator Capper of Kansas, who said: "He's a living, perambulating Declaration of Independence in Human form." Of course he was talking about Senator George William Norris of Nebraska, the only American who has kept himself in the United States Senate by perennially committing political suicide.

Senator Norris is supposed to be a Republican, so he committed suicide in 1926 by campaigning against Philadelphia's great Republican boss, Vare. He committed it again in 1928 by supporting Al Smith. He committed it in 1931 by refusing to nomination on either the Republican or Democratic tickets and running for reelection as a lone wolf. He has committed suicide and come back to life so often that his exasperated opponents in their desperation finally put up a grocery clerk named George W. Norris to run against him in the primary the last time and that made the people of Nebraska so sore that Senator Norris's last revival from political death was particularly strong and he will now be in the Senate until he is eighty-one years old.

It was in April 1917 that Senator Norris committed the most spectacular of his many political suicides.

ATHO1 0143382

He was one of a small band of six men in the Senate - a "little group of wilful men" they were called by Woodrow Wilson - who voted against America's entry into the World War. It is hard now to realize the tremendous uproar that went up at that time against Senator Norris. To the newspapers of Nebraska he was everything from a skunk to a traitor, but when the howling died down a little and a man's voice could be heard above the storm, Senator Norris asked the Governor of his State to call an election so that the people might decide whether they wanted him to stay in the Senate or take a back seat on the farm as a result of his vote. The Governor refused. But that didn't satisfy the Senator. He had to know whether the people wanted him or not; whether they thought, as the newspapers said, that he was everything from a skunk to a traitor. There was only one way to find out. Face the people and let them decide. So Senator Norris went to the capital of Nebraska, hired a hall in the good old-fashioned American way, and let fly without pulling a punch. The people cheered wildly. They sent their Senator back to Washington, and then they sent their sons off to fight the war that their Senator opposed.

Twenty-one years have passed since the tragic days of 1917. Now the world again fears war. And once more Senator Norris seems to be preparing to cut his political throat. A few days ago in the debate on the Naval Bill, this man who had once faced the hatred and contempt of America for his opposition to war, made an extraordinary statement. Extraordinary, that is, for him. He said: "I believe there is more justification for war today than there was in 1917, but I do not think there is anywhere near sufficient justification. I would vote the same now as I did then."

But we see our lawry replacing justice and reason in other parts of the world. Sooner or later we may have to face it." And if unhappily, America ever does have to face it, you may be certain that Senator Norris will face it without one eye on the issue and the other eye on the ballot box.

I hope that I'm not conveying the impression that Senator Norris is a man who is chronically 'agin' the government. He is and always will be an independent, with his loyalty primarily to his conscience and his country rather than to his party and his constituents. But this has not made him merely a useful member of the opposition, nor a snapper at the heels of the Administration in power. When he leaves the Senate and retires to private life - if Nebraska will ever let him leave -- the United States will have something to remember him by.

For one thing Senator Norris put through the twentieth amendment to the Constitution. By it he killed for all time the wildest of American life that had survived untouched for many generations - the so-called lame ducks, members of Congress who had been defeated for re-election but continued to serve out the unexpired remnant of their time. This simply meant that men who had been turned down by their constituents nonetheless continued to legislate for the very people who had turned them down and for the country at large. This absurd situation was brought to an end by the twentieth amendment. Under it when a Congressman is downed by the voters of his district, or the President by the country, he goes out promptly at the end of his term and his successor comes in.

Senator Norris is one of the busiest men in Washington but that hasn't kept him from keeping an eye on Nebraska. Not for votes - he gets them without asking - but for legislation which will improve Nebraska and be an example to other states. As everybody knows, the average American State Legislature wheezes, snorts, and leaks steam like an old-fashioned woodburning locomotive. It's slow to start, breaks down on the upgrades, and although it runs on an easy schedule, usually comes into the station late. And sometimes the wood won't burn in the firebox because it's infested with termites, disguised as lobbyists and pressure groups, which like the garden variety of politicians are blind but destructive. But this is an age of streamlining, and Senator Norris thought that if Nebraska got rid of some of the useless ornament and curlicues on its state legislature, it would run faster with less fuel, and do more work with less wheezing. So he proposed that it become a unicameral legislature. A body without a separate Senate and House but just one House composed of a small group of men. Senator Norris liked the small group idea for two reasons: It would cut out a lot of unnecessary talk and buck passing. And the public could keep its eye fastened on a small crowd more easily than a large crowd. The number of legislators was to be reduced from one hundred thirty-three to forty-three. Naturally that made the legislators sore because if the proposal passed, some of them would lose their jobs, and they whacked the bushes and the cornfields in their attempt to defeat it. But the unicameral proposal was enacted, very largely by Senator Norris's efforts. And only the best members of the old legislature were reelected.

Today the entire United States is watching with great interest Nebraska's experiment in simplified, streamlined legislatures, and if it works there it is probable that some more state legislators will lose their jobs in other states of the nation.

Down in Tennessee tonight, the impounded waters of the Tennessee river flow over a gigantic dam - the Norris dam - creating electric power for the Tennessee Valley as part of America's first great experiment in public ownership. And Senator Norris, more than any other man in public life, is responsible for the TVA. Whether it will prove in the long run to be a good thing or a bad thing for the country, whether the present Act will stand or be revised, only time will tell. And Senator Norris himself is not cocksure about it. He is not cocksure about anything. He is far too wise and he has seen too much in his seventy-five years to be arrogant. One of the phrases that falls most often from his lips is this: "I may be wrong."

But whatever happens to the legislation that Senator Norris has sponsored, his whole life has been a magnificent example of what we once proudly called the highest type of American. A devoted civil servant, he has remained a poor man with but little except his salary for the support of himself and his wife. A courageous man, he has voted the way his conscience dictated without regard to consequences. A sincere man, he has spoken with blunt frankness whenever the circumstances seemed to call for frank speaking, and that, in his eyes, is all the time. An acute and seasoned observer, he does not expect miracles of virtue either from government or men. A man of great modesty, he has never played to the gallery. And these are achievements as imperishable as stone and far more important than legislation.

But above all Senator Norris's career is heartily encouraging in this respect: it proves that the people of the United States do not prefer demagogues and charlatans to honest courageous politicians when they have the chance to choose not between two demagogues but between the demagogue and the honest man. If better men run for public office Senator Norris's career proves that they can be elected and remain elected.

vfg/
4/1/38/

PEOPLE IN THE NEWS

CLOSING COMMERCIAL

(TYPED 3/31/88)
FRIDAY, APRIL 1, 1968

#48

PALL MALL
CIGARETTES

ANNOUNCER:

Thank you, Miss Dorothy Thompson, for your comments on People in the News. And now here's our news: Particular People Prefer Pall Mall.

GIRL: What particular people, Nelson?

CASE: Here, I'll show you, Penelope. People like - oh - prosperous publishers - ceasive --

GIRL: Plumbers

CASE: No, no Penelope! Try again. Pessimistic -

GIRL: Pollyannas Prefer Pall Mall

CASE: Prominent -

GIRL: Palukahs

CASE: Pious --

GIRL: Poker Players

CASE: You're getting worse all the time! Pedantic --

GIRL: Prize fighters

CASE: Pleasing -

GIRL: APollos!

CASE: You're hopeless, Penelope ... I expected you to mention Particular People. For they have learned that in this new fifteen cent cigarette you get fine tobaccos - precisely blended tobaccos - but most important of all, Pall Mall gives you pure tobaccos. Maybe it will surprise you, but Pall Mall is the ONLY popular blended cigarette that's made without artificial flavoring. PALL MALL'S fine tobaccos

ATX01 0143388

PEOPLE IN THE NEWS

CLOSING COMMERCIAL CONT'D

(TYPED 3/31/38)✓

FRIDAY April 1, 1938

#48

PALL MALL
CIGARETTES

CASE: CONT'D

do not need to be doctored up and flavored. They're better - NATURALLY. So don't forget -- "Particular People Prefer Pall Mall".

This is Nelson Case speaking for Pall Mall Cigarettes, which are made by the American Cigarette and Cigar Company.

THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY.

ATK01 0143389

COMPTON ADVERTISING, INC. • New York

PEOPLE IN THE NEWS

OPENING COLLEGE-DIAL

#49

TYPED 4-5-38

TUESDAY
April 5, 1938

PALL MALL CIGARETTES

ANNOUNCER:

In a moment, Miss Dorothy Thompson, presented by
Pall Mall's new fifteen-cent cigarette.

But first - a scene from a factory building in
London. In the background - BIG BEN IS STRIKING -

SOUND: BIG BEN STRIKES SLOWLY. BONG BONG BONG BONG! FADES DOWN

OFFICER:

Are you Thomas Sharp?

SHARP:

Oh - I might be. What about it, officer?

OFFICER:

Listen here, I want a straight answer.

SHARP:

All right, all right.

OFFICER:

Are you Thomas Sharp the proprietor of this cigarette
factory?

SHARP:

Why - yes, I am. But what - what do you want with me?

OFFICER:

By order of the Crown, I hereby serve you with this
summons.

SHARP:

You serve me with a summons! What for?

ATK01 0143390

PEOPLE IN THE NEWS OPENING COMMERCIAL SCENE 'D.

TYPED 4-5-36
TUESDAY,
April 5, 1936
PALL MALL CIGARETTES

OFFICER:

You are charged with making cigarettes out of artificially flavored tobacco.

SHARP:

Why, officer, I don't know anything about this -

OFFICER:

Oh yes you do, mister! We have proof!

SHARP:

Proof?

OFFICER:

Yes, proof that you've been mixing substitutes with your tobaccos. And that's going to cost you about three hundred pounds!

ANNOUNCER:

In England, smokers are protected by law against substitutes and flavorings in their cigarettes. In America there is only ONE popular blended cigarette that gives you this protection. That cigarette is the new PALL MALL. Unlike English cigarettes, it's an American blend of the finest domestic and oriental tobaccos. But Pall Malls are blended of PURE tobaccos - with no artificial flavoring of any kind. No other popular blended cigarette can make this statement. Save for extra taxes in some states, you pay only fifteen cents for twenty. You ask for Pall Malls. And you smoke them for PURE PLEASURE FROM PURE tobaccos.

And now, Miss Dorothy Thompson with PEOPLE IN THE NEWS!

ATX01 0143391

PALL MALL BROADCAST
APRIL 5th, 1938.

T
DOROTHY THOMPSON *Script*
PEOPLE IN THE NEWS

THOMPSON:

I want to talk tonight about the almost forgotten American. I mean the man who is willing to take risks. This is the man we've been hearing about all our lives as the representative American type. His ancestors were the American pioneers. They were the men who pushed across the mountains to the west. They didn't know where they were going nor what they were going to find when they got there. They only knew that this was a country of enormous resources and that human brains, ingenuity, and labor applied to those resources would create wealth. And it did create wealth -- fabulous wealth. It's perfectly true that enormous amounts of natural wealth were wasted. It is perfectly true that immense resources were handed over to private individuals who, aided with state subsidies, acquired fortunes too large for a democratic country to tolerate, in the long run, because of the economic power that it gave to their owners.

It is also true that far too much of the building of this country was done without any social planning whatsoever, in a chaos of reckless competition, which resulted in such things as two or three railroads paralleling each other; in unplanned over-building of cities; in unfair collusion between powerful industries and railroads; in unselected immigration, with no consideration except cheap labor. Our crimes against our own country have been enormous, and we are paying for a lot of them still, and will continue to pay.

(MORE)

ATK01 0143392

Nevertheless, this has been a nation of builders; a nation of men of enterprise. And we still live on a continent of unexhausted resources, which have actually been enormously augmented by science and invention. If we have wasted land, we have also learned how to reconstruct it, and we can get more out of an acre today than our pioneer forefathers could out of virgin land. Vast new resources have been created by chemistry. We've cut down forests, but our forefathers didn't know that you could make substitutes for wood out of acetylene gas, and substitutes for silk out of anything containing cellulose.

In other words, here we are, 127,000,000 people living on what is still the richest area in the world outside of Russia, with every kind of climate and soil, with rivers, lakes, and oceans for transportation, favored of nature and the Gods, still sparsely populated in comparison with any other western industrial country, with highly developed techniques of industry and agriculture -- here we are, facing a new depression, and we don't know what to do about it! Actually, we are within ten per cent of the low point of the 1929 depression. And all that is needed in the world is to start the wheels going again. All that's needed is that people should again take risks with their savings, that men should take risks with their labor, and that we should start using the machinery that we have at hand, that we should stop cutting each other's throats and start producing goods. And instead of doing it, we are paralyzed, aren't we?

Now, if one looks at the fundamental situation, it is not so bad. It is not nearly as bad as it was in 1933. Credit isn't frozen; private debt -- not public debt -- I mean, at least has been liquidated. Agriculture isn't prostrate.

The banks are solvent. There's a big need for both consumer and heavy goods. You only need to open your eyes and look around to see the things that need to be done. There are fifty million tons of steel above ground in the form of buildings and machines, and if we just want to keep things up to par without building anything new at all, that steel ought to be replaced at the rate of about five million tons a year. There are hundreds, probably thousands, of new inventions waiting to be tried out. There isn't any shortage of materials. There isn't any shortage of money. There isn't any shortage of labor.

Now, why isn't this machinery functioning? It isn't functioning, it seems to me, because nobody knows any longer what kind of a social and economic system he is living in and working in. Nobody knows what the rules really are today, or what they may be tomorrow. Of course, we still have a lot of people who are opposed to any sort of change, who want to live forever in the particular sort of status quo under which at one time or another they, individually, may have prospered. But that is neither the bulk of the American people, nor the bulk of American business. What has paralyzed the enterprising individual is sudden change, arbitrary change, and the apprehension of capricious change. And the result is paralysis, and the result of paralysis is depression.

Let's take some examples. We don't know whether utilities -- the supplying of the American people with gas, electricity, and telephone service -- are to be privately owned or publicly owned, or partly one and partly the other, and if the latter where and when. If they are to be privately owned, we don't know under what conditions they will be permitted to survive. Since last week, we don't know whether the telephone service is to be regulated to death, or not.

We don't know what is going to happen to the reorganization of the railroads. We don't know what motives animate the people who are charged with any reorganization. Anybody in business doesn't know whether, in a few weeks or months, he may have the matter of wages and hours settled by some kind of rigid law. He does know that under the present tax laws, if he takes a long risk and wins, he will lose most of his winnings to the government. And if he takes a long risk and loses -- well, he will have lost. So he prefers to put his money in tax-exempt bonds and spend the income in South Carolina. In other words, he doesn't know whether he's going to live under a capitalist economy, or a socialist economy, or a semi-capitalist and semi-socialist economy, and not knowing, he does nothing at all. For whatever he does will be a flop and is likely to cost him his shirt.

And this "he" is everybody with a little money. The capital to keep this country going is not furnished by a few rich men. It is furnished out of the savings of the people -- by everybody who buys a life insurance policy or deposits a few dollars in a savings bank, or buys an industrial stock or an industrial bond by credit nothing but faith in future profit. In other words, we are set to go, but we don't start, because we don't know where we are going to end up.

Now, this isn't necessarily the fault of the capitalist system. It happens that the most prosperous countries in the world today are all capitalist countries -- Canada, Sweden, a capitalist country, don't let anyone tell you its not, Great Britain, South Africa, Holland. And none of them have as good a break from nature as we have. It isn't the fault of social legislation.

(MORE)

ATX01 0143395

All of these countries are far in advance of us in such matters as unemployment insurance, old age pensions, and in the recognition of the rights of labor to organize. The fault is not that we have been attempting reform. Many reforms are long over-due. But we have been attempting reform without plan, without any goal -- or if there is one, the American people aren't in on the secret -- without adequate investigation and deliberation, and faster than the social order in which we live can absorb the change. Nobody doubts the need for social security laws, but having lagged behind western countries for fifty years, we suddenly get up in the morning and pass a bill, that defies the experience of every country in the world, and that will most certainly have to be radically revised if it is not to defeat its own purpose.

Now, all this has an effect on the only thing that in the long run is important in any country, and that is the capacity of its people for action. It's possible for people to act under many kinds of economic systems. There's no doubt in my mind that we could organize socialism in the United States and make it work, if the majority of people of the United States wanted socialism would cooperate with it, which they certainly don't at present. But what won't work is a system that changes the rules every ten minutes. A football game can't be half grand opera and half football.

There are hardly two differences of opinion among economists at present, that our present depression is due to the failure of capital to invest. If we want it to invest, then, under this system, the investors must have the hope of profit, or at least an even break. Otherwise, we ought to do away with the whole private profit and loss system.

(MORE)

You can't make a taxation system which draws off the reserves of corporations and industries and makes an enormous levy on all successful business transactions -- because that is what the capital gains tax does -- and expect people to go in for business transactions in a big way. But, on the other hand, you can't expect millions of unemployed, with political power through their votes, to sit around and starve and wait for the return of prosperity. There are too many illustrations in the world as to how public credit, under dictatorship, can be used to create work. And it doesn't do much good to preach liberty to a starving man, or an unemployed man.

And so business, also is faced with a choice between two risks. The first is the risk of starting the wheels going, even at the fear of losses. In my estimation that is the lesser risk. For if the leading industries of this country would take the leadership and begin to expand, regardless of what Washington was doing, they would rally public opinion to them, and get a better hearing for their case. We need a few people like Admiral Farragut, the Commander at the Battle of Mobile Bay in the Civil War, who said "Damn the torpedoes! Go ahead!" This is the lesser risk, because if we don't go ahead, we will certainly go down, all of us together. I very much doubt whether, in this revolutionary world, the social and political system under which we live, will survive another such depression as the one from 1929 to 1933. And so I get back to my original question: Where is the forgotten American -- who took risks, and built a continent?

4/5/38.
WLB.

ATK01 0143397

REVISED 4-5-38

CLOSING COMMERCIAL

TYPED 4-5-38

PEOPLE IN THE NEWS

#19

TUESDAY

April 5, 1938

PALL MALL CIGARETTES

ANNOUNCEMENT:

Thank you, Miss Dorothy Thompson, for your comments on People in the News. And now here is our News! "Particular People Prefer Pall Mall." For instance - Plump Patriarchs as well as Pleading Portias Prefer Pall Mall. Popular Prestidigitators -

GIRL'S VOICE:

Oh, Nelson here's a good one - (breaking in) -

"Pert Promenaders prefer Pall Mall".

CASE: Well I can top that one - "Peppy Patricia's Prefer Pall Mall!"

GIRL: "Popular picture people prefer Pall Mall!"

CASE: "Pugnacious policemen prefer Pall Mall!"

GIRL: "My particular pals prefer Pall Mall!"

CASE: ~~Yes, they do prefer Pall Mall.~~ And I'm not surprised that he does.

You see, in Pall Mall's

new fifteen cent cigarette you get fine tobaccos - precisely blended

tobaccos - but most important of all, Pall Mall gives you pure

tobaccos. Maybe it will surprise you - but Pall Mall is the ONLY

popular blended cigarette that's made without artificial flavoring.

Pall Mall's fine tobaccos do not need to be doctored up and

flavored. They're better - NATURALLY. And - don't you forget -

"Particular People Prefer Pall Mall."

This is Nelson Case speaking for Pall Mall Cigarettes, which are made by the American Cigarette and Cigar Company.

THIS IS THE BLUE KEYWORD OF THE NATIONAL BROADCASTING COMPANY.

ATK01 0143398

COMPTON ADVERTISING, INC. • New York

TYPED 4/8/58

PEOPLE IN THE NEWS

OPENING COMMERCIAL

FRIDAY

April 8, 1958

PALL MALL CIGARETTES

#50

ANNOUNCER:

In a moment, Miss Dorothy Thompson, presented by Pall Mall's new fifteen-cent cigarette.

But first - a scene from a factory building in London.

In the background - BIG BEN IS STRIKING -

SOUND: BIG BEN STRIKES SLOWLY. BONG BONG BONG BONG! FADES DOWN

OFFICER:

Are you Thomas Sharp?

SHARP

Oh - I might be. What about it, officer?

OFFICER:

Listen here, I want a straight answer.

SHARP:

All right, all right.

OFFICER:

Are you Thomas Sharp the proprietor of this cigarette factory?

SHARP:

Why - yes, I am. But what - what do you want with me?

OFFICER:

By order of the Crown, I hereby serve you with this summons.

SHARP:

You serve me with a summons! What for?

ATX01 0143399

PEOPLE IN THE NEWS

OPENING COMMERCIAL CONT'D FRIDAY
April 8, 1938
#50 PALL MALL CIGARETTES

TYPED 4/8/38

OFFICER:

You are charged with making cigarettes out of artificially flavored tobacco.

SHARP:

Why, officer, I don't know anything about this -

OFFICER

Oh yes you do; mister! We have proof!

SHARP:

Proof?

OFFICER:

Yes, proof that you've been mixing substitutes with your tobaccos. And that's going to cost you about three hundred pounds!

ANNOUNCER:

In England, smokers are protected by law against substitutes and flavorings in their cigarettes. In America there is only ONE popular blended cigarette that gives you this protection. That cigarette is the new PALL MALL. Unlike English cigarettes, it's an American blend of the finest domestic and oriental tobaccos. But Pall Malls are blended of PURE tobaccos - with no artificial flavoring of any kind. No other popular blended cigarette can make this statement. Save for extra taxes in some states, you pay only fifteen cents for twenty. You ask for Pall Malls. And you smoke them for PURE PLEASURE FROM PURE tobaccos.

And now, Miss Dorothy Thompson with PEOPLE IN THE NEWS!

ATX01 0143400

PALL MALL BROADCAST

DOROTHY THOMPSON

APRIL 8, 1938

PEOPLE IN THE NEWS

On January 1937 -- that is to say, over a year ago -- a committee appointed by President Roosevelt delivered a report making recommendations for a reorganization of the executive branch of the government. It contained many things of a controversial nature, of course, but it did make thoroughly constructive proposals for a drastic reform of our federal civil service. This report was to form the basis of legislation. But when the Administration actually presented a bill for the reorganization of the executive, the committee's recommendations which would have given us an administration divorced from partisan politics and based, except for the most important policy-making offices, entirely on merit, had been dropped.

Now this is a great shame. For what this country needs -- and needs desperately - is a really first rate civil service. This is the one great country in the western world where government is not a profession but is to a very great extent still a racket, where offices that should be filled by men who are trained for administrative positions are handed over to people whose only merit is that they know the boys and can deliver votes, or that they can be counted on to be faithful henchmen of the politicians. Once that didn't matter very much in this country, because government wasn't very powerful, and didn't concern itself with practically every function of our daily life. But now it does matter and it's going to go on mattering.

ATKQ1 0143401

And that's the reason I've chosen to talk tonight about an almost unique individual; about a man who, beginning in college thirty years ago, set out to be neither a politician nor even in the usual sense of the word a statesman, but to be a trained, competent, incorruptible administrator and public servant. He had inherited a million dollars and he thought that was enough for anybody. He got himself a B.A. from Yale and a B.A. and M.A. from Oxford, with special honors in jurisprudence; and a Ph. D. in political science from Columbia. And thus equipped he set out to tackle the hard jobs in government that nobody else wanted because there were neither financial nor political rewards attached to them. In twenty-five years of unremitting public service he has never been elected to any public office, although he was Republican candidate for governor of New York in 1934. Although he's held innumerable public jobs he has usually served without pay. He's been so uninterested in his own private fortune that he has lost about half of it. He's so brilliant an executive that he could easily hold down a fifty or sixty thousand dollar a year job, but the only paid job he holds brings him around thirteen thousand a year. I'm talking about America's public servant number one, who among many other offices that he holds is Park Commissioner of the City of New York. If we had about fifty thousand Robert Moseses in this country, and enough communities willing to give them a chance, this would be the kind of country that we've always talked about and never achieved; a slightly and well-run country. And we'd all pay our taxes with a great deal more enthusiasm.

I'm not boosting Mr. Moses as a personal friend and he doesn't need boosting. I've met him once or twice at dinners in New York though he doesn't go out much.

But I've a very personal feeling about him -- a feeling of personal gratitude. When I go for a walk with my child in Central Park and find an arena where he and hundreds of other children can roller skate; when I stand with my little boy before an open-air zoo where seals disport themselves against a background of skyscrapers; when I sit with him in an open-air restaurant where one can eat without being a millionaire, and when I see that at last the trees of Central Park are treated with kindness, even tenderness, that every tree deserves, I think: Thank heaven for Bob Moses. When I ride out along the Hudson River, one of the most beautiful streams in the world, which only a few years ago was a succession of unsightly shacks and slums, and find today a boulevard to rival any in the world, I think: Thank heaven for Bob Moses. For Mr. Moses, more than any other man is making the city of New York into something more than a monument to money and money-making; he is making it into a civilized city where anybody can walk, and breathe, and play.

When the summer months come and New York City is a furnace of heated stone and steel, hundreds of thousands of New Yorkers thank heaven for Bob Moses. For near New York is Jones Beach, with as fine facilities of beach, and sand, and sea water as may be found on the private estate of any millionaire on Long Island. Here Bob Moses has erected every facility for the comfort and convenience of thousands of tired men, women, and children, who stream out to it day after day during the long and wearing summer. He keeps it immaculately clean. He preserves perfect order. He provides wholesome food at low cost. There are places where older people can relax; places where younger people can dance; places where children may play in safety.

And of the innumerable public works to which Robert Moses has turned his untiring and ingenious hand none has given more people more pleasure and made the city of New York a more livable community than Jones Beach.

Robert Moses has spent hundreds of millions of dollars of public money without a taint of suspicion; he has combined the imagination of the artist with the efficiency of the engineer; he has driven others hard but he drives himself harder; he has held no elective office but exercises a prodigious influence upon legislation designed for the public welfare; he is a man of strong feelings but is constantly called in as an arbitrator; he hasn't an ounce of the cheap politician in him yet he has a magic hold upon the people of the city of New York. He has a corrosive contempt for shabby compromise; for clowning or buffoonery; for the devious ways by which politicians get in office and remain in office. His whole career is a triumph not only of honesty and intelligence but what is more important, character. Robert Moses belongs to no man and no party but to Robert Moses and in his freedom he acts like a free man instead of a political monkey. A few years ago when he served on Governor Lehman's committee for Public Emergency works, a troublesome but powerful public figure serving with him, was induced to resign. Robert Moses was glad to see him go; the man was a nuisance. But when he had gone he didn't write him a letter saying: "Dear Bill: So sorry you resigned. A grateful country will remember you." Instead he told the press: "I have discussed his resignation with most of my associates, and I find their unanimous sentiment to be one of relief."

On another occasion Robert Moses spoke a mouthful to the gentleman who runs our national postoffice - Mr. James Farley, Mr. Moses, it appears, didn't seem to know that if he was spending government funds on public works he ought to employ only deserving Democrats. This lamentable gap in Mr. Moses's education was attempted to be filled by Mr. Farley in a letter of remonstrance pointing out the political facts of life. But not even the great educator in the postoffice could remove Mr. Moses's ignorance although he is a member of Phi Beta Kappa and a Doctor of Philosophy. So he wrote to Mr. Farley in reply: "I don't pretend to know the formula of running governments without parties and parties without partisan appointments, but I do know that appointments of this kind have no place in our park system." Today Mr. Farley's boys are free to sit under the shade of the trees in Central Park -- but not at the expense of the Park Commission.

Undoubtedly some part of Robert Moses's fierce independence in public life flows from the fact that he not only knows that he is performing an invaluable public service, but also because he is a man of some private means. He is not a millionaire. As private fortunes go his is reasonable. But, however, it buttresses his already powerful backbone. The well-to-do man with a zeal for public service - and there are many of them in the country -- ought to play an important part in our political life. Why don't they? Many of them are deterred by the very fact that they have a few dollars of their own, for this opens them to the attack of demagogues who say that government will be taken over by the rich, and this cheap attack has prevented many of our most able and public-spirited men from even attempting to run for office and has defeated them when they did run.

Yet I have only to name three men now in public life to show how stupid this argument is: President Roosevelt, Justice Brandeis and Robert Moses. If Robert Moses had been kept out of public life because his father left him a million dollars, he would have suffered because he is that kind of man. But millions of people in New York would have suffered a great deal more.

Why does he do it? Moses was once asked this question and he replied: "Damned if I know. I always wanted to do it." The implication that he was plainly conveying was that it was shameful that anyone should regard a zeal for public service as being so unusual that special inquiry had to be made about it.

At the age of forty-nine with thirty years of magnificent public service behind him, olive-skinned, intense, positive Robert Moses goes on throwing great bridges across rivers, building beautiful highways along sightly streams, laying out new and ever newer parks, improving and enlarging public beaches, lending his efforts to every movement for the betterment of seven million people, changing the face of the greatest city in the land, and moving gradually and single-handed toward the completion of a feat in city-improvement that is without parallel in America. For Mr. Moses I have only the highest praise. But one must also praise the city of New York: It has had the sound common sense to appraise Robert Moses at his true value and leave him severely alone in this work.

4/8/
rfg

ATX01 0143406

PEOPLE IN THE NEWS

CLOSING COMMERCIAL

#50

TYPED 4/8/38

FRIDAY
April 8, 1938
PALL MALL CIGARETTES

ANNOUNCER:

Thank you, Miss Dorothy Thompson, for your comments on People in the News. And now -- here's our news: Particular People Prefer Pall Mall. For instance, Profound Professors and Pretty Pianists --

GIRL:

Oh, yes, Nelson ^{and} authors whose plays are successful on Broadway prefer PALL MALL.

ANNOUNCER:

Oh, you mean Playwrights prefer Pall Mall. And what kind of Playwrights?

GIRL:

Good, smart playwrights--

ANNOUNCER:

No, Penelope, it's Prosperous, Pre-eminent Playwrights prefer PALL MALL. And who else?

GIRL:

Don't tell me! Oh yes -- Prosperous Playwrights and actors.

CASE:

Oh, please, Penelope! Prosperous Playwrights and Prudent Producers prefer PALL MALL. You see, in this new fifteen-cent cigarette you get fine tobaccos -- precisely blended tobaccos -- but most important of all, Pall Malls give you pure tobaccos. Maybe it will surprise you, but Pall Mall is the ONLY popular blended cigarette that's made without artificial flavoring. PALL MALL'S fine tobaccos do not need to be doctored up and flavored. They're better --

ATX01 0143407

PEOPLE IN THE NEWS

CLOSING COMMERCIAL CONT'D

#60

TYPED 4/8/38

FRIDAY

April 8, 1938

PALL MALL CIGARETTES

NATURALLY. So don't you forget -- "Particular People Prefer Pall
Mall". This is Nelson Case speaking for Pall Mall Cigarettes, which
are made by the American Cigarette and Cigar Company.
THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY.

ATX01 0143408

COMPTON ADVERTISING, INC. • New York

TYPED 4-11-38

April 12, 1938

PALL MALL CIGARETTES

PEOPLE IN THE NEWS

OPENING COMMERCIAL

#51

ANNOUNCER:

In a moment, Miss Dorothy Thompson, presented by
Pall Mall's new fifteen cent cigarette. But NOW - a scene from
a judge's office in London. Nearby BIG BEN is striking -

SOUND: BIG BEN STRIKES SLOWLY. BONG BONG BONG BONG'. FADES DOWN

SOUND: KNOCK KNOCK ON DOOR

JUDGE: Come in!

WOMAN: Thank you!

JUDGE: (IN KINDLY TONE) Well, what can I do for you, Madam?

WOMAN: (WIFE OF CIGARETTE MANUFACTURER) Thank you. Oh, I'm so
sorry to trouble your lordship. But I'm Mrs. Davis.

JUDGE: Mrs. Davis?

WOMAN: Yes, my husband's case is coming up in your court tomorrow.

JUDGE: Oh yes, I know the case. Charged with making and selling
cigarettes from adulterated tobacco, isn't he?

WOMAN: He'll never do it again, I promise. You're a kind-hearted
man, sir - couldn't you please overlook it this once?

JUDGE: I'm sorry, madam.

WOMAN: But can't you do something about it, your lordship?

JUDGE: No, I'm afraid, the law says quite plainly - right (THUMP)
here (THUMP) in this book - that every manufacturer,
dealer or retailer - (and your husband made and sold these
cigarettes madam) - anybody who adulterates tobacco with
flavorings like molasses, or - puts in substitutes like
laurel leaves, shall pay a fine of 300 pounds. Now that's
the law, madam.

ATK01 0143408

PEOPLE IN THE NEWS

OPENING COMMERCIAL COUNCIL

#51

REF ID: A711753

April 12, 1952

PALL MALL CIGARETTES

ANNOUNCER:

In England, smokers are protected by law against substitutes and flavorings in their cigarettes. In America there is only ONE popular blended cigarette that gives you this protection. That cigarette is the new Pall Mall. Unlike English cigarettes, it's an American blend of the finest domestic and imported tobaccos. But Pall Malls are blended of PURE tobaccos - with no artificial flavoring of any kind. And remember - no other popular American cigarette gives you the natural fragrance and true flavor of pure tobaccos. Save for extra taxes in some states, you pay only fifteen cents for twenty. You ask for Pall Malls. And you smoke them for pure pleasure, from pure tobaccos.

And now, Miss Dorothy Thompson with... PEOPLE IN THE

NEWS!

ATX01 0143410

F. Script

PALL MALL BROADCAST

APRIL 12th, 1938

DOROTHY THOMPSON

PEOPLE IN THE NEWS

Yesterday morning's papers announced that on March 29th, the German Government issued a warrant for the arrest on charges of High Treason of Archduke Otto of Hapsburg, still considered by thousands of his followers to be the legitimate though uncrowned King of Austria. Under German law, High Treason is punishable by death.

I am not going to talk about politics tonight, but merely to tell a story. You and I live in an epoch which has seen King after King tumble from a throne -- in Russia, in Germany, in Spain, and even in England -- but among all the dramas, none has been more dramatically tragic than that of the Hapsburg family. For there has been no dynasty so old or so full of glory as the dynasty to which young Otto belongs.

I happen to be one of the very few Americans who know Otto, his mother, once the Empress Zita, and indeed every member of the family, except the oldest daughter. Once, in a very critical hour, I did the Empress and Emperor a favor. It had no political significance. The Emperor and Empress were prisoners in Hungary. They wished to get out a consoling message to their oldest son, this same Otto, who was then only nine years old. I saw them. I was the only journalist in the world who saw them. And I took out the message. It had to be smuggled to Austria, and transmitted to the young Prince through the British embassy in Vienna. And all this intrigue was merely to tell a little boy that his mother did not want him to worry, but to keep up his courage. A dangerous document, signed, simply, "Mama"!

ATK01 0143411

When the Emperor Karl lost his throne, Otto was seven years old. He was an incredibly beautiful child. The favorite photograph of him, taken when he was five and his father still ruling, shows a boy with delicate regular features, widely spaced brown eyes, and a mass of golden curls falling to his shoulders, his right hand grasping a huge flag of the Empire, which waves and billows behind him. In this photograph he looks like the little Prince of all romantic fiction. Two years later this little boy with his father, mother, and the rest of his family, including a few loyal aristocratic supporters, were being hustled out of Republican Austria to impoverished exile in Switzerland.

When Otto was nine years old, that is to say, 2 years later, his father and mother made an attempt to recover the throne of Hungary. That was in 1921. Karl and Zita, the Emperor and Empress, flew from Switzerland to Hungary where they were joined by several loyal regiments and started marching upon the capitol. The Hungarian Regent, Admiral Horthy who was himself a royalist and who was in on the plot, received an ultimatum from the neighboring states, backed up by League of Nations powers, that if he permitted the Emperor to arrive in Budapest, war would be declared. To save his country from this, the Regent armed the Budapest students and rushed out to repulse the King. A battle took place at the gates of Budapest. Karl ordered his men not to fight, saying that he would not spill a drop of Hungarian blood to regain his throne. He retreated to the castle of Prince Johann Eszterhazy and there he was surrounded and captured.

The castle where he took refuge, and which became his prison for a few days was one of the most famous in Central Europe. Inside these walls, sitting at one of the windows looking out over the lovely park with its silvery moat and miniature lake, the great Haydn had composed the Austrian National Anthem. In the middle of the first night in which the family found refuge there, some of their opponents broke into the castle to assassinate the Emperor, but they were driven out. Two nights later I had the exciting privilege of getting in and hearing from the lips of the royal pair the true story of the plot. How I got there is a long story, but it never could have been accomplished except with the aid of a Red Cross Captain, an adventurous Irish-American, who took me in as a Red Cross nurse.

A few days later the Emperor and Empress were sailing to exile in Madeira. They sent for their seven children headed by Otto.

In Madeira the royal family were so impoverished that they were unable to afford to stay at the hotel. A Portuguese gentleman offered them his villa. The heating arrangements were primitive and there was nothing to burn except green wood. First the Emperor and then one child after another came down with flu. The twenty-seven year old Empress, who had already borne seven children and was expecting an eighth, was obliged to turn housewife and nurse.

In April, Otto was suddenly awakened in the dead of night by his mother. Her face was tortured. Silently she led the child into his father's bedroom, where he saw a priest standing with uplifted cross. Otto's father, the Emperor Karl, was receiving Extreme Unction. The child, in his pyjamas, stood near with wide, terrified eyes, while he heard his father pray for His People, and beg that God would forgive his enemies.

Two days later his mother called Otto to her. She did not tell him that his father had died. She said to him: "My son, you are now Emperor of Austria and King of Hungary." The little boy burst into tears.

Only a few loyal aristocrats came to the funeral. The last Emperor of the Hapsburgs was mourned only by curious and sympathetic Portuguese villagers. They all noticed the handsome little boy who sat quietly beside his mother, with fixed, dry eyes.

I wonder what goes on in the mind of a child who has seen such extremes of glory and misery. I wonder how old Otto of Hapsburg was, before he became aware of the tragic fate of so many of his immediate ancestors. His father died in exile, but his father only became Emperor because his uncle, the man who should have been King, was assassinated at Serajevo. And this death started the whole terrible World War. And the Archduke Franz Ferdinand became crown prince only because of the mysterious death in a little hunting lodge outside Vienna of the true crown prince, the old Emperor's only son, Rudolph, whose death remains unexplained to this day.

When Otto was a tiny boy he liked to play in the gardens of Miramare, the pretty villa outside Trieste, which was a favorite resort of his great-uncle, Maximilian. Did anyone tell him that Maximilian was the pathetic figure who made himself Emperor of Mexico, and was executed there by revolutionaries? Do you suppose he knew that it was in this very garden that Maximilian's widow, the Empress Carlotta, first went insane?

As he tried to comfort his mother in her exile and poverty, do you suppose he remembered that the last Austrian Empress before her, the beautiful and intellectual Princess Elizabeth, had been shot by assassins in Switzerland?

The history of the Hapsburg family is a history of tragedy.

After the father's death, the royal family were allowed to go to Spain, where they were so poor that the Basque fisherfolk brought them chickens and fish, out of sympathy.

When the Dowager Queen of Spain died, Zita decided to move, because she knew that Alphonso and the Spanish dynasty would not last much longer. She went to Belgium, and there rented a castle near Brussels, where the family still lives. And it was there that I saw her, and all her children, including the Crown Prince, some five years ago.

The fact that I had once been able to do her a favor won for me another interview.

Four gray walls and four gray towers overlook a glassy moat pocked with the continual Belgian rain. In the park outside, ancient beeches, green with mold, rear themselves on roots like coiled snakes.

(MORE)

(CONTINUED:)

It is an unkempt place, with ducks splashing in the moat, chickens picking under the trees, and laundry flapping on lines behind the house. When I knocked at the door of this inaccessible retreat no one answered at first, and eventually it was opened by one of the Empress's entourage, Baron Gudenus. There was no butler, no footman, not even a uniformed maid. Only a peasant girl to do the work, and a few friends. As far as material comfort goes, most American families live better. The castle looks imposing from outside, but inside it turned out to have only small and shabbily furnished rooms. Empress, Crown Prince, entourage and servant all ate the same food -- coffee and bread for breakfast, dinner at mid-day with soup, meat, vegetables, and some simple sweet, and only one dish for evening supper. There is nothing about the place to indicate that royalty live there. And yet the moment the slender woman stepped forward graciously to greet me in the larger of the two sitting rooms, I knew and felt that this was a Queen. Somehow I expected to find a broken and aged woman. I had not counted on two things: The Empress Zita's indomitable will and ambition, and her deep trust in her religion.

She brought in all the children except Adelheid, the oldest girl, who was away at the university. Otto, the Crown Prince, seemed incredibly older than his years. His golden hair had turned very dark; he has his mother's eyes, and heavily marked brows; the small, rather weak Hapsburg mouth, and a powerful, manly body.

(MORE)

(CONTINUED:)

We talked about European politics, and this boy, of an age when most youngsters are playing tennis and dancing, proved himself to be in touch with everything going on in Europe.

As a little boy, he was very gay and mischievous. As a young man, he is almost too serious. Like his mother, he is intensely religious. And like his mother, no doubt has ever crossed his mind that it is his right and his duty to reascend the throne of his ancestors.

During the twenty years since the war, there has always been a remote possibility that this would happen. For in the capitols of Europe there have always been statesmen -- and by no means the least intelligent -- who believed that the break-up of Austro-Hungarian Empire and this same complex was a great historical mistake, and would end by delivering all Eastern Europe over to Germany. But today Otto is not only an exile but he is literally a man without a country. There is no Austria. We are told that even the name will go. Austria will be called the Ostmark -- the eastern march of Germany.

Goodnight!

4/12/38
WLB.

ATX01 0143417

PEOPLE IN THE NEWS

CLOSING COMMERCIAL
#51

(TYPED 4/11/36)
April 22, 1936
PALL MALL CIGARETTES

ANNOUNCER:

Thank you, Miss Thompson, for another pea portrait of
PEOPLE IN THE NEWS.

As you all know, particular people prefer PALL MALL.
And today we find that:

Portly Politicians and Playful Pixies, Pedigreed Patricians
and Punctilious Plebeians --

As well as --

Presidents and Pageboys, Professors and Playboys, Poets and
Parliamentarians --

Not forgetting --

Pitchers, Putters, Ping Pongers and Parchesi Players! In
fact all kinds of particular people prefer PALL MALL! Now the reason
is pretty plain.

You see in this new fifteen cent cigarette you get fine
tobaccos -- precisely blended tobaccos -- but most important of all,
Pall Malls give you pure tobaccos. Maybe it will surprise you, but
Pall Mall is the ONLY popular blended cigarette that's made without
artificial flavoring. PALL MALL'S fine tobaccos do not need to be
doctored up and flavored. They're better -- NATURALLY. So don't you
forget -- "Particular People Prefer Pall Mall."

This is Nelson Case speaking for Pall Mall Cigarettes,
which are made by the American Cigarette and Cigar Company.

This is the Blue Network of the National Broadcasting
Company.

ATX01 0143418

COMPTON ADVERTISING, INC. • New York

TYPED 4/14 38

PEOPLE IN THE NEWS.

OPENING COMMERCIAL

Friday
April 16, 1938
PALL MALL CIGARETTES

#52

ANNOUNCER:

In a moment, Miss Dorothy Thompson, presented by Pall Mall's new fifteen cent cigarette. But NOW - a scene from a judge's office in London. Nearby BIG BEN is striking -

SOUND: BIG BEN STRIKES SLOWLY. BONG BONG BONG BONG! FACES DOWN

SOUND: KNOCK KNOCK ON DOOR

JUDGE: Come in!

WOMAN: Thank you -

JUDGE: (IN KINDLY TONE) Well, what can I do for you, Madam?

WOMAN: (WIFE OF CIGARETTE MANUFACTURER) Thank you. Oh, I'm so sorry to trouble your lordship. But I'm Mrs. Davis.

JUDGE: Mrs. Davis?

WOMAN: Yes, ^{SIR} My husband's case is coming up in your court tomorrow -

JUDGE: Oh yes, I know the case. Charged with making and selling cigarettes from adulterated tobacco, isn't he?

WOMAN: He'll never do it again, I promise. You're a kind-hearted man, sir ... couldn't you please over look it this once?

JUDGE: I'm sorry, madam.

WOMAN: But can't you do something about it, your lordship.

JUDGE: No, I'm afraid, the law says quite plainly - right (THUMP) here (THUMP) in this book - that every manufacturer, dealer or retailer - (and your husband made and sold these cigarettes, madam) anybody who adulterates tobacco with flavorings like molasses, or -

ATK01 0143419

TYPED 4/14/58

PEOPLE IN THE NEWS

OPENING COMMERCIAL CONT'D

Friday

April 15, 1958

PALL MALL CIGARETTES

puts in substitutes like laurel leaves, shall pay a fine of 300 pounds. Now that's the law, madam.

ANNOUNCER:

In England, smokers are protected by law against substitutes and flavorings in their cigarettes. In America there is only ONE popular blended cigarette that gives you this protection. That cigarette is the new Pall Mall. Unlike English cigarettes, it's an American blend of the finest domestic and imported tobaccos. But Pall Malls are blended of PURE tobaccos - with no artificial flavoring of any kind. And remember - no other popular American cigarette gives you the natural fragrance and true flavor of pure tobaccos. Save for extra taxes in some states, you pay only fifteen cents for twenty. You ask for Pall Malls. And you smoke them for pure pleasure from pure tobaccos.

And now, Miss Dorothy Thompson with PEOPLE IN THE NEWS!

ATK01 0143420

PALL MALL BROADCAST

APRIL 15, 1938

~~SECRET~~
DOROTHY THOMPSON

PEOPLE IN THE NEWS

A few days ago, Mr. Frederick Ecker, chairman of the board of the Metropolitan Life Insurance Company, made an announcement which seems to me to be of profound interest to millions of people in the United States. It concerned a great subject -- housing -- about which there has been a thousand miles of talk for every inch of action during the past five years. Now at last something is to be done, and not by the government directly nor by governmental subsidy indirectly, but by private enterprise standing on its own feet. Mr. Ecker said that the Metropolitan has purchased one hundred twenty acres of property in the Borough of the Bronx, New York City, on which it proposes to erect the largest integral housing project so far planned in the United States.

The construction will take the form of a model apartment house village capable of housing around twelve to fifteen thousand families, or about fifty to sixty thousand people. The vastness of the project becomes clearer when we realize that it will take care of a population equal to the population of such typical, medium-sized cities as Fresno, California, Evanston, Illinois, or Kalamazoo, Michigan. But the people of this large community, like those in all other communities, will need and must have more than roofs over their heads. They will also need and will have churches, schools, playgrounds for children, stores, garages, and many other forms of services.

(m o r e)

ATX01 0143421

The village is destined in fact to be a self-contained, balanced community -- complete within itself but with access of course to the facilities of New York. And this means that the planners must integrate the life of the village community in which its people live, with the life of the city community in which they work so that they may live comfortably at home and move easily to their jobs in the city.

What kind of people will live in the model village; that is people from what income groups? The builders have not yet worked out rental schedules, but the project is not designed for people of the very lowest income groups who stand economically just above the level of subsistence. These people, of course, bitterly need better housing, and ought to be rescued from the shameful dwellings in which thousands of them live. I say shameful because in New York City alone there are more than five hundred thousand dark, sunless, evil-smelling, tenement rooms which not only lack the most primitive sanitary facilities but also adequate supplies of running water. I say shameful because we are the richest country in the world with great organizing and building abilities, but although we have talked about housing for five years we have done little but talk while during the same period Great Britain has re-housed more than one-third of its population. The federal government has built only two housing projects in New York with a combined capacity of only twenty-seven hundred families, and that is hardly enough to take care of the people in a few blocks. And these projects are for the sole use of renters in the lowest income brackets.

(m o r e)

AFX01 0143422

But there are a tremendous number of people in New York and elsewhere in the country whose incomes are not so low that they cannot afford anything except the dingiest tenements, and yet are not high enough to enable them to pay the relatively high rentals demanded for decent, comfortable apartments. They belong to that same economic class who do not have to go to free clinics or charity hospitals for medical treatment, but who find themselves sharply pinched when they go to private hospitals. This enormous intermediate group has been neglected both by the government in its housing projects, and by private builders. But some of them will now be served by the apartment village that the Metropolitan proposes to build.

The importance of the whole project can scarcely be exaggerated. It will afford housing to a small city of people of modest incomes. It will stimulate employment in the badly depressed building and allied industries. But it will also be a laboratory for the working out of many ideas which apartment dwellers, social workers, city planners, and architects have long considered. Some of the best minds in the country are at work on this project -- men who are expert in many fields of dwelling construction -- and it is reasonable to believe that they will build the finest low-cost village in the world. What private enterprisers in the field of investment housing can actually do by comparison with the government working in the same field, is shown by the fact that they have erected apartments in New York at a cost per room of eleven-hundred dollars for land and building while the government spent twenty-five hundred dollars a room without getting better results.

(m o r e)

ATK01 0143423

And I want to add that these private firms doing investment housing are not building cheaply in order to gouge the public. They are strictly supervised by New York State laws just as though they were public utilities, and their low-cost but effective building results in low rentals for good apartments. The Metropolitan Project consequently will be a model which can, and undoubtedly will be, used by builders throughout the United States.

The project is also of the highest significance to the whole country on another ground. Here at last we see private - not government - enterprise tackling the gigantic, nation-wide problem of housing. The Metropolitan village will be completely independent, it asks no subsidies or favors of anyone, and it is planned to be self-sustaining and self-liquidating. The Company is not a philanthropic institution and its funds must be invested with the highest possible degree of safety for the benefit of its policy-holders, and it believes of course that investment housing offers the very highest degree of safety. Acting upon its belief it has set aside one hundred million dollars to cover the cost not only of the New York project, but also of other projects that it may build elsewhere in the country. On the score of safety of investment the Company doesn't have to guess. Both British and American experience show that investment housing - as distinguished from speculative building which is a horse of another color - is perhaps the safest investment that can be made. And this in turn ought to be an incentive to investors now holding billions of dollars in leash, to turn them loose on housing in the thousands of communities that badly need it.

(m o r e)

ATX01 0143424

The Metropolitan Life Insurance Company, like all other insurance companies, is subjected to strict state regulations. Until recently New York state laws did not permit it to invest even a portion of its funds in the kind of building project that it is now undertaking, but last year the insurance laws were amended to permit insurance companies to make such investments. And this, it seems to me, is an example of intelligent state supervision which is all too rare in the country.

The whole question of housing is far too complicated to be discussed in a single broadcast, but it is inseparable certainly from the question of labor and labor costs because labor costs consume such a high percentage of the building dollar. One of the many factors that has retarded building in the United States has been the high hourly wage scale in the building trades, and President Roosevelt some months ago indicated that he thought the scale would have to be moderated downward if we are to have a resumption of widespread, private building. The whole question may ultimately be settled satisfactorily to both capital and labor on the basis of an annual wage to workers in the building trades, but in the vast project that the Metropolitan proposes to undertake the labor situation will be a factor of the first magnitude. If the wage scales should be unreasonably high this much needed project may be seriously hampered, or costs may be driven upward to such a point that its object of providing good housing for people of very modest incomes will be defeated. And this would naturally have the effect of frightening away prospective private investors who might be contemplating housing projects, would seriously retard private building, prevent the employment of workers in many fields, hamper social advance, and throw the whole question of housing back into the ample lap of government where it has reposed these many years with scarcely a sign of coming to life.

But, on the other hand, if a satisfactory wage arrangement is worked out with labor and the project goes successfully forward then there is every reason to believe that private enterprise will come forward with the billions of dollars that are needed not only to reconstruct the evil slums of great cities but also to improve the bad housing that now exists in thousands of smaller communities throughout the country.

The Metropolitan project, then, may be the forerunner of a great expansion of building - not speculative boom building - but investment housing that will provide an enormous and sound stimulus to economic recovery. And proper housing, as we all know, is intimately related to crime, to public health, to longevity, to happiness or misery, and is consequently of profound social significance not only to those who are now badly housed but to those who are well-housed. For no man lives in a vacuum and we are all affected politically and economically by the condition of the people among whom we live. One of the great avenues to a happier, healthier, and sounder people is through low cost housing.

I'd like, in conclusion, to point out that in his message to Congress yesterday that the President proposed that Congress appropriate three hundred million dollars for the Federal Housing Authority. This single project of the Metropolitan Life Insurance Company will cost one third of that sum. For the furthering of real housing the amount proposed is a mere drop in the bucket. There's no hope of rehousing this country through the government, as Great Britain learned - there more than two-thirds of all new building was done privately.

If the Metropolitan scheme proves satisfactory on all points, including that of being a reasonable investment, it may start a movement that will take the United States - the richest country in the world - out of the shameful category of the badly housed into the honorable category of a people living in decent homes.

jgs
4/15/39

PEOPLE IN THE NEWS

CLOSING COMMERCIAL

TYPED 4/14/58
FRIDAY
April 15, 1958
PALL MALL CIGARETTES

ANNOUNCER:

Thank you, Miss Dorothy Thompson, for your comments on People in the News. And here's our news! Particular People Prefer Pall Mall. Now Penelope, you know that people like prominent publicists - prim princesses - profound

GIRL: Profound pickle packers!

CASE: No, no Penelope! Try again. Praiseworthy --

GIRL: Praiseworthy pickpockets!

CASE: You're terrible.

GIRL: Well, can't help it.. They prefer Pall Mall.

CASE: All right, all right. Let's go on. Priceless --

GIRL: Punsters!

CASE: Patient --

GIRL: Patient pawnbrokers!

CASE: Won't you ever learn, Penelope? ... I expected you to mention that Particular People Prefer Pall Malls. For they have learned that in this new fifteen cent cigarette you get fine tobaccos - precisely blended tobaccos - but most important of all, Pall Mall gives you pure tobaccos. Maybe it will surprise you, but Pall Mall is the ONLY popular blended cigarette that's made without artificial flavoring. PALL MALL'S fine tobaccos do not need to be doctored up and flavored. They're better - NATURALLY. So don't forget - "Particular People Prefer Pall Mall."

This is Nelson Case speaking for Pall Mall Cigarettes, which are made by the American Cigarette and Cigar Company.

THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY

ATX01 0143428

COMPTON ADVERTISING, INC. • New York

(typed 4/19/38)

PEOPLE IN THE NEWS

OPENING COMMERCIAL

TUESDAY, April 19 1938

#53

PALL MALL CIGARETTES

ANNOUNCER:

In a moment, Miss Dorothy Thompson, presented by Pall Mall's new fifteen-cent cigarette. But now - a scene in the lobby of a London hotel as BIG BEN is striking.

BUSINESS: BIG BEN STRIKES SLOWLY. BONG BONG BONG BONG

WIFE:

But John dear, I know I'm not wrong!

HUSBAND:

Dorothy, let's not argue any more about it.

WIFE:

Yes, but -

HUSBAND:

Mr. Smart always sells us our cigarettes so let's

step over to the counter ^{and} ask him.

WIFE:

Well; I'll just bet you.

HUSBAND: (CHUCKLING -- VERY TOLERANT AND SUPERIOR)

Darling, it would be the surest bet I ever made.

(AT COUNTER) Oh, Mr. Smart!

CLERK:

Good afternoon, Sir.

WIFE:

My husband says -

ATX01 0143429

(typed 4/19/38)✓

TUESDAY, April 19 1938

#53

PALL MALL CIGARETTES

HUSBAND:

Now dear - please let me handle this. Mr. Start, aren't the American cigarettes you sell here in London the same as those we buy at home?

CLERK:

Why, no, Sir, they're not exactly the same.

WIFE:

now
There, you see -

HUSBAND:

But I don't understand! The names are the same -- and the packages look the same!

CLERK:

That's right, Sir. But you see, when these American cigarettes are shipped over here to England, the artificial flavouring has to be left out of them in order to conform to our English law. You see - we cannot sell artificially flavoured tobacco.

ANNOUNCER:

In England, smokers are protected by law against substitutes and flavorings in their cigarettes. In America, there is ONE popular blended cigarette -- and ONLY one -- that gives you this protection. That cigarette is the new PALL MALL. But unlike English cigarettes, the new PALL MALL is neither

PEOPLE IN THE NEWS

OPENING COMMERCIAL cont'd

(typed 4/19/38)✓
TUESDAY, April 19 1938

#53

PALL MALL CIGARETTES

ANNOUNCER:(cont'd)

straight Turkish nor straight Virginia tobacco.
It's an American blend of the finest domestic and
oriental tobaccos. But remember - PALL MALLS are
blended of PURE tobaccos - with no artificial
flavoring of any kind. No other well-known
American cigarette gives you the natural fragrance
and true flavor of pure tobaccos.

Save for extra taxes in some states, you pay only
fifteen cents for twenty. You ask for Pall Malls.
And you smoke them for PURE PLEASURE from PURE
TOBACCO.

And now - Miss Dorothy Thompson, with PEOPLE IN
THE NEWS.

ATX01 0143431

PALL MALL BROADCAST

APRIL 19, 1938

DOROTHY THOMPSON

PEOPLE IN THE NEWS

A case has been in the news for the last few weeks which has interested me very much, for it raises the question of who owns or ought to own the products of the work of gifted children. It turns out that under the California law their parents own that work. The Shirley Temples, the Yehudi Menuhins, the Freddie Bartholomews and the Abbey children, just to name a few, are the property of their parents, and unless other provisions are specifically made, wages paid to them belong to either their mothers and fathers or, if they are orphans, to their guardians. And that raises the question: how reliable in a showdown is mother love? Does the old and well-known motive of greed ever enter a mother's heart?

Those of us who are old enough to remember the days of the silent pictures will recall an enchanting little boy with great sad brown eyes, who first emerged as a sidekick to Charlie Chaplin in one of the most successful pictures of that era, called "The Kid". The little boy was Jackie Coogan and he was just four years old. With that picture and a series that followed it during the next five or six years -- I remember Peck's Bad Boy, Trouble Daddy, Oliver Twist, Circus Days -- there were others, -- well, he became fully as famous internationally as Freddie Bartholomew and Shirley Temple are today. I remember that he came to Berlin, in Germany, with his mother in the early 1920's and got the kind of reception that is usually given visiting royalty. Anyhow, Jackie made a fortune. But not it turns out that under the California code he made that fortune for Mama and Papa, and by a strange irony chiefly for his former business agent, Mr. Bernstein, who upon his father's death, married his mother.

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DOROTHY THOMPSON: (Cont'd)

Jackie is now twenty-three years old. He, himself, is married, and today he is a minor actor. He says he is hard up, and alleges that Mamma and the stepfather live in a handsome mansion in Hollywood on the money Jackie earned between the ages of four and ten.

Jackie claims that apart from his board and room and a good deal of luxury that he enjoyed while he was a financial asset to his parents, he got six dollars a week spending money until he was twenty-one, and then got a handsome gift of one thousand dollars in cash. He claims that he earned a cool four million, and he is suing his mother and his step-father. Of course, I am not going to try this case. We'll have to wait and see what the facts are. Last week Deputy Sheriffs spent three days trying to get into his stepfather's house to serve a subpoena. The gates of the mansion were closed by electricity, so the deputies whose character has been made mild by the mild California climate, went away and telephoned the mansion.

A maid told them no one was home. This time they went back and weren't so mild. They crashed the gate, walked upstairs, found a man and woman dressing for dinner, served subpoenas on them and went away. The man and woman told the deputies they had not heard the door bell.

Jackie's mother has been quoted as saying that Jackie's suit "hurts and deeply shocks her". "Jackie says he has nothing and that I refuse to give him any part of the estate," says Mrs. Coogan. "No promises were ever made to give him anything."

(more)

ATX01 0143433

DOROTHY THOMPSON: (Cont'd)

And Mr. Bernstein rallied to the side of his wife against his step-child and issued a statement saying: "His mother was entitled to all his earnings until he became of age. This young man is suffering from hallucinations. He has received full he is entitled to and more."

Now, I don't know whether Jackie Coogan is right or not. Unless the California Courts puts a new interpretation on the law, it looks now as though the civil code was on the side of Jackie's Mamma. There are millions of children in this country and all of them are wonder children to their parents but a tiny percentage of them actually do turn out to be prodigies in the box-office sense.

People will pay hundreds of thousands of dollars to hear them play the piano or the violin, act on the stage or in the movies or -- as in the case of the Dionne Quintuplets -- do nothing except exist as living proofs of an extraordinary departure of nature from its usual routine and as triumphs of medical science. These children will pile up large earnings and since they cannot act for themselves legally or actually, their parents will act for them legally or actually unless special provisions are made to the contrary. The ordinary Child Labor Laws are suspended in the case of the exceptionally gifted and precocious child and I think it absolutely correct that they should be. They are exceptions to the normal and they ought to be treated in an exceptional way.

But the exceptional child of four or five is very often an ordinary person at twenty-one with scarcely more distinguished gifts than the average. There comes a dreadful day when the dimpled child actress becomes a gangling, awkward adolescent girl.

(MORE)

ATK01 0143434

DOROTHY THOMPSON: (Cont'd)

There comes a day when the boy actor's childish soprano plays tricks on him and alternately becomes tenor and bass, and all too often there comes a day when the child musical genius becomes just another fiddler or just another piano player. These prodigies have actually enjoyed their greatest earning capacities in infancy and the law does not protect them in guaranteeing that they are able to enjoy the fruits of that earning power when their capacities have diminished. That's what Walter Winchell meant years ago when he told a story about Jackie Coogan. Some of Mrs. Coogan's old friends from the slums came to call on Jackie, and Mamma gave them a chilly reception. "Jackie can't be seen today", she said. "He is with his private tutor," To which the caller said: "Well, you better not have him taught arithmetic because some day he may ask what became of the money he earned." And that sad day as now arrived.

The theory of the law, of course, is that parents naturally love their children, have their interests always at heart and are their most reliable guardians. And I suppose by and large that's true. But it turns out nevertheless that the corporations in Hollywood distrust parental love and in many instances have proved to be much more careful guardians of the interests of the precocious child than the parents are.

A recent news dispatch from Hollywood states that all important Hollywood children are now protected by contracts and impersonal guardians who determine what should be done with their money. Shirley Temple's father handles her investments -- he happens to be a branch bank manager -- but her contract contains clauses specifying where, when and how much of her money should be invested.
(more)

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DOROTHY THOMPSON: (Cont'd)

Shirley's earnings pay most of the household expenses in Santa Monica -- her mother gets 500 dollars a week from the studio-- but her father contributes a sizeable share and her fortune is protected. So are those of Deanna Durbin, Jane Withers, Mickey Rooney, Jackie Cooper, and Freddie Bartholomew, now. Jackie Cooper's checks are deposited to a Jackie Cooper estate account in a bank which is his financial guardian, but the protection of these children rests on the good sense of Hollywood producers and not in the law.

The Freddie Bartholomew case is another example of the story we are discussing, Freddie's father is a retired British soldier and he packed Freddie off at the age of three to be brought up by his grandparents and by his own sister, "Aunt Cissie", Aunt Cissie put Freddie on the London stage and then four years ago brought him to Hollywood where he became famous overnight as David Copperfield, Now Aunt Cissie tried to make herself the legal guardian of Freddie whose parents objected and charged that Freddie had been moved to the United States by trickery and deceit. A California court heard the petition and decided in favor of the aunt, Miss Bartholomew.

Mrs. Bartholomew arrived in America, appealed against the decision, lost it but got ten per cent of Freddie's weekly earnings with five percent for his little sisters which probably was fair enough, and at the same time an arrangement was made whereby the rest of the earnings went to Freddie's estate with provisions for Aunt Cissie who is now his legal guardian. But meanwhile this little boy had to go into court and testify against his own parents, which is not the most favorable experience possible in the life of a child. And it could all have been prevented if there were some sort of law governing this kind of case from the beginning.

(more)

ATX01 0143436

DOROTHY THOMPSON: (Cont'd)

The case of the Dionne quintuplets is thought by some American legal opinion to represent an illegal situation, although there is not a question that the children's interests are enormously better protected than they would be by their parents.

These children are protected by a special act of the legislature of Ontario which makes them wards of the Crown and establishes a trust fund for them. They earn a great deal of money simply by their existence, by the sale of their photographs, by the use of their names and pictures in advertising soap, castor oil, cereal and so forth. And the guardianship of the state has prevented their loving father from exhibiting them at the World Fair, as freaks, probably between a sword swallower and a bearded lady. As left to his own device he was prepared to do.

The needs of children are simple. They need the right food, shelter, clothing, sunshine, and they need love. Luxury is enormously enjoyed by some adults but it brings very little happiness to a child. The life of a wonder child especially in the musical world is often agonizing. If you don't believe it read the life of Mozart.

The child musician has to spend hours a day at the most rigorous practicing, when other children are playing ball. This is all right. It's the business of human beings to have their gifts developed to their greatest capacity and developed at the time those gifts are ripe for development, whether it's at the age of four or much later. But then it seems to me the earnings from those gifts ought to be protected for the child himself. And I say: "There ought to be a law!"

Goodnight!

PEOPLE IN THE NEWS

CLOSING COMMERCIAL
#53

(typed 4/19/38)
TUESDAY April 19 1938
PALL MALL CIGARETTES

ANNOUNCER:

Thank you, Dorothy Thompson, for your comments on People in the News. And now - here's our news! Particular people prefer Pall Mall. People like -

PENELOPE:

Oh, Nelson, you can't possibly describe all the people who prefer Pall Mall in words that begin with the letter P!

CASE:

Well I can name quite a lot of them, Penelope.

PENELOPE:

I'll bet you can't describe - ah - college girls!

CASE:

Sure I can! Pretty peaches prefer Pall Mall!

PENELOPE:

Well how about - teachers!

CASE:

Preoccupied professors prefer Pall Mall!

PENELOPE:

All right, how do/you describe - ah - radio stars and their audience!

CASE:

That's easy! In my language, Penelope, radio stars are pre-eminent performers, and the audience is - the pleased public. And they do prefer Pall Mall. Because they've learned that in Pall Mall's new fifteen-cent cigarette you get fine tobaccos - precisely blended tobaccos - but most

ATX01 0143438

PEOPLE IN THE NEWS

CLOSING COMMERCIAL cont'd

(typed 4/19/58)
TUESDAY, April 19 1938

#53

PALL MALL CIGARETTES

CASE: (cont'd)

important of all, Pall Mall gives you pure tobaccos. It's a great surprise to a lot of people when they find out that Pall Mall is the ONLY popular blended cigarette that's made without artificial flavoring THE ONLY one. Pall Mall's fine tobaccos do not need to be doctored up and flavored. They're better - NATURALLY. And don't you forget - "Particular People Prefer Pall Mall."

This is Nelson Case speaking for Pall Mall Cigarettes, which are made by the American Cigarette and Cigar Company. This is the BLUE Network of the National Broadcasting Company.

ATX01 0143439

COMPTON ADVERTISING, INC. • New York

(TYPED 4/22/38) ↓

PEOPLE IN THE NEWS

OPENING COMMERCIAL

FRIDAY April 22, 1938

#54

FALL MALL CIGARETTES

ANNOUNCER:

In a moment, Miss Dorothy Thompson, presented by Fall Mall's new fifteen-cent cigarette. But now - a scene in the lobby of a London hotel as BIG BEN is striking.

BUSINESS: BIG BEN STRIKES SLOWLY. BONG BONG BONG BONG

WIFE:

But John dear, I know I'm not wrong!

HUSBAND:

Dorothy, let's not argue any more about it.

WIFE:

Yes, but -

HUSBAND:

Mr. Smart always sells us our cigarettes so let's step over to the counter and ask him.

WIFE:

Well, I'll just bet you.

HUSBAND: (CHUCKLING - VERY TOLERANT AND SUPERIOR)

Darling, it would be the surest bet I ever made.

(AT COUNTER) Oh, Mr. Smart!

CLERK:

Good afternoon, Sir.

WIFE:

My husband says -

ATX01 0143440

PEOPLE IN THE NEWS

OPENING COMMERCIAL CONT'D

(TYPED 4/22/38) ↓

April 22, 1938

#54

PALL MALL CIGARETTES

HUSBAND:

Now dear -- please let me handle this. Mr. Smart, aren't the American cigarettes you sell here in London the same as those we buy at home?

CLERK:

Why, no, Sir, they're not exactly the same.

WIFE:

Now there, you see --

HUSBAND:

But I don't understand! The names are the same -- and the packages look the same!

CLERK:

That's right, Sir. But you see, when these American cigarettes are shipped over here to England, the artificial flavouring has to be left out of them in order to conform to our English law. You see -- we cannot sell artificially flavoured tobacco.

ANNOUNCER:

In England, smokers are protected by law against substitutes and flavorings in their cigarettes. In America, there is ONE popular blended cigarette -- and ONLY one -- that gives you this protection. That cigarette is the new PALL MALL. But unlike English cigarettes, the new PALL MALL is neither straight

ATX01 0143441

PEOPLE IN THE NEWS

OPENING COMMERCIAL CONT'D

#54

(TYPED 4/22/38) ↓

April 22, 1938

PALL MALL CIGARETTES

ANNOUNCER: (CONT'D)

Turkish nor straight Virginia tobacco. It's an American blend of the finest domestic and oriental tobaccos. But remember - PALL MALLS are blended of PURE tobaccos - with no artificial flavoring of any kind. No other well-known American cigarette gives you the natural fragrance and true flavor of pure tobaccos.

Save for extra taxes in some states, you pay only fifteen cents for twenty. You ask for Pall Malls. And you smoke them for PURE PLEASURE from PURE TOBACCO.

And now, Miss Dorothy Thompson, with PEOPLE IN THE NEWS.

ATX01 0143442

PALL MALL BROADCAST

APRIL 22, 1938

DOROTHY THOMPSON

PEOPLE IN THE NEWS

There was big news in Rome last week. An Englishman coming out of the Palazzo Venezia which is Mussolini's headquarters -- was cheered by crowds in the streets. That's the first time that's happened since nineteen thirty-five, when the Ethiopian War began and England led the League of Nations in advocating sanctions against Italy as an aggressor in an unjustified war. Ironically enough the man who got cheered was a former Secretary of the League of Nations, Sir Eric Drummond, lately elevated to the peerage and now Lord Perth and British Ambassador to Italy. It's hard to keep track of these Englishmen. One week they are Mr. Smith or Mr. Jones and next week they're Lord This or Lord That. But, anyhow, the reason that Lord Perth was being given the glad huzzas was because he had just signed an agreement with the Italian Foreign Minister, Count Galeazzo Ciano, and that agreement is extremely popular in Italy. For in spite of all the speeches that Mussolini has made about the British in the last few years, and in spite of all the propaganda that has been made by Italian radio stations against the British in British colonial territories, Mussolini has said privately time and again that Italy and England would simply have to get together. And of course, what's actually drawn them together has been Mussolini's great friend and colleague and fellow pack-maker, Adolph Hitler, who is now preparing to pay a great visit to Mussolini next month. The old pre-war diplomatic game of mutual blackmail has been going on very vigorously for the last couple of years with the result that sometimes one's official friends proved more embarrassing than one's official enemies.

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In nineteen thirty-six there was a big love feast between Berlin, Rome and Tokyo, the ostensible object of which was to fight communism but the real object of which was to bring mutual or alternate pressure on others powers to get territorial and other gains for themselves. The anti-comintern pact gave them an excuse for interfering in the internal affairs of other countries wherever they could claim that communism was rearing its ugly head, and of course if there's no rearing that can also be arranged by a few stool pigeons. The Rome-Berlin-Tokyo axis is a funny combination however you look at it because one of Hitler's chief justifications for his program is that he is defending the blonde and blue-eyed Aryans against the inferior humans of other colors, so he made a combination with the dark-eyes, olive-skinned Mediterraneans and the slant-eyed, yellow-skinned Japanese.

Anyhow this combination worked very well for a while, Germany backed Italy up in Ethiopia, and in Spain, and together they made it hot for the British whose interests are scattered all over the world. It was very hard for the British to keep an eye on Hongkong, on the Spanish peninsula and other points in the Mediterranean and on the continent of Europe all at the same time. It's an old British policy not to have two enemies on the European continent at once if she can help it, so the British Government tried to conciliate Mussolini. This caused the fall of Anthony Eden who was against it. But what really drove Mussolini and Lord Perth into each other's arms was Hitler, who took advantage of the pending negotiations to annex Austria in the space of forty-eight hours. But four years ago in nineteen thirty-four when there was a possibility of Germany doing the same thing Mussolini mobilized his army to prevent it.

But this time Hitler pulled it off and this put seventy-five million Germans on the Italian border with a clear way right through to the Adriatic which Mussolini claims is an Italian Sea. Hitler sent a telegram to his great friend in Rome saying, "Mussolini, I'll never forget what you did for me today." And I'll bet Mussolini won't forget it either. And the result is the Anglo-Italian agreement,

By the large this agreement has been hailed as a great victory for peace and the promise of better days, and I hope the editorial writers are correct. But your broadcaster this evening continues to remain very sceptical. In the first place, agreements these days become anything that serve the interests of the people who make them, and there is a whole series of precedents for breaking them unilaterally whenever they cease to do so, and for interpreting them very broadly. Mussolini has managed the magnificent tour de farce of claiming to observe non-intervention in Spain while taking credit for the victories of his soldiers there. And this new bet with England is hedged. We've got an Anglo-Italian agreement with a reaffirmation of the Rome-Berlin axis, so this broadcaster is just going to wait and see what happens without joining the peace-on-earth chorus.

The man who signed the agreement for the Italians was Count Ciano, one of the most up and coming young men in Italian politics. He's an authentic count, the son of an Italian Admiral, who was one of Mussolini's first supporters when the present Duce was just a struggling editor. Both father and son took part in the famous march on Rome in 1922, after which the son became a journalist on the first Fascist newspaper in Rome. He's always been somewhat spectacular. I think it was in 1923 that he fought a duel with a communist whom he wounded and then converted to fascism.

Incidentally, that's not as hard to do as some people seem to think. The present director of one of the most important German theatres is an ex-Communist party member. Ciano went into the diplomatic service in 1925 when he was twenty-two years old and served around in South America and China, until his father managed to squeeze him in as First Secretary of the Italian Embassy to the Vatican. This required some pull because Ciano was very young and had not displayed any particular distinction, but he was in the Vatican at the right moment - just when Mussolini was signing a treaty with the Pope. The brightest thing Ciano ever did was to marry Mussolini's favorite daughter, Edda - that was in the Spring of 1930. The couple went to Shanghai and were there when the Japanese bombed the city in the first Chinese-Japanese fight over Manchuria. Ciano became president of the League of Nations commission to inquire into the bombardment and then was made Minister to China, and shortly afterward went back to Rome where he became head of the press office of the Government and therefore the chief fascist propagandist. He gave up propaganda for bombs at the outbreak of the Ethiopian campaign and was the first Italian to land in Addis Ababa. He is supposed to be an indifferent pilot but recklessly brave. Two sons of Mussolini - Bruno and Vittorio - served in Ciano's squadron and eventually all three of them were called home because they were supposed to be making too many headlines and developing swelled heads. There is a story current in the Italian army that Ciano found a concentration of native troops and bombed it thoroughly. He claimed to have killed ten thousand. Then it developed that he had only killed two thousand, and it was lucky for the Italian army that the number was smaller than his claims because they were native troops serving with the Italian Army.

Anyway he was recalled, went back to Rome, and served a little more quietly and then in 1936 was made Minister for Foreign Affairs and was sent to Berlin to confer with Hitler on the question of aid for the Spanish insurgents. Ciano learned German for this interview with Hitler who speaks no other language than his own. Ciano is a good linguist.

Ciano's name is on both the Berlin-Rome and the new Anglo-Italian agreement.

The general opinion is that Ciano is the Crown Prince, being groomed as Mussolini's successor, in the tradition of Napoleon Bonaparte. Edda Mussolini, Ciano's wife, is definitely a favorite with her father. She is very like him and is perhaps the only person in Italy who stands up to him. Sometime ago her father was two miles out at sea inspecting a warship and Edda swam out to meet him there, emerging on the deck in a dripping bathing suit. Her father gave her a piece of his mind for doing anything so reckless whereupon she took a high dive from the bridge of the ship and swam the two miles back to shore. Mussolini liked it.

Ciano copies his father-in-law's manners. He cultivates the Mussolini scowl and every other gesture.. He was once taken for Mussolini in a crowd by an observer who saw him from the rear and found that he had the same stiff back of the neck. Mussolini gives him regular tutelage on foreign affairs.

Ciano has a quick if not a profound mind and learns readily. A story is told of him during the Ethiopian campaign. A group of war correspondents, officers and other persons were celebrating in the town of Asmara. Some of the Americans present began to sing the Star Spangled Banner and Ciano joined in.

Soon the Americans petered out into a thin dribble of tra-la-las because they had forgotten the words. But Ciano kept on and finally was the sole person singing because he knew all the words of our national anthem -- something that few Americans know. When he was asked how this happened, he merely replied that 'he believed in learning things thoroughly.'

The fact that Ciano is Mussolini's son-in-law may be a good break for Ciano, but it may also be a good break for Mussolini. An all-powerful despot needs people around him who are tied to him by stronger than usual bonds. This is especially true in the case of Mussolini who must deal with at least three other European countries who are stronger than Italy, who dreams just the same of creating a new Roman Empire, and who can succeed only through the cleverest kind of negotiations with the stronger Powers. But even a despot must trust somebody and the risks of treachery are of course enormously out down when that somebody happens to be not merely a Foreign Secretary but a Foreign Secretary but a Foreign Secretary who is also the despot's son-in-law. Once in a while a relative turns out to be a big help to the family.

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4/22/38/

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PEOPLE IN THE NEWS

CLOSING COMMERCIAL
#54

(Typed 4/22/38) ↓
FRIDAY April 22, 1938
PALL MALL CIGARETTES

ANNOUNCER:

Thank you, Miss Dorothy Thompson, for your comments on
PEOPLE IN THE NEWS. As you all know, particular people prefer PALL
MALL. And we find that: Patient potters and precise putters, prom-
trotting playboys and pram-pushing parents

As well as

Pretty prattlers and pleasing Paulines, Players of Poker
and Pillars of Progress

Not forgetting

Poppy planters, perennial planters, peony planters, petunia
planters and peanut planters! In fact, all kinds of particular people
prefer PALL MALL! Now the reason is pretty plain.

You see in this new fifteen cent cigarette you get fine
tobaccos - precisely blended tobaccos - but most important of all,
Pall Malls give you pure tobaccos. Maybe it will surprise you, but
Pall Mall is the ONLY popular blended cigarette that's made without
artificial flavoring. PALL MALL'S fine tobaccos do not need to be
doctored up and flavored. They're better - NATURALLY. So don't you
forget - "Particular People Prefer Pall Mall."

This is Nelson Case speaking for Pall Mall Cigarettes,
which are made by the American Cigarette and Cigar Company.

If you live in a community which is not changing to
Daylight Saving Time, be sure to see your local newspaper for the
time of this program beginning next week.

This is the RED Network of the National Broadcasting
Company.

ATX01 0143449

COMPTON ADVERTISING, INC. • New York

(revised 4/27/38)

(typed 4/27/38)

PEOPLE IN THE NEWS

OPENING COMMERCIAL

TUESDAY, April 26 1938

#55

PALL MALL CIGARETTES

ANNOUNCER:

In a moment, Miss Dorothy Thompson, presented by Pall Mall's new fifteen cent cigarette. But now - in London, as Big Ben is striking, a discussion between a customs official and an importer

SOUND: BIG BEN STRIKES SLOWLY. BONG BONG BONG GONE! FADES DOWN

EXCISE OFFICER:

No, Mr Tucker. There's absolutely no excuse for it. Your company knows perfectly well that you cannot ship adulterated cigarettes into England!

TUCKER: (AMERICAN)

We know that, sir. It was all a mistake.

EXCISE OFFICER:

Well, there's no mistake about what our chemical analysis found in these cigarettes, Mr. Tucker!

TUCKER:

But please believe me, these cigarettes were never intended for England.

EXCISE OFFICER:

They weren't intended for England?

TUCKER:

No sir. As you know, our cigarettes for both the American and the export market are made in the same factory!

EXCISE OFFICER:

Yes?

TUCKER:

And by mistake, the additional flavoring that's used in American cigarettes was also included in the cigarettes that were

ATK01 0143450

(TYPED 4/25/38)

PEOPLE IN THE NEWS

OPENING COMMERCIAL CONT'D TUESDAY Apr. 26, 1938

FRIDAY Apr. 28, 1938

EXCISE OFFICER:

I see!

TUCKER:

Certainly you didn't believe that we would deliberately try to break the English law, did you?

EXCISE OFFICER:

Ummm. Perhaps you didn't. But to avoid such mistakes in future, we'll make the law perfectly clear. For attempting to ship adulterated cigarettes into England, your company will have to pay a fine of 200 pounds.

ANNOUNCER:

In England, smokers are protected by law against substitutes and flavorings in their cigarettes. In America, there is ONE popular blended cigarette - and ONLY one - that gives you this protection. That cigarette is the new PALL MALL. But unlike English cigarettes, the new PALL MALL is neither straight Turkish nor straight Virginia tobacco. It's an American blend of the finest domestic and oriental tobaccos. But remember - PALL MALLS are blended of PURE tobaccos - with no artificial flavoring of any kind. No other well-known American cigarette gives you the natural fragrance and true flavor of pure tobaccos.

Save for extra taxes in some states, you pay only fifteen cents for twenty. You ask for Pall Malls. And you smoke them for PURE PLEASURE from PURE TOBACCO.

And now - Miss Dorothy Thompson, with PEOPLE IN THE NEWS.

Handwritten signature

PALL MALL BROADCAST

BLUE NETWORK

PEOPLE IN THE NEWS

by

Dorothy Thompson

() ()
7:30 - 7:45 P.M.

APRIL 26, 1938

TUESDAY

Tonight I am going to tell a story. For weeks past I have been trying to construct date by date and event by event and personality and personality, a detective story, the true story of the conquest of Austria by Germany. I read everything that appeared in the American press. I have been in touch with important personalities from over there, but there have always been gaps in the tales. Yesterday the final information came to me which makes the picture complete.

To get a clear understanding of the most important historical event of the last twenty-five years -- and I believe Victory will prove it so -- you have to go back a bit and I'll have to ask you to try to take note of some significant dates -- to July 11th, 1936, when Chancellor Schussnigg of Austria first went to Berchtesgaden to see Hitler. Two years before that the Austrian Chancellor, Dollfuss, had been murdered by Nazis in an attempt to make a Nazi revolution that failed.

At that time Mussolini had mobilized a quarter of a million men on the Austrian frontier and announced that if Germany invaded Austria, there would be a war. The murder of Chancellor Dollfuss had been followed by strained relations between Austria and Germany during which time the Austrians attempted to suppress the illegal Nazi organizations, and the Nazis retaliated by bombings, shootings and various forms of revolutionary terror.

(MORE)

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(CONTD)

Meanwhile, Hitler and Mussolini had made a Pact known as the Rome-Berlin axis, and in order to make this axis work it was necessary to come to an agreement about Austria. Therefore, on July 11th, 1936, Chancellor Schussnigg went to Berchtesgaden and an agreement was signed. Now, the main points in that agreement were these: Both countries agreed to respect each other's form of government. Hitler promised to give no aid to Austrian Nazis. Schussnigg agreed not to persecute Austrian Nazis provided they would abandon their illegal revolutionary activities. The sovereignty and independence of Austria were guaranteed by Hitler. And Schussnigg agreed that when the illegal Nazi activities had been liquidated he would take some people of strongly German sympathies into his cabinet.

Schussnigg returned to Austria and a committee was set up to liquidate the illegal Nazi activities. It was headed by Captain Leopold, an Austrian Nazi, and Dr. Leopold Tavs, a Sudetan German who lived in Vienna. But, far from appeasing the Nazis and bringing them into harmony with the agreement, these men built up Nazi cells all over Austria, copying in this way the strategy of the Communists.

Hitler was convinced that this internal activity would eventually deliver Austria into his hands without any movement from Germany at all.

But by the end of last year and the beginning of this one he had begun to doubt this seriously. In the first place, the Nazi movement in Austria was losing much of its financial support.

(MORE)

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(CONTD)

Previously a number of Austrian industrialists had been helping it with money but now they found that the trade relations with Germany which had resulted from the July eleventh agreement were not working to their advantage. They were selling goods to Germany for which they got no money and realized that Austria's sound currency and free exchange were great advantages to them. Furthermore, Austria's economic condition was improving and a certain unity was appearing in the country.

Furthermore, last January, representatives of Italy, Austria and Hungary met in Budapest and the Italians again promised Schussnigg that they would support Austrian independence and improve Italian trade relations with Austria. And Schussnigg came back from Budapest so convinced that he had friends that he arrested Captain Leopold. He felt strong enough to risk it.

Now, he arrested Captain Leopold because that gentleman was involved in a revolutionary plot. That plot was to create in Austria an incident, which would give an excuse for German military interference. A crowd would have looted the German Embassy and wounded the German Military Attache, General Muff. The plot was made with the collaboration of Himmler, the Chief of the German Secret Police. The blame, of course, was to be put either on Austrian monarchists or on Austrian Communists. Himmler wanted a minor change in plot. He suggested that instead of wounding General Muff, they kill the German Ambassador, Franz Von Papen, whom he cordially hated, thus accomplishing two ends -- getting rid of Von Papen and furnishing the necessary incident.

(MORE)

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(CONTD)

This information came to Schusnigg through his secret police and it also came to Von Papen, the prospective victim, and made him very fidgety, especially as this is not the first time his life has hung by a hair.

Now, let's go back to Germany. Before Hitler could move in Austria, he had to come to terms with his army, headed by General Von Fritsch. He and a number of old line Prussian officers put their faces rigidly against an Austrian invasion. They were against it for the following reasons:

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- 5 -

First, they thought it below the honor of the German Army to shoot at sparrows with cannons. They asked Hitler why he wanted to extend his frontier by five hundred miles, and they pointed out to him that Italy who would then be Germany's neighbor, might be their enemy some day instead of their friend. And furthermore, they reminded him that for over a year an agreement had existed between the Chief of Staff of the German Army and General Jansa Chief of Staff of the Austrian Army according to which if Germany became embroiled in a war let's say in Czechoslovakia, the Austrian Army would permit it to march through Austrian territory. In return for this the Germany Army had guaranteed Jansa to respect Austrian independence. General Fritsch was therefore asked by Hitler to break his word, which he refused to do. And therefore Fritsch and at least seventeen other generals were purged out of the German Army.

That occurred on February 4th. Hitler now had an army amenable to his wishes. He also had a good moment in which to move. Because Italy was beginning to look glad-eyed toward England chiefly because she was broke. And Italian army was at the moment tied up in Abyssinia, Lybia, and Spain. And Hitler knew that Mussolini could not again mobilize a quarter of a million troops on the German Pass, on the Austrian frontier.

Now, let's go back to Austria. Keep the dates in mind. On February 4th, the German Army was purged. On February 6th, German Ambassador von Papen, fearing for his own life if the Nazi plot came off went to Berchtesgaden and proposed that Hitler invite Schuschnigg to visit him. He returned on February 8th to Vienna and the next day gave Schuschnigg the invitation.

(MORE)

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(CONTINUED)

- 6 -

Schuschnigg promised a reply on February tenth, and consulted a member of his own foreign office. This official immediately saw the Italian ambassador in Vienna, and by noon of the same day, Mussolini knew of the invitation.

Since he had not been consulted, by Germany, he knew that there was something phoney going on, and on the evening of the tenth wired the famous message to his Ambassador in London "Inform Chamberlain (British Prime Minister) that now or never is the time for negotiations between Italy and Britain." Mussolini still thought he had time and could play Britain against Germany. On February 12th, Schuschnigg went to Berchtesgaden. He took his Secretary Baron von Fraechsthal, his aide, the head of the Austrian information service, and his bodyguard of six detectives. At the German border, all were turned back except Schuschnigg and his aide. They were compelled to enter alone. Hitler gave him an ultimatum: either put the five most important cabinet positions into the hands of Nazis or be invaded.

What stunned Schuschnigg was the appearance after the interview of a group of German generals who backed up Hitler's words. Schuschnigg returned to Austria on the night of the 12th and carried out the next days, the exact letter of the demands, but he tried to pick Nazis for the Cabinet who still believed in an independent Austria, even if she be a Nazi Austria, resolving to use every peaceful means to save his country's sovereignty. Therefore he called for a plebiscite, to be held on March 13th in which the people could vote whether they wanted an independent Austria or not.

(MORE)

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(CONTINUED)

And this morning's papers announce that Hitler still, not trusting the Austrians, has put Joseph Buerckel, a German Nazi from the Saar, over this new province of his as Governor.

Every small state in Europe has known since March 11th that its existence is insecure.

In all the last terrible twenty-five years, there has been no other instance of a country occupied by a foreign army after an ultimatum has been accepted. Good night.

4/27/38 - meg py

ATK01 0143458

PEOPLE IN THE NEWS

CLOSING COMMERCIAL
#55

TIPED 4/25/38

Tuesday
April 26, 1938

ANNOUNCER:

Thank you, Miss Dorothy Thompson, for your comments on People in the News. And now -- here's our news: Particular People Prefer Pall Mall. You know -- people like peerless performers and plushy promenaders. Get the idea, Penelope?

GIRL:

Oh yes, Nelson -- stars who sing in the opera prefer Pall Mall.

ANNOUNCER:

Oh -- you mean prima-donnas prefer Pall Mall? All right -- what kind of prima-donnas

GIRL:

Temperamental prima-donnas!

ANNOUNCER:

No, no Penelope, it's pre-eminent prima-donnas prefer Pall Mall. And who else?

GIRL:

I know! Pre-eminent prima donnas and -- impresarios!

ANNOUNCER:

Oh, please, Penelope! Won't you ever learn! Pre-eminent prima-donnas and portly or prosperous patrons prefer Pall Mall. You see, in this new fifteen cent cigarette you get fine tobaccos -- precisely blended tobaccos -- but most important of all, Pall Malls give you pure tobaccos. Maybe it will surprise you, but Pall Mall is the ONLY popular blended cigarette that's made

ATK01 0143459

PEOPLE IN THE NETS

CLOSING COMMERCIAL CONT'D
#55

TYPED 4/15/38

THURSDAY
APRIL 28, 1938

without artificial flavoring. PALL MALL'S fine tobaccos do not
need to be doctored up and flavored. They're better - NATURALLY.
So don't you fo get - "Particular People Prefer Pall Mall."

This is Nelson Case speaking for Pall Mall
Cigarettes, which are made by the American Cigarette and Cigar
Company.

THIS IS THE BLUE NETWORK OF THE NATIONAL BROADCASTING COMPANY

ATK01 0143460

COMPTON ADVERTISING, INC. • New York

(typed 4/29/38)

PEOPLE IN THE NEWS

OPENING COMMERCIAL

FRIDAY, April 29th 1938

#56

PALL MALL CIGARETTES

ANNOUNCER:

In a moment, Miss Dorothy Thompson, presented by Pall Mall's new fifteen cent cigarette. But now - in London, as Big Ben is striking, a discussion between a customs official and an importer

SOUND: BIG BEN STRIKES SLOWLY. BONG BONG BONG BONG! FADES DOWN

EXCISE OFFICER:

No, Mr. Tucker. There's absolutely no excuse for it. Your company knows perfectly well that you cannot ship adulterated cigarettes into England!

TUCKER: (AMERICAN)

We know that, sir. It was all a mistake.

EXCISE OFFICER:

Well, there's no mistake about what our chemical analysis found in these cigarettes, Mr. Tucker!

TUCKER:

But please believe me, these cigarettes were never intended for England.

EXCISE OFFICER:

They weren't intended for England?

TUCKER:

No sir. As you know, our cigarettes for both the American and the export market are made in the same factory.

EXCISE OFFICER:

Yes?

ATX01 0143461

(typed 4/29/38)

PEOPLE IN THE NEWS

OPENING COMMERCIAL cont'd

FRIDAY
April 29th 1938
PALL MALL CIGARETTES

ANNOUNCER: (cont'd)

fifteen cents for twenty. You ask for Pall Malls. And you smoke
them for PURE PLEASURE from PURE TOBACCO.

And now - Miss Dorothy Thompson, with PEOPLE IN THE

NEWS.

ATX01 0143462

PEOPLE IN THE NEWS

OPENING COMMERCIAL cont'd

#58

(typed 4/28/38)

FRIDAY
April 28th 1938
PALL MALL CIGARETTES

TUCKER:

And by mistake, the artificial flavoring that's used in American cigarettes was also included in the cigarettes that were shipped over here.

EXCISE OFFICER:

I see!

TUCKER:

Certainly you didn't believe that we would deliberately try to break the English law, did you?

EXCISE OFFICER:

Ummm. Perhaps you didn't. But to avoid such mistakes in future, we'll make the law perfectly clear. For attempt to ship adulterated cigarettes into England, your company will have to pay a fine of 200 pounds.

ANNOUNCER:

In England, smokers are protected by law against substitutes and flavorings in their cigarettes. In America, there is ONE popular blended cigarette - and ONLY one - that gives you this protection. That cigarette is the new PALL MALL. But unlike English cigarettes, the new PALL MALL is neither straight Turkish nor straight Virginia tobacco. It's an American blend of the finest domestic and oriental tobaccos. But remember - PALL MALLS are blended of PURE tobaccos - with no artificial flavoring of any kind. No other well-known American cigarette gives you the natural fragrance and true flavor of pure tobaccos.

Save for extra taxes in some states, you pay only

ATX01 0143463

F.
PAUL MAIL BROADCAST

APRIL 29, 1938

Script
DOROTHY THOMPSON

PEOPLE IN THE NEWS

I'm going to talk tonight about that much discussed creature, the American Woman. The United States is supposed to be the nearest thing to paradise for her, and in some ways it is. This is the only country in the world where women own considerably more than half the wealth. It has been estimated that ninety per cent of all purchases of consumers' goods in this country are made by women. They buy more than half of all the automobiles sold; more than half of all the gasoline to run them; they hold forty per cent of all real estate titles; forty per cent of the stock of public utilities, and forty-eight per cent of the stock of railroad corporations. And it is interesting that women are the beneficiaries of eighty per cent of all insurance policies. Seventy per cent of all estates left by men fall to women, and sixty-four per cent of all estates left by women fall to members of their own sex.

The wealth they hold is out of all proportion to what they earn. Twenty-five per cent of the paid positions in America are held by women, but a large percentage of these jobs are amongst the worst-paid in the country. The superior position of women is confined to the middle and richer classes. It disappears entirely amongst the workers.

I suppose that there are two main reasons why women in this country enjoy certain very great economic advantages. The United States is one of the few western countries where there are more men than there are women. In other words, women are still somewhat at a premium. Their chances for marriage are statistically much greater than they are anywhere in Europe; there is a man and a fraction for every women, instead of the other way around, as it is for instance in England.

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The reason for that is that European countries lost millions of men in the last great war. That also means, of course, that women have more choice in marriage here than elsewhere. The divorce figures don't indicate that their marriages are any happier, rather the contrary, but I don't know that the figures really prove much. Where women own as large a proportion of the wealth as they do here, they don't stay married for purely economic reasons. Anyhow, whatever the reasons, American women marry more prosperously - and more often - than the women of any other country.

The point I am trying to make is that, economically speaking, marriage is still far and away the most lucrative career for women, even in the United States. By and large, men earn most of the money in this country and women spend most of it, and inherit most of it. The spending of it has to do with our folkways. Our highly competitive business system simply means that almost the only class to enjoy leisure have been the wives of middle class and well-to-do men. Father was busy trying to beat his competitor, a fight that gave him very little time for leisure, culture, or even love, and mother was busy spending father's money, often for the purpose of keeping up with the Joneses. The result is that the more comfortable American home is obviously a woman's creation, reflecting at every point a woman's taste, rather than a man's. American "culture" is woman-ridden; I say it frankly. Every lecturer knows that his audiences are predominantly female; if you go into any art exhibit or theatre, you will find more women than men; most advertising is directed to women, and women dominate primary and secondary education. The overwhelming majority of all school teachers, through the grades and high schools, are women. They also dominate much of the thought and theory of education.

I think that our country suffers from this fact. Our boys are brought up almost entirely by women, until they are sixteen or seventeen years old. That means that they are accustomed to get orders as well as favors from women, and they therefore tend to be both cowed by women and resentful of them. I think it is all very unhealthy and unnatural. The reason for it, of course, is that school-teaching here is relatively badly paid; teaching is not a particularly honored profession; a school master can hardly support a wife and family on his earnings, and the result is that the profession is taken up by women, and very often merely as a stop-gap between school or the university and marriage.

One reason why the American Woman dominates in ownership of wealth, is that she cultivates her male relatives. Women live longer than men do in America. This is a fact of extremely revolutionary implications, because it completely reverses what was true a generation or so ago. Women in previous time have been far worse life-insurance risks than men. That is no longer so. The size of families has decreased. The risks which women run from the complications of childbirth are enormously diminished by medical science, and when you add the fact that middle-class women are exempted from most of the cares which beset their husbands in business, it all adds up to the fact that they outlive their men and inherit the family savings.

I don't think that this picture, favorable as it seems to be, is, actually, very good for our society as a whole. I don't think that the average American woman of leisure is much of a success. The American wife usually knows far less about her husband's business than the French wife does. The American husband gives his wife practically everything except time and attention.

I have lived a large part of my life abroad, and I have strongly the impression that in most countries there is a closer family solidarity, more warmth, and real family community than there is between husbands and wives here. Anyhow, everything is not as rosy for women as it might seem, because the psychologists tell us that there are more discontented women of means here than are to be found anywhere else in the world.

It's when you leave the class of leisured American women -- a very large class -- and consider the working women, that you find the picture quite different. And I'm afraid that there is a growing resentment against the dominant position of women, and that this resentment is going to redound not against the women who really are dominant through their control of so much wealth, gotten or inherited from men, but against the women who earn their livings. Whenever we have a prolonged period of unemployment - and we have had great unemployment in this country ever since 1930, and it is again rising very rapidly -- we have a reaction against women "taking men's jobs" as the phrase is. There are eleven million women earning their livings in America, or about twenty-five per cent of all women. Considering the very great division of labor, brought about in so highly industrialized and technical civilization as ours, that doesn't seem disproportionate. Most of these women are engaged in ancient and traditional activities, which they have simply followed out of their homes, and into factories or other external organizations. The largest number of women wage-earners are still domestic servants. The second largest are school teachers, holding these jobs largely because men don't want them.

The only American industries in which they predominate are clothing manufacture and textiles - and after all, when Adam tilled, Eve span -- and in candy making, cigar, and cigarette making. When you consider the enormous number of leisure class women here, you realize that what actually has happened is that men have taken over a huge part of what has been, traditionally, women's work. There are more men milliners in the United States than women; more men interior decorators -- although women pay them -- and the highest paid cooks in hotels and restaurants are men. Most of the office work of women is just housekeeping transferred to another sphere. And women are stenographers and telephone operators because experience has proved that they are usually much better at it than men are. In other words, they have been brought into industrial life, rather than pushed their way in. The average wage of all women working in the United States is eleven dollars a week --- and considering the cost of living is a very miserable wage indeed. It proves that women work in America, as elsewhere, chiefly for the reason that they have to work or starve.

Women are trying to hold on, so far pretty successfully, to their right to work. But the more thoughtful of them know that they will most certainly not hold these rights, unless we can bring some greater order and security into our society. We are quite sure that all individual rights, including our own, will go overboard if we continue to have millions of unemployed, and intense strains between various classes.

But to go back to the fact that women own so much wealth. I don't know what all this will lead to, but it is fun sometimes to bring up questions to which little attention seems to be paid.

PEOPLE IN THE NEWS

CLOSING COMMERCIAL

(typed 4/29/38)
FRIDAY, April 29, 1938

#56

PALL MALL CIGARETTES

ANNOUNCER:

Thank you, Miss Dorothy Thompson, for your comments on People in the News. And now -- here's our news: Particular People Prefer Pall Mall. You know -- people like peerless performers and plushy promenaders. Get the idea, Penelope?

GIRL:

Oh yes, Nelson -- stars who sing in the opera prefer

Pall Mall.

ANNOUNCER:

Oh -- you mean prima-donnas prefer Pall Mall? All right -- what kind of prima-donnas.

GIRL:

Temperamental prima-donnas!

ANNOUNCER:

No, no Penelope, it's pre-eminent prima-donnas prefer Pall Mall. And who else?

GIRL:

I know! Pre-eminent prima donnas and -- impresarios!

ANNOUNCER:

Oh, please, Penelope! Won't you ever learn! Pre-eminent prima-donnas and portly or prosperous patrons prefer Pall Mall. You see, in this new fifteen cent cigarette you get fine tobaccos -- precisely blended tobaccos -- but most important of all, Pall Malls give you pure tobaccos. Maybe it will surprise you, but Pall Mall is the ONLY popular blended cigarette that's made without artificial flavoring. PALL MALL'S fine tobaccos do not

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PEOPLE IN THE NEWS

CLOSING COMMERCIAL cont'd

(typed 4/29/38)

#56

FRIDAY
April 29th 1938
PALL MALL CIGARETTES

ANNOUNCER: (cont'd)

need to be doctored up and flavored. They're better - NATURALLY.

So don't you forget - "Particular People Prefer Pall Mall".

This is Nelson Case speaking for Pall Mall
Cigarettes, which are made by the American Cigarette and Cigar
Company.

THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY.

ATX01 0143470

(typed 4/29/38) ↓

PEOPLE IN THE NEWS

CLOSING CUT-IN ANNOUNCEMENT
FOR NEW YORK ONLY

FRIDAY
April 29th 1938
WEAF

ANNOUNCER:

Thank you, Miss Dorothy Thompson, for your comments on People in the News.

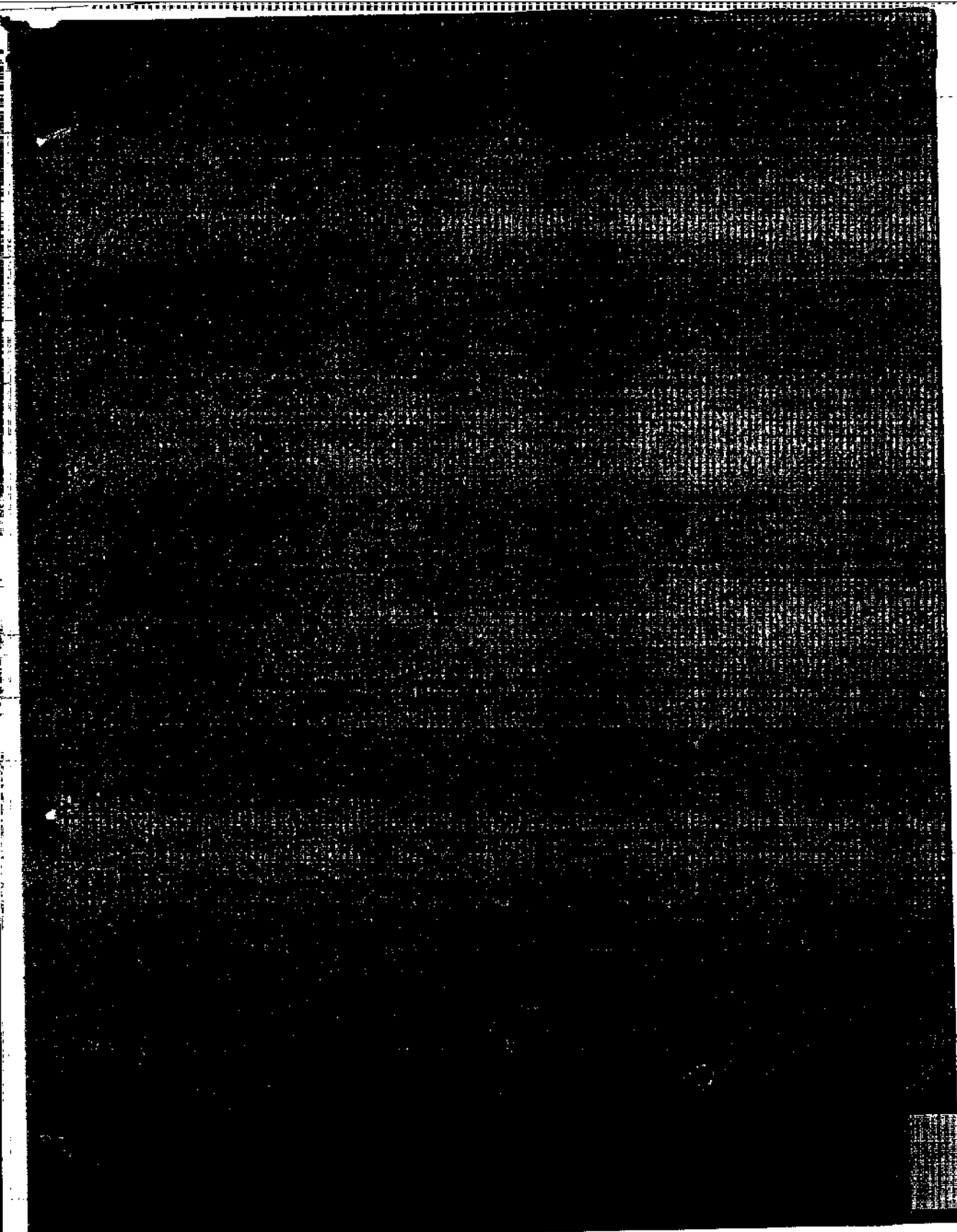
LOCAL ANNOUNCER: NOTE: THIS IS YOUR CUE TO DELIVER THE FOLLOWING ANNOUNCEMENT IN 1'13"

Here is a special announcement for listeners in New York City. As you know, next Sunday, May 1, a new local cigarette tax will go into effect. You may have been wondering what this will do to the price of your cigarettes. Well -- PALL MALLS will continue to be sold at fifteen cents for twenty. I'll repeat that: in New York City PALL MALL cigarettes will continue to be sold at fifteen cents, ALL TAXES INCLUDED. This means that you pay no more for PALL MALL'S pure tobaccos. So why not enjoy the best -- the natural fragrance and true flavour of the finest domestic and Turkish tobaccos? Remember -- PALL MALLS are blended of PURE tobaccos -- without any artificial flavouring. It may surprise you to know that PALL MALL is the only popular blended cigarette that is made without artificial flavouring. The only one. PALL MALL'S fine tobaccos do not need to be doctored up or flavoured. They're better ... Naturally. Once you smoke them you'll understand why (PAUSE) Particular People Prefer PALL MALL. And remember -- in New York City PALL MALLS will continue to be sold at fifteen cents, ALL TAXES INCLUDED.

PALL MALL Cigarettes are made by the American Cigarette and Cigar Company.

THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING COMPANY

ATX01 0143471



ATX01 0143472

COMPTON ADVERTISING, INC. • New York

PEOPLE IN THE NEWS

OPENING COMMERCIAL

TUESDAY, May 3rd 1938

#57

PALL MALL CIGARETTES

ANNOUNCER:

In a moment, Miss Dorothy Thompson, presented by
PALL MALL'S new fifteen cent cigarette -- but first we bring you a
scene in a London Post Office as Big Ben is striking

SOUND: BIG BEN STRIKES SLOWLY. BONG BONG BONG! FADES DOWN

PO. CLERK:

Yes, Madam -- what can I do for you?

GIRL:

Is this the right place to find out about a lost
package?

CLERK:

Yes madam. Do you have any evidence of shipment?

GIRL:

I have a letter right here from a friend in New York --

CLERK:

Well, what's the matter.

GIRL:

He says that he mailed five cartons of cigarettes to
me three weeks ago -- and I never received them!

CLERK:

Were they American cigarettes?

GIRL:

Of course! He mailed them in New York!

CLERK:

Then your package is not lost, madam.

GIRL:

Then where is it?

PEOPLE IN THE NEWS

OPENING COMMERCIAL cont'd May 3rd 1938

(typed 5/3/38)

#57

PALL MALL CIGARETTES

CLERK:

Those cigarettes were probably seized by our post office inspectors, and your friend no doubt has been notified that the cigarettes were confiscated.

GIRL:

Confiscated by the post office - Why?

CLERK:

Because most American Cigarettes contain artificial flavoring, madam.

GIRL:

Artificial flavoring!

CLERK:

Yes, indeed. And our law does not permit adulterated cigarettes to enter England!

ANNOUNCER:

In England, smokers are protected by law against substitutes and flavorings in their cigarettes. In America, there is ONE popular blended cigarette and ONLY one - that gives you this protection. That cigarette is the new PALL MALL. But unlike English cigarettes, the new PALL MALL is neither straight Turkish nor straight Virginia tobacco. It's an American blend of the finest domestic and oriental tobaccos. But remember - PALL MALLS are blended of PURE tobaccos - with no artificial

ATK01 0143474

PEOPLE IN THE NEWS

OPENING COMMERCIAL cont'd

(typed 5/3/38)✓

May 3rd 1938

#57

PALL MALL CIGARETTES

ANNOUNCER: (cont'd)

flavoring of any kind. No other well-known
American cigarette gives you the natural fragrance
and true flavor of pure tobaccos.

Save for extra taxes in some states, you pay only
fifteen cents for twenty. You ask for PALL MALLS.
And you smoke them for PURE PLEASURE from PURE
TOBACCO.

And now - Miss Dorothy Thompson, with PEOPLE IN
THE NEWS.

ABOVE IS CUE FOR CHICAGO TO CUT IN WITH DOROTHY THOMPSON'S
PORTION OF THE PROGRAM

ATK01 0143475

PALL MALL BROADCAST

MAY 3rd, 1938

DOROTHY THOMPSON *STMP*

PEOPLE IN THE NEWS

I want to talk tonight about a growing popular movement that is sane and refreshing. The movement for group hospitalization insurance often called the "three cents a day plan." It is sane because it offers a painless way for millions of people to pay their hospital bills when they become sick. And it is refreshing because at a time when so many people lean on the government for help, large groups of people are helping themselves in a very efficient manner to hospital care if they should ever need it. And who doesn't need it one or more times in the course of his life?

Even in that famous and supposedly prosperous year - 1929 - over two million of the seven million citizens who required hospital care got it free of charge from state hospitals, and another group of over a million were cared for by privately endowed hospitals. These people weren't down and out. They weren't unemployed. They were able to buy food, shelter, clothing and other things out of their wages and salaries. These things cost about the same from month to month and people could budget for them. But you can't budget for appendicitis or a broken leg, and even in 1929 millions of people simply couldn't afford to pay out relatively large sums of money for hospital care and so they were hospitalized at the expense of the state or in hospitals kept going by private donations.

This doesn't mean that these people were parasites. By and large they weren't looking for something for nothing. Neither were they so poor that they couldn't pay something. The point is that they couldn't lay out a lot of money at one time and there was no provision or method by which they could buy hospital care on an easy payment plan.

ATK01 0143476

In that same year -- 1929 -- a group of fifteen hundred teachers participated in the first three cents a day plan which was started by the Baylor University Hospital at Dallas, Texas. The plan worked so well that other groups were included and within a short while the idea spread to other cities. By the end of 1932 a number of communities in the south, the southwest, and the middle west, had arrangements whereby industrial and other groups could take out hospital insurance, and in 1933 the American Hospital Association gave the plan its official endorsement. Today about sixty communities either have full-fledged plans in operation or are developing them, and it is estimated that about a million and a half persons are enrolled. There are about six hundred thousand subscribers in New York State and it is believed that the plan has saved them more than five million dollars in the past two and a half years.

The subscriber to a typical modern plan will receive for his three cents a day or about ten dollars a year three weeks of hospitalization in a semi-private room. This period may be used up on one or more visits. But if the subscriber is seriously ill and needs more than twenty-one days, he may stay on and receive a special discount of twenty-five per cent.

Of course the sick subscriber gets more than a bed because he needs other things. Included in the services offered in the average plan are X-ray, laboratory examinations, free use of operating rooms, and hospital maternity care. Thousands of subscribers are expectant mothers and under the typical plan they are given free use of the delivery room, board, laboratory examinations, dressings, medicines, and nursery care of the newborn child. The services of the obstetrician are of course not included because the plan provides only for hospital care and not for medical or surgical services, and no provision is made for special private nursing.

ATX01 0143477

There are family as well as individual memberships available to subscribers. A family arrangement includes husband, wife and all unmarried children under nineteen years of age. In New York a family membership is only twenty-six dollars a year no matter how many children are included.

One great advantage of all the plans, however much they differ in detail throughout the country, is that they are free of red tape. If a subscriber's doctor sends him to a member hospital, the patient simply presents his identification card and he is then treated during his entire stay as though he had paid all his hospital bills in advance.

The enormous importance of the three cents a day plan arises from the fact, first of all, that one family in five throughout the United States has a hospital case every year...which means that common prudence warns us that most of us will be in a hospital sometime. But we don't know when. If we are suddenly stricken, or if a member of the family is suddenly stricken, and we are of moderate means either we can't pay the hospital bills at all and then we must resort to what amounts to free care, or we make severe sacrifices to pay the bills and later stint ourselves to find the money. But any prudent person realizing that he or some member of his family is bound in the course of events to need hospital treatment sometime can budget three cents a day, and suffer no sudden financial shock when the time does come to go to the hospital.

And the other side of the story is this. If you are not a subscriber to a hospital plan and do not accept free hospital care, you must bear the financial burden of your hospitalization alone. But if you are a subscriber the burden is shared with hundreds of thousands of others.

In the natural course of events some subscribers will need hospital care and others will not, just as every day some insured people die shortly after taking out a policy and others out-live even the insurance expectancy. It is the average of a great many lives that counts in life insurance as well as in hospitalization, and by spreading the burden over a large group, the hospitals are able to give adequate care to the sick without burdensome cost to any one subscriber.

On the face of it it would seem that hospital rates are too high. Hospitals don't for example, pay taxes. They buy supplies cheaply because they buy in cooperation with other hospitals and get quantity prices. About half of them pay only nominal salaries to internes and others pay nothing at all. Student nurses also get only nominal salaries while graduate nurses are paid an average of about seventy-five dollars a month plus room and board. Medical equipment doesn't deteriorate quickly and much of it is subject to almost indefinite repair. And thousands of rooms in private hospitals are endowed through gifts or donations from private individuals. But the fact is that most hospitals operate in the red, and private contributions are steadily decreasing because of the more or less constant depression that we have had since 1929 and because high income taxes consume such a large part of the income of men who would be inclined to make donations.

The hospitals say in explanation of their high charges that they have unavoidably high costs. The principal cost is wages. Hospitals, necessarily, have large staffs, and machines haven't taken the place of human beings in hospitals. A hospital is in effect a hotel where the patients gets all the services given the hotel guest and many more besides. And like a hotel the hospital must have a secretariat, a controller's office, a superintendent, and carefully maintained record rooms.

A great deal of behind-the-scenes paper work must be done for every patient, plus the services of pathologists, bacteriologists, and other technicians, finally resulting in the fact that the hospitals average one and a half employees for every single patient, and payroll alone makes up more than fifty per cent of all hospital costs.

The situation then is that the hospitals can't afford to lower their prices because they can't lower their costs, yet millions of people who could afford to pay for hospital services can't pay the prices demanded. And the more people who resort to free hospitals the greater the burden on the rest of the community who must support them through taxation.

The three cents a day plan then represents a common-sense solution to a problem that confronts millions of American families every year, and I'm glad that it is being sensibly solved by the people themselves without going for help to so-called government experts and without rattling a tin cup on the steps of the capital in Washington. And I believe that the plan may eventually go a long way toward solving the much more difficult question of medical care. Because if families can get adequate hospitalization at low costs, they will at least have put themselves in a better position to pay for medical care.

One thing that halted this movement in the beginning...believe it or not...was the attitude of doctors and hospitals. Medical men are amongst the most conservative creatures in the world. They will sometimes rather cut their own throats than operate on a patient under any different financial system than they have ever used before. And that doesn't mean that they are greedy, because there are almost no physicians who have ever made fortunes, and most of them give away half of their time at least. So they approached this idea very skeptically.

But both the hospitals and doctors are now enthusiastic. The doctors because, with the hospital bill out of the way, that always has to be paid by a patient first, they have some chance of getting their fee, and the hospitals because with the revenue coming in before the patient, they can count on a fairly regular income.

This is just another social invention which Americans have made voluntarily.

If you want to know whether anything like this exists in your community, write to the Associated Hospital Service of New York, 370 Lexington Avenue, New York City, where you can get information for anywhere in the country.

GOODNIGHT.

vrf
5/3/38

(REVISED 5/3/38)
PEOPLE IN THE NEWS

CLOSING COMMERCIAL

(TYPED 5/3/38)
TUESDAY May 3, 1938
BLUE NETWORK
PALL MALL CIGARETTES

DOROTHY THOMPSON: Good night.

ABOVE IS CUE FOR NEW YORK ANNOUNCER TO CUT IN AND DELIVER THE FOLLOWING:

ANNOUNCER:

Thank you, ^{John} Dorothy Thompson, for your comments on People in the News. And now - here's our news! Particular people prefer Pall Mall. People like - popular prom-trotters and proud parrents, patient proofreaders and -

PENELOPE:

Stop, Nelson, you can't possibly describe all the particular people who prefer Pall Mall in words that begin with the letter P!

CASE:

Don't worry, Penelope, I can still name a lot of them.

PENELOPE:

I'll bet you can't describe - ah - famous authors!

CASE:

Sure I can! Pulitzer Prizewinners prefer Pall Mall!

PENELOPE:

Well, how about - lawyers!

CASE:

Lawyers, eh? That's a tough one, all right.
But here - persuasive pleaders prefer Pall Mall!

ATX01 0143482

PEOPLE-IN THE NEWS

CLOSING COMMERCIAL cont'd

#57

(typed 5/3/38)

May 3rd 1938
BLUE NETWORK
PALL MALL CIGARETTES

PENELOPE:

All right, how do you describe - advertising men
and their clients?

CASE:

That's easy! In my language, Penelope, advertising
men are praiseworthy promoters, and their clients
are prosperous plutocrats. And they do prefer
Pall Mall. Because they've learned that in Pall
Mall's new fifteen-cents cigarette you get fine
tobaccos - precisely blended tobaccos - but most
important of all, Pall Mall gives you pure tobaccos.
It's a great surprise to a lot of people when they
find out that Pall Mall is the ONLY popular blended
cigarette that's made without artificial flavoring
... THE ONLY ONE. Pall Mall's fine tobaccos do not
need to be doctored up and flavored. They're
better NATURALLY. And don't forget - "Particular
People Prefer Pall Mall".

This is Nelson Case speaking for Pall Mall Cigarettes,
which are made by the American Cigarette and Cigar
Company.

THIS IS THE BLUE NETWORK OF THE NATIONAL BROADCASTING
COMPANY.

ATX01 0143483

(REVISED 5/3/38)

(TYPED 5/3/38)

PEOPLE IN THE NEWS

CLOSING CUT IN ANNOUNCEMENT
FOR NEW YORK ONLY - WJZ

TUESDAY May 3, 1938
PALL MALL CIGARETTES

DOROTHY THOMPSON: Good night.

ABOVE IS CUE FOR NEW YORK ANNOUNCER TO CUT IN AND DELIVER THE FOLLOWING

ANNOUNCER:

Thank you, Miss Dorothy Thompson, for your comments on
People in the News.

LOCAL ANNOUNCER: NOTE: THIS IS YOUR CUE TO DELIVER THE FOLLOWING
ANNOUNCEMENT IN 1'13".

Here is a special news bulletin for listeners in New
York City. As you know, last Sunday, May 1st, a new local cigarette
tax went into effect. You have probably noticed that the price of
most cigarettes has gone up. But not Pall Malls. PALL MALLS continue
to be sold at fifteen cents for twenty. I'll repeat that: In New
York City PALL MALL cigarettes continue to be sold at fifteen cents,
ALL TAXES INCLUDED. This means that you pay no more for PALL MALL'S
pure tobaccos. So why not enjoy the best - the natural fragrance and
true flavour of the finest domestic and Turkish tobaccos? Remember --
PALL MALLS are blended of PURE tobaccos - without any artificial
flavoring. It may surprise you to know that PALL MALL is the only
popular blended cigarette that is made without artificial flavoring.
The only one, PALL MALL'S fine tobaccos do not need to be doctored
up or flavoured. They're better ... Naturally. Once you smoke them
you'll understand why (PAUSE) Particular People Prefer PALL MALL.
And remember - in New York City PALL MALLS will continue to be sold
at fifteen cents, ALL TAXES INCLUDED.

Pall Mall Cigarettes are made by the American Cigarette
and Cigar Company.

THIS IS THE BLUE NETWORK OF THE NATIONAL BROADCASTING
COMPANY.

ATK01 0143484

COMPTON ADVERTISING, INC. • New York

PEOPLE IN THE NEWS

OPENING COMMERCIAL
#58

(typed 5/6/38)✓
FRIDAY - MAY 6, 1938
PALL MALL CIGARETTES

ANNOUNCER:

In a moment, Miss Dorothy Thompson, presented by PALL MALL'S new fifteen cent cigarette - but first we bring you a scene in a London Post Office as Big Ben is striking . . .

SOUND: BIG BEN STRIKES SLOWLY. BCNG BCNG BCNG! FADES DOWN

P.O. CLERK:

Yes, Madam - what can I do for you?

GIRL:

Is this the right place to find out about a lost package?

CLERK:

Yes Madam.

GIRL:

I have a letter right here from a friend in New York -

CLERK:

Well, what's the matter.

GIRL:

He says that he mailed five cartons of cigarettes to me three weeks ago - and I never received them!

CLERK:

Were they American cigarettes?

GIRL:

Of course! He mailed them in New York!

CLERK:

Then your package is not lost, Madam.

GIRL:

Then where is it?

CLERK:

Those cigarettes were probably seized by our post office inspectors, and your friend no doubt has been notified that the cigarettes were confiscated.

PEOPLE IN THE NEWS

OPENING COMMERCIAL CONT'D

(TYPED 5/6/38)✓

FRIDAY - MAY 6, 1938

PALL MALL CIGARETTES

#58

GIRL:

Confiscated by the post office - Why?

CLERK:

Because most American cigarettes contain artificial flavoring, Madam.

GIRL:

Artificial flavoring?

CLERK:

Yes, indeed. And our law does not permit adulterated cigarettes to enter England!

ANNOUNCER:

In England, smokers are protected by law against substitutes and flavorings in their cigarettes. In America, there is ONE popular blended cigarette and ONLY one - that gives you this protection. That cigarette is the new PALL MALL. But unlike English cigarettes, the new PALL MALL is neither straight Turkish nor straight Virginia tobacco. It's an American blend of the finest domestic and oriental tobaccos. But remember - PALL MALLS are blended of PURE tobaccos - with no artificial flavoring of any kind. No other well-known American cigarette gives you the natural fragrance and true flavor of pure tobaccos. Save for extra taxes in some states, you pay only fifteen cents for twenty. You ask for PALL MALLS. And you smoke them for PURE PLEASURE from PURE TOBACCO.

And now - Miss Dorothy Thompson, with PEOPLE IN THE NEWS.

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PEOPLE IN THE NEWS

CLOSING COMMERCIAL

(TYPED 5/6/38)†

FRIDAY - May 6, 1938
RED NETWORK
FALL MALL CIGARETTES

#56

ANNOUNCER:

Thank you, Miss Dorothy Thompson, for your comments on People in the News. And now - here's our news: Particular People Prefer Fall Mall. People like - popular prom-trotters and proud parents, patient proofreaders and --

PENELOPE:

Stop, Nelson, you can't possibly describe all the particular people who prefer Fall Mall in words that begin with the letter P!

CASE:

Don't worry, Penelope, I can still name a lot of them.

PENELOPE:

I'll bet you can't describe - ah - famous authors!

CASE:

Sure I can! Pulitzer Prizewinners prefer Fall Mall!

PENELOPE:

Well, how about - lawyers!

CASE:

Lawyers, eh? That's a tough one, all right. But here - persuasive pleaders prefer Fall Mall!

PENELOPE:

All right, how do you describe - advertising men and their clients!

CASE:

That's easy! In my language, Penelope, advertising men are praiseworthy promoters, and their clients are prosperous plutocrats. And they do prefer Fall Mall. Because they've learned that in Fall Mall's

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PEOPLE IN THE NEWS

CLOSING COMMERCIAL CONT'D

(TYPED 5/3/38)

FRIDAY - May 6, 1938

#58

RED NETWORK

CASE: CONT'D

new fifteen cent cigarette you get fine tobaccos -
precisely blended tobaccos - but most important of
all, Pall Mall gives you pure tobaccos. It's a
great surprise to a lot of people when they find out
that Pall Mall is the ONLY popular blended cigarette
that's made without artificial flavoring ... THE ONLY
ONE. Pall Mall's fine tobaccos do not need to be
doctored up and flavored. They're better NATURALLY.
And don't forget - "Particular People Prefer Pall Mall".

This is Nelson Case speaking for Pall Mall Cigarettes,
which are made by the American Cigarette and Cigar
Company.

THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING
COMPANY.

ATX01 0143488

PALL MALL BROADCAST

MAY 6th, 1938

DOROTHEA THOMPSON *Gene*

PEOPLE IN THE NEWS

Eight days ago, Philip La Follette, Governor of Wisconsin, member of the firm of La Follette, La Follette and La Follette, burst a bombshell in Madison. Speaking in the largest hall in the capitol, the Livestock Pavillion of the University, before 5000 invited guests, he broke with Roosevelt and the New Deal. He denounced Republicans and Democrats. He proclaimed the formation of a new party, the National Progressives of America. He said it was not going to be a THIRD party, it was going to be THE party. Philip La Follette stood before a microphone in a hall splendid with banners. The Stars and Stripes were there. The flag of Wisconsin was there. But mingled with them and unfurled behind him was a new flag, a party flag. A red circle enclosing a white ground, containing a blue cross - not the Christian cross, but the cross that one makes on a ballot, the X which La Follette explained means the power of the vote, the multiplication of wealth, and the decision to cut red tape and get things done.

The Left Wing journalistic supporters of Roosevelt, such as The Nation and The New Republic consider Governor La Follette's movement not progressive but reactionary. They fear that it will split the liberal ranks and, according to Paul Anderson in The Nation, "contribute to a reactionary triumph in 1940." Among disinterested journalists in Washington the general idea is not to take the new party too seriously. Some consider it as a strategical move, in order to get the nomination of the Republican party, avoiding the possibility of a conservative nominee. This idea Phil La Follette categorically denied to me when I saw him last Tuesday in Madison. For I went out to Madison to see him. I DO take this movement seriously.

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I have not any more idea than the rest of my colleagues where it is going to lead to, or what new realignments it will cause, or what the political results of it will be. But the fact remains that for the first time in six years, for the first time since Mr. Roosevelt emerged as the President and Leader of this nation, a man has come out and presented himself, very dramatically, as an available leader of an opposition. He does not come out of the Conservative ranks, but from the insurgent progressives who have actually furnished the dynamics of the whole New Deal policy. He is a member of a dynasty of politicians as famous as the dyansty of the Roosevelts. He comes from the right part of the country to produce a leader -- the Middle West. He is forty-one years old. He is already the Governor of an important state, and although his administration has awakened much controversy, he holds that state very strongly. He is young, slender, tough-minded, experienced, strategically well placed, confident, and ambitious. He is also enormously intelligent - by common consent the more intelligent of the two La Follette brothers. He believes the New Deal is a flop. It is a flop because it has failed to produce the more abundant life. It has distributed what exists in the form of wealth and income more widely than it has hitherto been distributed in this country. But the real wealth is not growing and you cannot cut the cake indefinitely, and the capital with which new wealth can be created is freezing up. "The Black Plague is upon us," cried Philip La Follette addressing his great audience, and by that he meant depression. And it looks to me as though Philip La Follette, young, hard-headed, and ambitious has made up his mind to get off a ship before it sinks.

What I think he is afraid of is that if the New Deal fails, the government will go by default to do-nothing conservatives - either the Republicans who still are in a general state of coma, or the conservative leadership of the democrats, no matter who they may put out in front -- even if it's Mr. Roosevelt. And he is taking a long chance, and a long risk, and that's why I take him very seriously. Because this is an age in which audacity is often astonishingly successful.

If we are to take Philip La Follette at his word, and so far I see no reason for not doing so, he intends to make a new KIND of political party in this country. I am not now talking about the principles of his party. I am talking about his technique of organization. And there is not any question that he has studied with great interest the techniques and the political strategy of the European parties that have changed their countries in single party states. He wants a disciplined party. By that I mean a party that lays down the direction, sets the rules, and then insists that everybody who comes in accept them. As far as I can see, joining Philip La Follette's party is going to be pretty much like joining a church. He believes strongly in the emotional appeal, with a powerful nationalistic emphasis. He speaks of his party as a crusade. He says that the dreams and hopes of all the world are on this continent. He announces that he intends to make history. He invested his meeting on April 29th with all the solemnity of an epochal turning point in American affairs. This is what he said "Here and now, for the first time anywhere on earth, we see tonight the common man's answer to the Black Plague of the twentieth century. Our faith goes forth to conquer. This new crusade is a religious cause."

This new crusade, be it said, encompasses the entire Western Hemisphere.. Phil La Follette clearly believes that in order to get collective action which he thinks this country must have, you have got to imbue the American people with the sense of a mission, of a destiny. He says that it was ordained of God that on this continent man should work out the final act in the great drama of life. "From the Artic to Cape Horn, let no foreign power trespass!" he cried. "Our hemisphere was divinely destined to evolve peace, accurity and plenty." That's the Chosen People theme with a vengeance. Under this rallying cry, it is apparent that Governor La Follette intends to try to take followers from the ranks of both existing political parties without trying to capture either one. He believes they are both dead. The Democratic party is a hodge-podge of traditional sectional loyalties left over from the Cival War and voters delivered by municipal machine politicians, with the New Deal inside it, composed largely of people who have never been Democrats but were progressives and insurgents from both parties. The Republican party has an enormous solid middle-class following still, but its leadership which has represented Eastern wealth, is cautious and scared. A number of the popular followers of the New Deal are people of international socialist sympathies, so that if Phil La Follette's movement really gets under way, it will certainly split the New Deal, for the liberals of international socialist sympathy cannot possibly follow LA Follette. It's interesting that in his speech he went out of his way to speak contemptuously of France and the Popular Front government which, like the New Deal, has had liberal, socialist and even communist support. He also insisted that we have nothing whatever to learn from England.

He denounced fascism as a system of autocratic dictatorship, based on force, but he did not suggest that we had nothing to learn from Germany, and as a matter of fact, I think he has learned a great deal from Germany himself, chiefly, the idea of the disciplined party and the use of public credit for huge national public works.

In the conversation that I had with him, he expressed great admiration for what the Swedish banking system in collaboration with government was doing to finance new undertakings, both in the field of public works and of private enterprise.

The most interesting thing in Philip La Follette's speech in his uncompromising avowal of industrial capitalism. From an economic point of view, there is hardly a word in his speech that could not be accepted by Henry Ford. La Follette believes that money has got to be made to work, both by public action on a grand scale, by public investment in self-liquidating projects as contrasted with public spending for the sake of redistributing income - and by every encouragement to private initiative. His whole attack on the New Deal is from the standpoint of modern industrial capitalism, as contrasted with old-fashioned finance capitalism, and that thesis will find plenty of supporters among business men. He insists that the primary problem before the United States is to increase the national wealth and the national income. He assails the New Deal theory of overproduction, saying quite correctly that this country has never produced enough to assure a decent living for all its citizens. And he insists that only more and better work, more and better investment of capital, and the continual use of money, by collective action of both government and private industry plus a united people untorn by factional strife, can bring about this great increase of wealth.

Now, this program is going to be described as fascist, a kind of American National Socialism. I have had a four-hour talk with Governor La Follette and I am not prepared to say yet whether there is anything of this sort in the movement or not. I wish I knew more about the kind of administration that the governor has given Wisconsin and the atmosphere of that administration. Philip La Follette's friends tell me that the idea of coercion is absolutely abhorrent to him. He told me that he believed he was starting a party which would eventually govern America for generations, and that's what he meant by saying that it was THE party. He said he did NOT mean . . . by that that other parties would not or could not exist. He insists that he believes in the maintenance of free press and free criticism.

On the other hand he strongly believes in personal leadership and there is not any question in my mind that he intends to lead. So far this movement is built around a dynamic personality and a critique of New Deal policies, and proceeding, rather than around any very clear program of action, and Philip La Follette says that he is not going to blueprint the program, he is only going to indicate a direction - the organization under government leadership of the productive forces of the country, vastly to increase wealth. The means and kind of organization remain vague. Unlike some of my colleagues I take this movement very seriously. Phil La Follette had caught up a great many things that are in the air, and he is audacious. I don't know what I think of it yet. I want to know more about its spirit and temper. I have a feeling that it's capable of going in for intolerance on a grand scale. But let's wait and see.

Good-night.

DOROTHY THOMPSON
PEOPLE IN THE NEWS

File Scrap
PALL MALL BROADCAST
MAY 10th, 1938

A few days ago in Washington an extraordinary scene took place at the regular press conference of Secretary Cordell Hull. The Secretary expressed his deep resentment at the charges made in the press lately that personal bias on the part of certain members of the State Department had resulted in a policy which favored the Fascist nations of Europe, and that this bias, expressing itself through the operation of our neutrality laws, had grievously injured Loyalist Spain and greatly helped Insurgent Spain. Secretary Hull also strongly denied that our neutrality laws were helping in the re-arming and re-militarizing of Germany. So affected was the usually calm and almost shy Secretary by the charges made in the press against the alleged manoueverings of his colleagues in the State Department that he did the unusual thing of making public a transcript of the conference and authorizing direct quotations.

Shortly before this conference was held Senator Nye had introduced a resolution in Congress which confessed that as regards the American embargo on the shipment of arms to either side in the Spanish war "the purpose has not been served," and he now desires to lift the embargo and let both the Loyalists and Insurgents buy arms in the United States.

Coming from Senator Nye this resolution indicates an amazing about face. It was Senator Nye, you remember, who conducted the famous investigation along with Senator Clark of Missouri into the munitions industry - an investigation which led these Senators to believe that munitions makers are nothing less than war-mongers.

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It was Senator Nye who has stoutly maintained that the best way to stay out of war is to refuse all trade with belligerents, and he has consistently stood for compulsory embargoes. About fifteen months ago he joined in the unanimous Senate vote embargoing arms shipments to Spain, and shortly afterward he introduced a resolution which would have put an embargo on the export of arms to all nations whether they were at war or peace, except only to an American nation at war with an Asiatic or European country.

And now in May 1938 with the Spanish war still going on, with a great war in Asia involving hundreds of millions of people, with Austria disappearing overnight into the clutches of Germany, with the whole world rearming at a dizzier and dizzier rate while diplomats rush from capitol to capitol making alliances and counter-alliances, the foremost Senatorial advocate of a policy of strict American neutrality now comes before the Senate to confess by his own resolution that neutrality hadn't worked out as he thought it would. And almost as an exclamation mark to Senator Nye's resolution, comes the news that the German freighter, Frankenwald, is in the Delaware River at Carney's Point, New Jersey, loading twenty-thousand aerial bombs -- bombs weighing from twenty-five to one hundred pounds each. This is the last of three similar shipments making a total of eighty-thousand ready-to-explode bombs shipped from this country to Germany in the past few months.

I join with Senator Nye in the feeling that our neutrality laws haven't worked out as many people in the country thought they would. How could they? We don't live in a simple world. We don't live on two oceans that just run one way.

We don't do all our trading in narrow backyards, either. Our people aren't just a lot of ignorant hayseeds who don't know what's going on. And millions of them are passionately sympathetic with one side or the other in the quarrels and wars that divide Europe and Asia. So we find American sympathizers with Loyalist Spain bringing enormous pressure on the State Department and the Senate to lift the embargo on arms shipments to Spain, and we find sympathizers with Insurgent Spain bringing counter pressure to keep the embargo lid clamped down. Which simply means that we are peacefully fighting a European war on American soil.

One curious thing about the Spanish war is that the American government calls it a civil war, and we deny arms to both sides on the assumption that it is a civil war. Yet it is common knowledge that since the beginning of the war the Russians were fighting -- on the Loyalist side while the Germans and Italians were fighting on the Insurgent side and Mussolini has often boasted of the victories of his soldiers in Spain. Then the British and French established the grotesque farce of non-intervention under which outsiders were to keep their hands off Spain, while Germany and Italy continued to send troops and materials to Spain. Russian aid to the Loyalists was less effective not because the Russians were neutral but because they were too far away to be of much help in the latter months of the war.

(MORE)

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- 4 -

Consequently nobody has been neutral in Spain. If the Spanish war had been in fact a civil war then we violated international law in the first place by denying arms to a legitimate government - and we still recognized it as such - still an Ambassador in Washington-fighting for its life. But if the Spanish war is an international war - and it is so in fact - we have not been consistently neutral. We have decidedly not clamped down an embargo on shipments of any kind of goods or munitions to fighters in it.

(MORE)

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Why haven't we? In the first place, because generally speaking the American people believe that a nation fighting an aggressor should be permitted to obtain arms for its own defense. In the second place, because in the Chinese-Japanese war the American people are pro-Chinese and anti-Japanese. And we have gotten around the embargo provisions of the neutrality laws so far as China and Japan are concerned, by the obvious dodge of saying that these nations aren't really at war because neither side has declared war in the old-fashioned way. In other words, we have nullified the law simply because we don't like the way it would work out in practice. That may be expedient -- it may be what the people of this country want -- it may be in our self-interest and all that -- but you can't call it neutrality.

And now our sins of inconsistency have come home to roost because while the people haven't complained about the workings of our neutrality law in the Far East, where they aren't working at all, a vociferous, and highly intelligent, section of the people is complaining about the application of the law in the Spanish war. But the warring factions of Americans aren't the only ones who are keeping Secretary Hull awake at night. There are others on his doorstep and the fact that they are there shows how next to impossible it is for us to write a neutrality law and then assume that we've written off the world. The others are the British and the French. The British would like to see the American embargo on Spain kept where it is -- down. Mussolini is in Spain up to his neck and the British have just made an agreement with him under which Mussolini agrees to pull out of Spain when the war is over -- that is, he will pull out when his side -- the Insurgent side -- has won.

But now if the United States opens the door to Spanish arms shipments the Loyalists may perk up and make it harder for Mussolini. He will then have to pour more men and more munitions into Spain or to ask for more assistance from his on-again-off-again friend, Adolf Hitler. And if that should happen, a great section of the French people might demand that the French frontiers be opened to help from the French side, so that three or four great nations would be fighting in Spain and possibly the long-dreaded European war would break out. And just as our government could not foretell how the neutrality law would work out when it was applied to Spain, nobody can foretell what would happen if the law were no longer applied to Spain. But the British who have their hands full in Europe and all over the world want to avoid more troubles and therefore want our Spanish policy to run along with theirs. That's all they want. Whereupon the French -- who are tied diplomatically to Britain's apron strings now -- chime in and ask us to keep the embargo clamped down on Spain.

And with this semi-delirious state of affairs prevailing in Washington and the world we can well understand Senator Nye's change of heart and mind. The stage looked so pretty before the curtain went up and our intentions were to put on a nice, sweet morality play that would point a wholesome moral and even convert a sinner or two to the true faith. Yet before the first act has been finished the scenery is dingy and torn, the cast are fighting among themselves, and the audience is booing and hissing. Or -- to come back to Washington where we started this broadcast -- here is Secretary Hull hopping mad because his colleagues are accused of aiding Insurgent Spain and Germany, here are Americans pleading for the Insurgents or the Loyalists, and here are the British and the French asking us please not to get them in a jam by changing our Spanish policy.

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And out in Asia a terrible war is going on where we apply a policy very different from the kind we apply in Spain.

Well, what are we going to do about it? I don't know. My information is that if the Nye resolution ever comes to a vote it will be passed and both the warring Spanish factions will be able to buy arms here. The President has just returned from his fishing trip and of course, he'll have a great deal to say. Whatever we do about it now is certain to make a lot of people sore both in the United States and Europe, and conceivably our actions one way or the other in Spain could change the course of history. And because acting or failing to act could affect distant countries and generations yet unborn, I myself fail to see how we can ever pass a neutrality law that will at once give us all the privileges of living in a complex, interdependent, passionate world in turmoil, and at the same time enable us to live without responsibility or care just as though we were living on some remote and as yet undiscovered island lost in the wastes of the Pacific ocean.

The best thing that could come of this, it seems to me, the world being what it is, would be to settle down to calmly protecting our own interests with our own great power, wherever they may happen to lie, and to keep out of war, by just keeping out of it.
Goodnight.

DR & AMB

ATX01 0143501

COMPTON ADVERTISING, INC. • New York

PEOPLE IN THE NEWS

OPENING COMMERCIAL

FRIDAY May 15, 1938

#61

PALL MALL CIGARETTES

ANNOUNCER:

In a moment, Miss Dorothy Thompson, presented by Pall Mall's new fifteen cent cigarette— but first — a scene from the library of a fashionable home in London as Big Ben is striking . . .

SOUND: BIG BEN: BONG BONG BONG! FADES DOWN

SQUIRE: Atkins!

BUTLER: Did you call, sir?

SQUIRE: Yes. Those cigarettes in the box there — throw them out and don't buy any more of them.

BUTLER: Very good, sir. But, ah — May I ask why, sir?

SQUIRE: You remember I told you last week that those cigarettes didn't taste right!

BUTLER: Yes sir. But —

SQUIRE: Well, there's a good reason why they don't taste right. It says here in the newspaper that the manufacturer of those cigarettes has been found guilty of adulterating tobacco!

BUTLER: Adulterating tobacco?

SQUIRE: Yes indeed!

BUTLER: Well sir, I certainly hope the law took proper care of him!

SQUIRE: Three hundred pounds fine is what he got!

ANNOUNCER:

In England, smokers are protected by law against substitutes and flavorings in their cigarettes. In America, there is

PEOPLE IN THE NEWS

OPENING COMMERCIAL CONT'D

(TYPED 5/16/38)

FRIDAY May 15, 1938

PALL MALL CIGARETTES

#61

ANNOUNCER: CONT'D

ONE popular blended cigarette - and ONLY one - that gives you this protection. That cigarette is the new PALL MALL. But unlike English cigarettes, the new PALL MALL is neither straight Turkish nor straight Virginia tobacco. It's an American blend of the finest domestic and oriental tobaccos. But remember - PALL MALLS are blended of PURE tobaccos - with no artificial flavoring of any kind. No other well-known American cigarette gives you the natural fragrance and true flavor of pure tobaccos.

Save for extra taxes in some states, you pay only fifteen cents for twenty. You ask for Pall Malls. And you smoke them for PURE PLEASURE from PURE TOBACCO.

And now - Miss Dorothy Thompson, with PEOPLE IN THE NEWS.

ATX01 0143503

DOROTHY THOMPSON
PEOPLE IN THE NEWS

File copy
PALL MALL BROADCAST

MAY 13, 1938

Two days ago a small, hawk-nosed, dark-skinned man stepped from a train in Geneva -- the home of the League of Nations. Geneva is so used to the goings and comings of celebrities that it pays little attention even to the world's best-known men -- so little attention that Colonel Lindbergh said gratefully that it was the only city that left him in peace. It looked as though the town was living up to its reputation because there was no one on the platform to greet the little man except a few of his friends, newspaper man and policemen. He looked sick and profoundly sad as he walked out into the street but there was about his small figure such a bearing of pride and majesty that men passing him involuntarily tipped their hats as to a king. And when he reached the street there was a large and cheering crowd to greet him in a town that rarely applauds anybody. The little man was Haile Selassie, exiled Emperor of Ethiopia. He had come back to plead the forlorn cause of his country before the same League of Nations that three years ago had formally declared it to be the victim of Italian aggression.

A great deal has happened since the days when the Ethiopian war, Haile Selassie, Italy and Great Britain were in the headlines and men feared that a European war might break out as the result of Italy's war with the last unconquered people of Africa. We know more about that war than we knew then; and we know it from the lips of the principal actors -- the Italians. They have told the tale with naked frankness and it reads like the full confession of a burglar who having got off scott free describes exactly how he committed the burglary.

ATX01 0143504

And I tell it again tonight because I feel that we Americans cannot know too much about the operations of European diplomacy -- operations that may affect us deeply whether or not we like it, whether or not we have a share in them.

Shortly after the close of the Ethiopian war, Marshal De Bono who was Mussolini's number one man in making the plot and carrying it out, published a book about it in which he told the whole story without blushing, And Mussolini wrote a forward in which he said that "This is an impressive book destined to astonish the reader, whether he is an Italian or a foreigner." Speaking for one foreigner I must say that the book did astonish me.

It tells how Mussolini and De Bono first planned to conquer Ethiopia in 1932. No one else in Italy knew about it at all. Then in 1933 Il Duce ordered that the war and conquest must be completed by 1936. In December 1934 Mussolini with his own hand drew up the whole plan and circulated five copies of it among the highest officials of the government. In the meanwhile, vast preparations for the war were being made in East Africa, by the spring of 1935 the world was aware of Italy's intentions, protests were made to the League of Nations of which both Italy and Ethiopia were members, and Mussolini wrote to De Bono who was now in Africa that he would not turn back at any price and would probably leave the League.

But everything did not move smoothly according to the plan. Italy was anxious to create one of those comfortable "incidents" which seem to make invasion justifiable. But Haile Selassie refused to be goaded into providing the incident. He wouldn't kill an Italian trader or Missionary or make a raid into Italian territory. He just persisted in being a savage and refusing to play the game in a civilized way.

But time was passing, the conscience of the world was being mobilized against Italy, expenses were rolling up, Italian prestige was at stake, and something had to be done and done quickly.

I must say that in reading De Bono's account of Haile Selassie's refusal to commit an act of war, that I felt rather sorry for the General. Here he was, a man grown old in the military service of his country. The campaign against Ethiopia would probably be his last opportunity to win medals and retire from the service a Marshal of Italy. And here was a chocolate-colored ruler of a savage, black people who would not come out and start a war. It was all very disconcerting and discouraging to the old General. One feels sorry for him at this stage as one does for a matador in a Spanish bull ring when the bull refuses to fight and must be goaded into fighting by charges of gunpowder exploded under his skin and darts thrust into his flesh. And Haile Selassie went on being a backward savage refusing to fight until the Italian forces had entered his country. But De Bono persisted, the Ethiopians were drawn into battle and destroyed, the King of Italy became the Emperor of Ethiopia, and De Bono will die a Marshal of Italy while Haile Selassie will come to his end as an exile far away from the land of his fathers.

Let's go back for a moment to Geneva in 1935 and 1936. Anthony Eden was then Britain's Secretary for Foreign Affairs, he was a strong advocate of the League of Nations, and Great Britain of course was the League's most powerful member. The League formally declared Italy to be the aggressor in the Ethiopian war and started its machinery moving to halt the aggressor. That machinery when effectively used is enormously powerful but highly complicated and dependent upon the faithful collaboration of a large number of nations.

It is the machinery of sanctions under which the League countries would neither buy from nor sell to an aggressor nation, and force it to adopt peaceful measures through economic pressure. And sanctions are extraordinarily powerful when they are applied to countries such as Japan and Italy that lack many of the vital raw materials necessary for making war.

Mussolini, as you remember, threatened war if he were driven to it by sanctions, and Britain and France were afraid to apply the last degree of pressure because they could not be sure of what Hitler would do if they should become involved in war with Italy. And finally in the early summer of 1936 the embarrassed Anthony Eden announced to an embarrassed House of Commons that Britain would take the initiative in asking the League to abandon sanctions against Italy. This of course meant the death of the League. It meant the death of the dream of Woodrow Wilson that nations could peacefully arbitrate their quarrels in a world council. It meant that the era of collective security was over. It meant that hereafter small nations must shift for themselves. It meant that powerful nations could safely range the world in search of helpless prey. And I think that it is more than a coincidence that within less than two months after the League had been stricken with a hopeless case of paralysis the war in Spain began.

Today the League is meeting again. This time Great Britain, the country that three years ago was so active in having Italy declared an aggressor nation, is taking the initiative in asking that the conquest of Ethiopia be formalized and the country should hereafter be recognized as part of the Italian empire.

Not being an international lawyer or politician this business of having a dead League pronounce a blessing over a dead country strikes me as being a bit morbid, but then we are living in an era in which the fantastic has become commonplace. But why all this?

Great Britain - and when I say Great Britain I mean France also - is patching up her troubles with Italy. In so doing she is of course following her ancient policy of not having two enemies on the continent at one time. She'd like to be friendly with both Italy and Germany but if she can't have both as friends she certainly doesn't want both as enemies. And the biggest patch to be made in the badly tattered cloak of Anglo-Italian relations is Spain. Mussolini jumped into Spain a little while after he downed the Ethiopians but the Spaniards have turned out to be tough customers and he is still there spending lives which are easy to come by the money which is hard to get. But the British don't want him to stay in Spain forever and become a menace to their trade routes in the Mediterranean, yet they don't want to go to war to force him out, and they want him on their side if some day they should have to fight Germany. So they're making a deal. And part of it is going to be over Ethiopia's dead body. The British have promised that they will secure League ratification of Mussolini's Ethiopian conquest and Britain thereafter will recognize Ethiopia as part of the Italian Empire. And here I think Mussolini put over a fast one. He has agreed to pull out of Spain when the Spanish war is over. He doesn't say he'll pull out whoever wins. Merely that he'll leave when the war is over. That is, when his side has won so that he'll still be able to influence Spanish affairs whether his soldiers are there or not.

And this agreement was one of the great causes that led to the resignation of Anthony Eden, who maintained that Italy ought to pull out of Spain as evidence of her good faith and when that had been done Britain would then handle the Ethiopian question. As it is Mussolini gets what he wants coming and going, the League has been killed, and the nations are going back to the old, dangerous pre-war system of Alliances and counter-alliances, and force is lord of all. So low has the morality of the world sunk that there wasn't even a formal protest over the death of Austria.

Where do we come in on all this? Senator Borah charges that Britain and France as League members are guilty of a "shameless betrayal of a small nation." Maybe they are. But Senator Borah is not the man to denounce them. He led the Senate fight that kept America out of the League of Nations. But in the meantime, we follow League principles. We refuse to recognize the sovereignty of territories gained by conquest. For us the state of Manchukuo does not exist. To us the King of Italy is not also the Emperor of Ethiopia. We refuse to be our brother's keeper, but we are uneasy and disturbed and our consciences are touched to their depths when our brother's blood cries out to us from the ground.

As for Haile Selassie? Yesterday he appeared before the League filled with anger and contempt and too ill to read his speech to a cold and hostile group. It was read for him. Haile Selassie pledged his life and the lives of his countrymen to fighting against Italy. But one doesn't have to be a prophet to predict that will happen.

The Ethiopians will be crushed, Italy's conquest will be crowned, Haile Selassie will return to exile to live meagerly on the proceeds of his jewels and eat out his heart, the last ruler of a country that has resisted the Caesars and maintained its freedom for two thousand years, while humanity's dream of peace through a League of Nations will be buried with scarcely a mourner to do it honor.

PEOPLE IN THE NEWS

CLOSING COMMERCIAL

(TYPED 5/13/58)
FRIDAY MAY 13, 1958
PALL MALL CIGARETTES

#51

ANNOUNCER:

Thank you, Miss Dorothy Thompson, for your comments on
People in the News. And now - here's our news! Particular People
Prefer Pall Mall. Now Penelope -

PENELOPE: Right

ANNOUNCER:

You know that particular people like princely providers
and prudent paymasters, proud -

PENELOPE:

P-r-o-u-d -- Proud peachendlers prefer Pall Mall!

ANNOUNCER:

No, no Penelope.

PENELOPE:

No?

ANNOUNCER:

No, now try again!

PENELOPE:

Alright.

ANNOUNCER:

Perfect -

PENELOPE:

Perfect peaches prefer Pall Mall!

ANNOUNCER:

That's right!

PENELOPE:

It's right!

ATX01 0143511

(TYPED 8/15/58)✓

PEOPLE IN THE NEWS

CLOSING COMMERCIAL CONT'D

FRIDAY May 15, 1958

#81

PALL MALL CIGARETTES

ANNOUNCER:

Sure and I'm not surprised that they do. You see, in this new fifteen-cent cigarette you get fine tobaccos - precisely blended tobaccos - but most important of all, Pall Malls give you pure tobaccos. Maybe it will surprise you, but Pall Mall is the ONLY popular blended cigarette that's made without artificial flavoring. PALL MALL's fine tobaccos do not need to be doctored up and flavored. They're better - NATURALLY. And don't you forget - "Particular People Prefer Pall Mall!"

This is Nelson Case speaking for Pall Mall Cigarettes, which are made by the American Cigarette and Cigar Company.

THIS IS A PRESENTATION OF THE NATIONAL BROADCASTING COMPANY.

ATX01 0143512

ADVERTISING, INC. • New York

(TYPED 5/18/58)

OPENING COMMERCIAL TUESDAY May 17, 1958

#52

PALL MALL CIGARETTES

oment, Miss Dorothy Thompson, presented by Pall Mall,
with pure tobacco flavor — but now — we bring you a
spaper office in London, as Big Ben is striking:

BONG BONG BONG -- FADES DOWN

Chief!

en sir - I've got a great story for you!

's what you said before. I hope you've got
thing this time.

certainly have sir. You know about that
cigarette factory down in the East End which
been had up on charges.

course I do! They're being tried for using
sterilized tobaccos in their cigarettes, aren't they?

's right - well, half a dozen hobbies and two
ectors walked in there ten minutes ago and
ed the whole warehouse full of tobacco.

ATK01 0143513

(REVISED 5/18/38)

PEOPLE IN THE NEWS

OPENING COMMERCIAL CONT'D

#62

(TYPED 5/18/38)

May 17, 1938

PALL MALL
CIGARETTES

EDITOR:

So they were guilty of adulterating tobacco, eh?

REPORTER:

Rather.

EDITOR:

That's something our readers will want to know about,
all right. How much did the court fine them?

REPORTER:

The full penalty - three hundred pounds. And the
whole stock of tobacco forfeited to the crown!

ANNOUNCER:

In England, smokers are protected by law against
substitutes and flavoring in their cigarettes.
In America, there's ONE popular blended cigarette -
and ONLY one - that gives you this protection.
That cigarette is the new PALL MALL. But unlike
English cigarettes, the new PALL MALL is neither
straight Turkish nor straight Virginia tobacco.
It's an American blend of the finest domestic
and oriental tobaccos. But remember -- PALL
MALLS are blended of PURE tobaccos - with no
artificial flavoring of any kind. No other well-
known American cigarette gives you the natural
fragrance and true flavor of pure tobaccos.

ATX01 0143514

COMPTON ADVERTISING, INC. - New York

(REVISED 5/18/38)

(TYPED 5/18/38)

PEOPLE IN THE NEWS

OPENING COMMERCIAL

TUESDAY May 17, 1938

#62

PALL MALL CIGARETTES

ANNOUNCER:

In a moment, Miss Dorothy Thompson, presented by Pall Mall, the cigarette with pure tobacco flavor -- but now -- to bring you a scene from a newspaper office in London, as Big Ben is striking:

SOUND: BIG BEN: BONG BONG BONG -- FADES DOWN

REPORTER:

Oh, Chief!

EDITOR:

Yes?

REPORTER:

Listen sir - I've got a great story for you!

EDITOR:

That's what you said before. I hope you've got something this time.

REPORTER:

I certainly have sir. You know about that cigarette factory down in the East End which has been had up on charges.

EDITOR:

Of course I do! They're being tried for using adulterated tobaccos in their cigarettes, aren't they?

REPORTER:

That's right - well, half a dozen bobbies and two inspectors walked in there ten minutes ago and seized the whole warehouse full of tobacco.

(REVISED 5/18/38)
PEOPLE IN THE NEWS

OPENING COMMERCIAL CONT'D
#62

(TYPED 5/18/38)
May 17, 1938
PALL MALL
CIGARETTES

ANNOUNCER: CONT'D

Save for extra taxes in some states, you pay
only fifteen cents for twenty. You ask for
Pall Malls. And you smoke them for PURE
PLEASURE from PURE TOBACCO.

And now - Miss Dorothy Thompson, with PEOPLE IN
THE NEWS.

ATX01 0143516

DOROTHY THOMPSON
PEOPLE IN THE NEWS

Script

PALL MALL BROADCAST
MAY 17th, 1938

Script

The other night at a dinner in New York I had the pleasure of presenting a Book of Remembrance to a great German novelist, who has decided to become a citizen of the United States. I am speaking of Thomas Mann, winner of the Nobel prize for literature in nineteen twenty-nine who until the National Socialist Revolution in Germany was universally regarded in that country as the chief ornament of its contemporary literature. I thought as I presented this book of greetings from hundreds of Americans who feel gratitude for the pleasure that Thomas Mann's writings have given them, how incredibly strange it was that this man should be beginning life over again in a non-German country.

He comes of an old patrician so-called Aryan family who lived for generations in the ancient city of Lubeck and he has contributed to his generation perhaps the finest German prose. And here he is about to settle down in a little house in Rhode Island, and continue writing imaginative works in a language that no one around him speaks.

Greeting Thomas Mann the other night made me think of all the political exiles who have contributed to making our history ever since our national life began. Sometimes we seem to forget that everybody on this continent except the Indians is either an immigrant or the descendent of an immigrant. People have come here for all sorts of reasons. Some of them came because back in Rumania or Hungary or Poland an agent for some industry or shipping company, looking for cheap labor, persuaded them that they could find gold in the streets over here.

(M O R E)

ATX01 0143517

Most of them came because they hoped to find economic opportunity. My own father was a refugee, not from political persecution, but from the economic darkness of the devastated areas of Great Britain -- devastated then fifty years ago -- and from the class distinctions that depressed his spirit. And although he ended his days as a small town minister he managed to send all his children through college and to bring them up with a feeling of gratitude for a welcome to a new home.

But of all the immigrants who have come here and made this country what it is, for better or worse, the most interesting and probably the most constructive, have been political refugees. Because these have been men of character, who at critical points in their lives have had the gumption to take a stand, and the energy to insist on surviving.

We've gotten them from every war and every revolution that has ever shaken Europe. Some of them have been social radicals and some of them have been conservatives. The great grandfather of George Washington was Colonel John Washington and the only reason that the Father of his Country was born in his country was because his great grandfather was loyal to a Stuart king in England who in the course of events was beheaded -- making refugees out of his followers.

One of our greatest political refugees was William Penn, the founder of Pennsylvania, who was in and out of prison for years in England because of his non-conformist religious beliefs and his political activities in behalf of them. Tom Paine, the greatest American pamphleteer of the late eighteenth century, whose pamphlet "Common Sense" was the forerunner of the Declaration of Independence, came here because he was hostile to the ruling monarchy in England. (M O R E)

During the Revolutionary upheavals in Europe from 1830 to 1850, thousands of political exiles sought refuge in this country, chiefly from Central Europe, from where so many refugees are coming today. The most famous of these was Carl Schurz who fought for a German Republic in eighteen forty-nine, fled to Paris in eighteen fifty, was expelled from there as a dangerous foreigner and finally came to America in eighteen fifty two. He could speak very little of English when he came but within five years he was making Republican campaign speeches and was active in the anti-slavery movement.

Abraham Lincoln made him American Ambassador to Spain.

But he refused to stay in Spain, returned, became commander of a brigade in Fremont's army, became a United States Senator, later Secretary of the Interior.

Rounding out his years on the Supreme Court of the United States is a great American -- a great jurist -- and a great social philosopher, Mr. Justice Brandeis, who was born in this country only because his father had to flee from Prague as a political refugee from the same revolution that gave us Carl Schurz.

Woodrow Wilson's forefathers were religious and political refugees from Ulster, Ireland; the ancestors of the La Follette family were French Huguenot refugees. The father of the builder of the New York Times -- the late Adolph Ochs -- was a political refugee from Central Europe.

(M O R E)

Andrew Carnegie's father was a radical Scotch weaver, who organized anti-corn processions and took part in the Chartist movement, so that he had to flee from Scotland and join a Scotch colony in Allegheny, Pennsylvania, where his son grew up to be the greatest industrialist of his day.

Puritan refugees founded New England; chivalrous Cavaliers of a lost cause helped to make Virginia; South Carolina was settled by Huguenots; Acadians from Canada made a long trek to Louisiana; sons of the German Forty Eighters are all through the West.

No common political belief has ever joined these people but they've all helped to keep alive the most vital thing in America -- the love of freedom, the independent spirit, and some stubborn non-conformity which belongs perhaps to the essence of democracy. And perhaps our chief pride of ancestry is that so many of us are descendants of men and women who at some time or other were willing to risk their lives for something they believed in.

The twentieth century revolutions in Europe have also sent us all kinds of political refugees. The Russian revolution sent us -- Igor Sikorsky, born in Kiev, who has contributed enormously to aeronautics and aviation in this country.

The Italian revolution has given us several of Italy's most distinguished writers. Giuseppe Antonio Borgese, for example. Two distinguished professors of political science, Salvemini and Max Ascoli. The upheavals in Germany gave us Albert Einstein

(M O R E)

ATK01 0143520

They also have given us scores of men whose names are not internationally famous because they work in intellectual fields that are not ballyhooed but we have in this country, for instance, working on a small salary but very happy to be here one of the most distinguished experts on agriculture, a world authority on marketing, Professor Karl Brandt, who already has studied agricultural conditions from one end of this country to the other in the few years since he came here as an exile.

The man whom Hindenburg called the greatest German Foreign Minister since Bismarck, the former German Chancellor, Heinrich Bruening, is at Harvard University. Former high officials of the Prussian government, experts in political science and administration, now refugees because of their democratic philosophy are giving us the benefit of their accumulated knowledge and experience. And in New York a whole new college for adult education in the fields of the social sciences has been founded by that imaginative American, Dr. Alvin Johnson, with a most distinguished faculty wholly of political refugees.

Only yesterday Vienna was a world center of music, and the world center in certain fields of medical research, and the home of special industries of luxury goods requiring special skills. Today because of the fortunes of politics unique artist and unique scientists are homeless, and some of them will come to us.

It is unimaginative to think that these people bring nothing with them. We have for instance an opportunity now to set up in America new industries on the basis of skills that are available to us from Vienna.

(M O R E)

ATK01 0143521

Every year we have imported hundreds of thousands of dollars worth of fine women's bags, artistic jewelry and exquisite accessories from Vienna. And some of these industries would like to bring all their workers over here and the lists of their international clients.

In the last few years we have become enormously interested in public housing and slum clearance and this is the man who as Minister for Finance under the Social Democratic administration of Vienna managed the financing and building of the finest public housing projects on earth in a manner that elicited the admiration of the world. He has an absolutely unique experience in this field which this country can use. He knows how to build settlements, rural and urban, with a minimum of money, because his administration never had much.

No one who has not lived among some of these exiles can appreciate the courage, even the heroism, with which men and women who yesterday were famous, well-to-do, and secure begin life all over again sometimes in middle age in a strange country and in a strange language in an attempt to reconstruct their lives and put their intellectual and artistic gifts at the disposal of their new country. I know personally eminent physicians who today are spending hours in a class room learning to parse an English sentence and decline an English verb. One of the most famous actors of the German stage, Fritz Kortner, will probably appear on the New York stage this fall for the first time in a language that he has had to master as a mature man. And one of Germany's most successful playwrights, Ferdinand Brueckner, has been spending years doing almost nothing except mastering English in order to write for a new stage in his new country.

(M O R E)

ATX01 0143522

In preparing for this broadcast I was forced to look up the story of political refugees, throughout our history. And I made what was to me a very fascinating discovery. Political refugees have never been trouble makers in this country. They have brought to it gratitude and faith and a passionate desire to help save it from the mistakes which have plunged their countries into revolution and war. The foreign trouble makers are not refugees. They are agents. And that's perhaps the reason why in these terrifically troubled times and with all our own difficulties, the United States has been the most generous country in the world to the victims of political oppression. Our whole history has justified that generosity. Goodnight.

wjh - 5/17/38 -

ATK01 0143523

PEOPLE IN THE NEWS

CLOSING COMMERCIAL
#32

(typed 5/17/58)
TUESDAY, May 19th 1958
PALL MALL CIGARETTES

ANNOUNCER:

Thank you, Miss Dorothy Thompson, for your comments on People in the News. And now here is our News:

PENELOPE: (QUICKLY)

Particular people prefer Pall Mall. — Beat you to it!

CASE:

All right, let's see you go on from there!

PENELOPE:

Well, my pilfering playmates prefer Pall Mall!

CASE: (WARNING)

Penelope!

PENELOPE:

I can't help it. They do prefer Pall Mall.

CASE:

Well, I guess that's right ... because all kinds of particular people prefer Pall Mall.

You see, in this new fifteen-cent cigarette you get five tobaccos — precisely blended tobaccos — but, most important of all, Pall Mall's give you PURE tobaccos. Maybe it will surprise you, but Pall Mall is the ONLY popular blended cigarette that's made without artificial flavoring. They're better — NATURALLY. So don't you forget — "Particular People Prefer Pall Mall".

ATX01 0143524

PEOPLE IN THE NEWS

CLOSING COMMERCIAL cont'd TUESDAY,
May 17, 1938
#62 FALL HALL CIGARETTES

(typed 5/17/38)

CASE: cont'd

This is Nelson Case speaking for Fall Hall Cigarettes,
which are made by the American Cigarette and Cigar
Company.

THIS IS A PRESENTATION OF THE NATIONAL BROADCASTING
COMPANY.

ATK01 0143525

PEOPLE OF THE NEWS

LOOKING OUT TO ANNOUNCEMENT MAY 1958
FOR NEW YORK CITY
#22 FALL MAIL CIGARETTES

ANNOUNCER:

Thank you, Miss Dorothy Thompson, for your comments on People in the News.

LEGAL ANNOUNCER: NOTE: THIS IS YOUR COPY TO DELIVER THE FOLLOWING ANNOUNCEMENT IN '58'.

Here is a special news bulletin for smokers in New York City. As you know, on May 1st a new local cigarette tax went into effect. You have probably noticed that the price of most cigarettes has gone up. But not Fall Mails. Fall Mails continue to be sold at fifteen cents for twenty. I'll repeat that: In New York City, Fall Mail Cigarettes continue to be sold at fifteen cents ALL TAXES INCLUDED. This means that you pay no more for FALL MAIL's pure tobaccos. So why not enjoy the best — the natural fragrance and true flavor of the finest domestic and Turkish tobaccos? Remember — FALL MAILS are blended of PURE tobaccos — without any artificial flavoring. It may surprise you to know that FALL MAIL is the only popular blended cigarette that is made without artificial flavoring. The only one. FALL MAIL'S fine tobaccos do not need to be doctored up or flavored. They're better — Naturally. Once you smoke them you'll understand why PURE Particular People prefer FALL MAIL. And remember — in New York City FALL MAILS will continue to be sold at fifteen cents ALL TAXES INCLUDED.

Fall Mail Cigarettes are made by the American Cigarette and Cigar Company.

THIS IS A REPRESENTATION OF THE NATIONAL BRANDING COMPANY.

ATK01 0143526

COMPTON ADVERTISING, INC. • New York

(REVISED 5/23/38)

(TYPED 5/23/38)

PEOPLE IN THE NEWS

OPENING COMMERCIAL

FRIDAY, May 20, 1938

#63

PALL MALL CIGARETTES

ANNOUNCER:

In a moment, Miss Dorothy Thompson, presented by Pall Mall, the cigarette with pure tobacco flavor - but now - we bring you a scene from a newspaper office in London, as Big Ben is striking:

SOUND: BIG BEN: BONG BONG BONG -- FADES DOWN

TELEPHONE BELL RINGS LOUDLY -- SHARPLY -- CLICK OF RECEIVER

EDITOR:

Hello

REPORTER: (ON FILTER MIKE)

Hello, Chief! I've got a great story for you!

EDITOR:

That's what you said last time. I hope you've got something this time.

REPORTER:

Listen: You know about that cigarette factory down in the East End which has been up on charges.

EDITOR:

Yes, I believe I do! They were charged with using adulterated tobaccos in their cigarettes.

REPORTER:

That's right - well, half a dozen bobbies and two inspectors walked in there ten minutes ago and seized the whole warehouse full of tobacco.

EDITOR:

So they were guilty of adulterating tobacco, eh? That's something our readers will want to know about, all right. How much did the court fine them?

PEOPLE IN THE NEWS

OPENING COMMERCIAL cont'd

(typed 5/20/38)

FRIDAY, May 20 1938

PALL MALL CIGARETTES

#63

REPORTER:

The full penalty - three hundred pounds. And the whole stock of tobacco forfeited to the crown!

ANNOUNCER:

In England, smokers are protected by law against substitutes and flavoring in their cigarettes. In America, there's ONE popular blended cigarette - and ONLY one - that gives you this protection. That cigarette is the new PALL MALL. But unlike English cigarettes, the new PALL MALL is neither straight Turkish nor straight Virginia tobacco. It's an American blend of the finest domestic and oriental tobaccos. But remember -- PALL MALLS are blended of PURE tobaccos -- with no artificial flavoring of any kind. No other well-known American cigarette gives you the natural fragrance and true flavor of pure tobaccos.

Save for extra taxes in some states, you pay only fifteen cents for twenty. You ask for Pall Malls. And you smoke them for PURE PLEASURE from PURE TOBACCO.

And now - Miss Dorothy Thompson, with PEOPLE IN THE NEWS.

ATX01 0143528

PALL MALL BROADCAST
MAY 20th, 1938

DOROTHY THOMPSON
PEOPLE IN THE NEWS

The Spanish war is again in the headlines. Last week it popped up in Washington. Yesterday it flared up violently in Rome, Paris, Berlin and Moscow. Today's papers announce Daladier's unequivocal assertion that France is able to defend her borders -- and those borders mean the Pyrenees as well as the Rhine. This strange war that our government quaintly calls a civil war, the war that was to be isolated and neatly quarantined so that it could not infect the outer world.

Some weeks ago Neville Chamberlain, the British Prime Minister, and Mussolini made an agreement which seemed to remove dangerous sources of irritation between Britain and Italy. That agreement was to be part of a general love feast all around. The next on the program was to be a French-Italian pact, and then a British-German agreement and so on all around the board. But now some of the lovers are snarling. A few days ago Mussolini made a fighting speech at Genoa, and now the Italians are insisting that they will not withdraw from Spain so long as the French - so they claim - continue to send help to the Spanish loyalists. And this in turn threatens the English-Italian agreement under which does not become effective until Mussolini agrees to pull out of Spain, and it may break down the proposed series of pacts under which the two great democracies were to patch up their quarrels with the two great fascist dictatorships. And as though that were not enough, Russia comes again out of Asia to add to the confusion.

ATX01 0143523

Now I don't pretend to know all the facts about the Spanish War, and they probably will not be known in their entirety for years to come. But there are certain questions about the Spanish war that we all ask, and certain facts that all sides admit.

Was Soviet Russia in nineteen thirty-six trying to make Spain communist? Did Hitler and Mussolini foment the war to make Spain fascist, or did they intervene, as they say, to save Spain from Communism?

In trying to answer these questions we may be sure that Russia was on Spanish soil when the war began. Was she there to convert Spain to communism in the first place or to prevent Spain from going fascist?

And did these two dictators go into Spain to save it from bolshevism or did they have other reasons?

I wish to submit on the basis of fascinating evidence submitted by Mile. Tabouis, for many years the reporter of L'Œuvre at the League of Nations, that the Spanish war did not begin as a civil war and become an international war, but began as an international war, not in the least for ideological but purely for imperialist reasons. It was Mussolini's boldest venture for enforcing Italian supremacy in the Mediterranean. It was not a new idea on Mussolini's part. The whole plan had been cooked up during the period of the Spanish monarchy and the rule of Primo de Rivera. Alfonso, Primo de Rivera, Victor Immanuel and Mussolini met in October, 1923, in Italy and at that time discussed the possibility of an agreement for cooperation in the Mediterranean for the purpose of cutting off the communications of the British and French empires whenever this might be necessary.

Under Primo's rule a close friendship existed between the Duce's secret envoy in Spain, Alfiori , and numbers of men who are leading fascists today. A Spanish-Italian treaty of friendship was signed as far back as 1926 and the essential things in that treaty were that Italy would have the right to establish a military base in the Baleiric Islands, that in case of war Spain would prohibit the passage of French troops on her territory, and the Italian fleet could make use of Spanish ports. In other words the treaty was a military alliance directed against Great Britain and France. When the Spanish Republic was proclaimed, it adopted a policy of open cooperation with the Democratic powers, inside the framework of the League of Nations and it was this and not communism which upset Mussolini. As a matter of fact the Italian Minister of Justice attacked the Republic in La Stampa on the ground that the Spanish Revolution was not a revolution at all. Signor Rocca wrote "The democratic principles of the Spanish revolution are outmoded: a true revolution demands blood and can only emerge from a war, civil or foreign." From that time on, Mussolini kept up close contact with the Spanish monarchists. In March, 1934, the Spanish monarchists were in Rome and at that time received from Mussonini the promise that he was willing to support by help and all necessary means the parties in opposition to the existing regime in Spain in their endeavor to overthrow it.

At the same time, between 1932 and 1936, several hundred Spanish officers were sent to Berlin on what was ostensibly a technical mission, and isn't it interesting that it was these very officers who headed the Rebel troops from the beginning.

Gil Robles, head of the Spanish confederation of Autonomous Right Parties attended the Nazi congress in Nuremberg in 1934. And when General San Jurgo was killed in a plane crash in 1936 there was found on him a draft treaty between Spain and Germany. In other words, this so called Civil War was fully organized in advance by Italy and Germany. Those allegations can furthermore be submitted to another test -- the test of reason. Do they ring true?

England has had a Conservative government right along. It is a well known fact that a powerful group of English Conservatives are afraid of the spread of bolshevism, and many of them believe that Hitler saved Europe from it. Consequently Britain would have been alarmed by the fact -- if it had been the fact -- of the spread of bolshevism in Spain. And I think we may assume that -- if it had been the fact -- it would have been known to the British secret service. On every score then Britain would have or should have been alarmed by the fact -- if it had been the fact -- that Spain was about to go communist.

But let's assume then that Britain was asleep. Did either Mussolini or Hitler play the role of a Paul Revere and gallop up to the doors of the English Tories to warn them that the Redshirts were coming? Not at all. They said nothing to the British and French. Then why didn't they ask the democracies to assist them in quarantining Spain against an infection whose spread might infect all Europe? Why didn't they give the democracies at least the chance of a refusal?

Perhaps the technique employed by the dictators in Spain throws some light on the subject. As everyone knows, thousands of so-called German and Italian volunteers went to Spain while Hitler and Mussolini, the strong men of the west, plaintively piped that they could not restrain their hot-headed citizens.

At the same moment they were restraining over one hundred million of their people from doing anything and everything including, in aggravated cases, breathing. Yet their volunteers slipped over their borders laden with guns and airplanes and when they got to the coast found other volunteers in ships with steam up to take them to France. And once arrived in Insurgent Spain they took it into protective custody out of sheer homesickness and force of habit.

Why did Hitler and Mussolini employ this method? The best answer that I've seen to this question is given by Sir Norman Angell, a life-long student of war and peace. This is what he says:

"We have here the development of a new technique by which dissatisfied states may expand without formal war at all. The nation contemplating expansion says in effect to an armed political party in a neighboring country: 'If you care to have a shot at rebellion against your government you can count on aid from us. It will all be unofficial and as a government we shall deny connivance. But you can count on us. And if you win...you will repay us by concessions of territory or by a general understanding that you will put your foreign policy under our guidance. And note that if you don't live up to the rules this game can be played more than once.'"

And here we come to the root of the trouble. France fears that if the Insurgents win the Spanish war Spain will remain the ally of Hitler and Mussolini even if they withdraw their troops. Russia doesn't want Spain to go fascist. And France is an ally of Russia. If Russia withdraws from the French alliance, France may someday have to face Germany without the powerful aid of Russia. But now Russia threatens to withdraw from the French alliance if France doesn't permit supplies to go to Loyalist Spain.

But if France does let supplies go over her border Mussolini threatens to make no agreement with France and possibly to withdraw from her agreement with England. And this in turn would bring Italy and Germany closer together -- the very thing that Britain does not want and to prevent which Neville Chamberlain is risking his political life.

Spain consequently is simply a battleground now between fascism and communism, and the democracies have been so manoeuvred that they are now almost in the position of doing what neither has any stomach for: taking sides with either the fascists or the communists. For strategic reasons Britain and France can't afford to have Mussolini and Hitler dominant in Spain. But if they aid Loyalist Spain directly or indirectly they can't move towards peace with the fascist countries. And if they don't move towards peace, the French at any rate, want Russia as an ally in the event of war.

So this is the unfortunate position that the democratic world finds itself in today. Nowhere is it taking any initiative. The initiative is being taken by the dictatorships, fascist and communist. And the action of these dictatorships against one another will sooner or later, if things are not halted, involve the democracies. For it is not ideas that are at stake but vital national interests.

5-20-38
rfg/sk

ATK01 0143534

PEOPLE IN THE NEWS

CLOSING COMMERCIAL

#63

(typed 5/30/58)
FRIDAY, MAY 30TH 1958
PALL MALL CIGARETTES

ANNOUNCER:

Thank you, Miss Dorothy Thompson, for your comments on People in the News. And now here is our News:

PENELOPE: (QUICKLY)

Particular people prefer Pall Mall. — Best you to it!

CASE:

All right, let's see you go on from there!

PENELOPE:

Well, my pilfering playmates prefer Pall Mall!

CASE: (WARNING)

Penelope!

PENELOPE:

I can't help it. They do prefer Pall Mall.

CASE:

Well, I guess that's right ... because all kinds of particular people do prefer Pall Mall.

You see, in this new fifteen-cent cigarette you get fine tobaccos — precisely blended tobaccos — but, most important of all, Pall Malls give you pure tobaccos. Maybe it will surprise you, but Pall Mall is the ONLY popular blended cigarette that's made without artificial flavoring. They're better — NATURALLY. So don't forget — "Particular People Prefer Pall Mall".

ATX01 0143535

PEOPLE IN THE NEWS

(typed 5/20/38)⁴
CLOSING COMMERCIAL cont'd May 20th 1938

PALL MALL CIGARETTES

#63

CASE: (cont'd)

This is Nelson Case speaking for Pall Mall Cigarettes,
which are made by the American Cigarette and Cigar
Company.

THIS IS A PRESENTATION OF THE NATIONAL BROADCASTING
COMPANY.

ATK01 0143536

PEOPLE IN THE NEWS

(typed 5/20/38)
CLOSING OUT IN ANNOUNCEMENT May 20th 1938
FOR NEW YORK ONLY WJZ BLUE NETWORK
#33 PALL MALL CIGARETTES

ANNOUNCER:

Thank you, Miss Dorothy Thompson, for your comments
on People in the News.

LOCAL ANNOUNCER: NOTE: THIS IS YOUR CUE TO DELIVER THE FOLLOWING
ANNOUNCEMENT IN 1:13

Here is a special news bulletin for listeners in
New York City. As you know, on May 1st a new local cigarette tax
went into effect. You have probably noticed that the price of most
cigarettes has gone up. But not Pall Malls. Pall Malls continue
to be sold at fifteen cents for twenty. I'll repeat that: In
New York City, Pall Mall Cigarettes continue to be sold at fifteen
cents ALL TAXES INCLUDED. This means that you pay no more for
PALL MALL's pure tobaccos. So why not enjoy the best -- the
natural fragrance and true flavor of the finest domestic and Turkish
tobaccos? Remember -- PALL MALLS are blended of PURE tobaccos --
without any artificial flavoring. It may surprise you to know that
PALL MALL is the only popular blended cigarette that is made without
artificial flavoring. The only one. PALL MALL's fine tobaccos do
not need to be doctored up or flavored. They're better -- Naturally.
Once you smoke them you'll understand why (PAUSE) Particular People
Prefer PALL MALL. And remember -- in New York City PALL MALLS will
continue to be sold at fifteen cents ALL TAXES INCLUDED.

Pall Mall Cigarettes are made by the American
Cigarette and Cigar Company.

THIS IS A PRESENTATION OF THE NATIONAL BROADCASTING
COMPANY.

ATX01 0143537

PEOPLE IN THE NEWS

OPENING COMMERCIAL

#64

typed 5-24-38

TUESDAY,
May 24, 1938

PALL MALL CIGARETTES

ANNOUNCER:

In a moment Miss Dorothy Thompson, presented by PALL MALL, the cigarette with pure tobacco flavour - but first - a scene from a court room in London as Big Ben is striking -

SOUND: BIG BEN: BONG...BONG...BONG. FADES DOWN

JUDGE: U-hum! U-hum! The court will now pronounce sentence on the prisoner. (ADDRESSING THE DEFENDANT) U-hum! Uh - Nowill Woodrow, the Court having found that you are guilty of adulterating tobacco within the meaning of the Act adjudges that you shall forfeit to the Crown the sum of three hundred pounds and that the tobacco so adulterated shall also be forfeited to the Crown.

ANNOUNCER:

In England, smokers are protected by law against substitutes and flavourings in their cigarettes. In America, there is ONE popular blended cigarette - and ONLY one - that gives you this protection. That cigarette is the new PALL MALL. But unlike English cigarettes, the new PALL MALL is neither straight Turkish nor straight Virginia tobacco. It's an American blend of the finest domestic and oriental tobaccos. But remember - PALL MALLS are blended of PURE tobaccos - with no artificial flavouring of any kind. No other well-known American cigarette gives you the natural fragrance and true flavour of pure tobaccos.

PEOPLE IN THE NEWS OPENING COMMERCIAL CONT'D. TUESDAY,
May 24, 1938
#34

Save for extra taxes in some states, you pay
only fifteen cents for twenty. You ask for PALL MALLS. And
you smoke them for PURE PLEASURE from PURE TOBACCO.

And now, Miss Dorothy Thompson, with PEOPLE IN THE
NEWS.

DOROTHY THOMPSON
PEOPLE IN THE NEWS

PALL MALL BROADCAST
MAY 24th, 1938.

It was my hope tonight that we could turn our attention again to domestic affairs. But by far the most important thing that has happened in the world since I was last on the air has occurred over the week-end in the little Central European state of Czecho-Slovakia. Our country has a peculiar sentimental interest in that state. It's founder and first President, Thomas Masaryk, was a student of American government, a disciple of Thomas Jefferson, and he built a democratic state along the principles of Anglo-Saxon liberalism and law. That state, which is predominantly Slavic, made up of Czechs and Slovaks, also contains a minority of German-speaking people, the so-called Sudeten Germans, whose forefathers have lived for centuries in what before the war was Bohemia, and a part of the old Austro-Hungarian Empire. It never belonged to Germany.

Since Hitler came to power in Germany a virulent Nazi movement has been organized amongst these people, under the leadership of a former gymnastic teacher, Konrad Henlein. A few years ago, before Germany went Nazi, Henlein was making pretty reasonable demands. He was claiming that the Czechs discriminated against the Germans because they were in a minority. He was protesting that it was hard for Germans to get jobs, particularly hard for them to get government jobs. He was also complaining that whereas the Czech government was spending a great deal of money in other parts of the country it was neglecting the German areas. But, until Hitler came into power in Germany, Henlein was not talking about autonomy and secession.

But when Hitler became Fuehrer of Germany a brand new pan-German program was launched.

(M O R E)

ATX01 0143540

A basic plank in the Nazi program is the union of all German-speaking peoples within the German Reich, including the soil on which they live. That is a very revolutionary program. If it were carried out in full, Germany in addition to taking Austria would get part of Poland, Belgium, France, Czecho-Slovakia, most of Switzerland, part of Italy and a little of Denmark. The Nazi plan of getting these territories is not to conquer them from outside, but to foment revolutions inside, by organizing the German-speaking people along Nazi lines. Now, of course, if these countries were totalitarian states, the way Germany is, that couldn't happen. But inasmuch as these states have some measure of political democracy, with a chance to organize parties and vote, it is not difficult to work up the populations to rebel, and since they believe that they will have the military support of a very powerful neighbor, that is actually what is happening. Rebellions are being fomented.

When Austria was taken over by Mr. Hitler a few weeks ago by just this method, Mr. Henlein thought the time had come to strike in Czecho-Slovakia. The Nazis enormously increased their activity in the Czech German territories. Mr. Henlein felt pretty cocky. He went to London and tried to present his case to the British conservative government. The British government is so anxious to avoid war at any cost, that it urged the Czecho-Slovakia government to make every possible concession to Mr. Henlein.

But the Czecho-Slovak government knows a great deal more about Mr. Henlein and Nazism than Mr. Neville Chamberlain does. The Czechs live next door to it. The Czech government had made up its mind to do everything possible to conciliate the German-speaking part of the population and meet every just demand. It prepared a new statute to present to parliament. In that statute the German speaking minority is given absolute equality in the Czech state. (M O R E)

Not only are they allowed full representation in parliament -- they have had that, anyhow, since the beginning -- but they are now to be GUARANTEED an exactly just proportion of all government jobs. They represent twenty-two per cent of the population and they are to hold twenty-two per cent of the jobs. That's guaranteed by law. They may hold more. But they can't hold less. Also, the government has planned a big spending program, to rehabilitate these areas that have been depressed.

Now, a few years ago, these concessions would have completely satisfied Mr. Henlein. Then all he was asking for was complete equality. But now he is asking for something else. He wants autonomy. And that simply means that he wants to set up a German Nazi state, inside the democratic Czecho-Slovak Republic.

Now, anybody can see that would simply mean the end of Czecho-Slovakia. No country could long continue to exist under such circumstances, and Henlein knows that and Hitler knows that. Now the municipal and other elections were coming over this last week-end. The Czech government, led by Premier Hodza, asked Mr. Henlein to consider the plan of appeasement which it had drawn up. But Henlein refused to consider this plan. Instead he answered arrogantly that he wouldn't listen to anything until the Czechs restored order in the German territory. And he took an airplane and flew off to see Mr. Hitler.

Now of course there was terrible tension in this German territory. The German Nazis believed that Mr. Hitler would send the German army to help them, if necessary, just as he sent the German army to help the Austrian Nazis. They were feeling their oats. They came out in the Nazi uniform of brown shirt, brown shorts, white stockings, swastika arm-bands, and marched four abreast on the streets, knocking off the sidewalk anyone who happened to get in their way, and greeted each other with the-cries, Heil Hitler.

(M O R E)

ATK01 0143542

You've got to remember that there are Czechs in this territory as well as Germans and to a patriotic Czech it's infuriating to be greeted in the name of a foreign ruler on his own soil. Furthermore the police were afraid to deal harshly with the Nazis because they were afraid that if they did Hitler would use that pretext and march in to protect them.

And now a very alarming report came from Germany. Troops were being moved nearer to the Czecho-Slovak frontier. The Germans admitted it to the foreign embassies in Berlin, but they said it was just seasonal. But the Czechs had seen this happen only a few weeks ago on the Austrian border, and now the government decided to move.

Friday night with complete quietude and calm they called up four hundred thousand reservists and with remarkable discipline and speed, they simply occupied the territory along the German frontier, including the area where Mr. Henlein's followers lived. The Nazis woke up Saturday morning to find that there WAS complete order -- order kept by the Czech army. And the Germans woke up to see the entire frontier formidably guarded. And then it became perfectly clear that if Germany was going to invade Czecho-Slovakia she wasn't going to meet the situation she found in Austria. She was going to have to fight. And the elections took place in perfect calm with the Nazi voters guarded by the Czecho-Slovak army -- an imposing demonstration of democratic discipline.

Now the world has hailed this as a miracle. For the first time in five years somebody has stood up to the Nazis. For the first time in five years somebody has said, "We'll go just so far and no farther, and if you try to force us you'll have to fight us." But those of you who have listened to my broadcasts in the last six months would not have been surprised. It was way back in March that I told this audience that if Hitler provoked the Czechs they would fight.

(M OR E)

They've been terribly hard hit by the depression but with public works and other activities they've kept unemployment down to eight percent. I wish we could say as much. They've got the kind of social and public life that they're willing to die for, without any dictator to force them to. And that apparently is more than some of the great powers are willing to do for what they've got.

The important thing about what happened over the week-end is that faced with a show of strength Germany didn't march into Czecho-Slovakia as she marched into Austria, in spite of the fact that if she had wanted to do so she had an incident that she could have capitalized, Czecho-Slovakia as a matter of fact doesn't believe that Germany wants to fight. She believes that Germany is getting what she wants by blackmail, by the threat of force rather than by force itself.

What they ARE afraid of is the continuation of the attempt to disintegrate their country from the inside. I understand they are not going to take the army out of the Sudeten territory -- not while things are as strained as they are now. If Henlein won't accept their conditions they're going to put them into effect anyhow, and go ahead. The Germans are going to go on having complete cultural autonomy. They're going to have jobs in all the services except important positions in the defense. The Czechs are not going to put Nazis in a position where they can sell out their country. They hope that these measures will bring about real appeasement on the basis of justice. And they WILL do so, provided outside powers will mind their own business, keep their treaties, and leave the Czecho-Slovak internal policy alone. Good Night!

wh-jgs
5/24/38

ATK01 0143544

PEOPLE IN THE NEWS

CLOSING COMMERCIAL

#64

typed 5-24-38
TUESDAY,
May 24, 1938
PALL MALL CIGARETTES

ANNOUNCER:

Thank you, Miss Dorothy Thompson, for your comments on People in the News. And now - here's our news! Particular People Prefer Pall Mall. Now Penelope.....

PENELOPE:

Huh?

ANNOUNCER: CONTINUING

You know that particular people like powerful pitchers and punctilious putters, profound pedagogues and peaceful --

PENELOPE:

Peaceful - peaceful pugilists prefer Pall Mall!

ANNOUNCER:

No, no Penelope.

PENELOPE:

No?

ANNOUNCER:

No, now try again!

PENELOPE:

Alright.

ANNOUNCER:

Poppy -

PENELOPE:

Poppy - poppy polo players prefer Pall Mall!

ANNOUNCER:

That's right!

PENELOPE:

I'LL RIGHT!

ATX01 0143545

PEOPLE IN THE NEWS CLOSING COMMERCIAL CONT'D. TUESDAY
May 24, 1938
#64

ANNOUNCER:

Sure, and I'm not surprised that they do. You see, in this new fifteen-cent cigarette you get fine tobaccos - precisely blended tobaccos - but most important of all, Pall Malls give you pure tobaccos. Maybe it will surprise you, but Pall Mall is the ONLY popular blended cigarette that's made without artificial flavoring. PALL MALL'S fine tobaccos do not need to be doctored up and flavored. They're better - NATURALLY. And don't you forget - "Particular People Prefer Pall Mall!"

This is Nelson Case speaking for Pall Mall Cigarettes, which are made by the American Cigarette and Cigar Company.

THIS IS A PRESENTATION OF THE NATIONAL BROADCASTING COMPANY.

ATK01 0143546

COMPTON ADVERTISING, INC. • New York

(TYPED 5/27/38)
FRIDAY
May 27, 1938

PEOPLE IN THE NEWS

OPENING COMMERCIAL

#65

PALL MALL CIGARETTES

ANNOUNCER:

In a moment, Miss Dorothy Thompson, presented by PALL MALL, the cigarette with pure tobacco flavour - but first - a scene from a court room in London as Big Ben is striking . . .

SOUND: BIG BEN: BONG BONG BONG! FADES DOWN

JUDGE: ~~Uh-huh!~~ ~~Uh-huh!~~ The court will now pronounce sentence on the prisoner. (ADDRESSING THE DEFENDANT) ~~Uh-huh!~~ Uh - Nevill Woodrow, the Court having found that you are guilty of adulterating tobacco within the meaning of the Act adjudges that you shall forfeit to the Crown the sum of three hundred pounds and that the tobacco so adulterated shall also be forfeited to the Crown.

ANNOUNCER:

In England, smokers are protected by law against substitutes and flavourings in their cigarettes. In America, there is ONE popular blended cigarette - and ONLY one - that gives you this protection. That cigarette is the new PALL MALL. But unlike English cigarettes, the new PALL MALL is neither straight Turkish nor straight Virginia tobacco. It's an American blend of the finest domestic and oriental tobaccos. But remember - PALL MALLS are blended of PURE tobaccos - with no artificial flavouring of any kind. No other well-known American cigarette gives you the natural fragrance and true flavour of pure tobaccos.

Save for extra taxes in some states, you pay only fifteen cents for twenty. You ask for PALL MALLS. And you smoke them for PURE PLEASURE from PURE TOBACCO.

And now - Miss Dorothy Thompson, with PEOPLE IN THE NEWS.

PALL MALL BROADCAST
PEOPLE IN THE NEWS

F. Script
DOROTHY THOMPSON
MAY 27, 1938

This, my last broadcast of the season, is addressed to the graduating classes of 1938.

Like all other human beings you are a mixture of imperfections and near perfections. You are works in progress. Whether those works will eventually become things of beauty and utility or mere repetitions of hackneyed patterns, only time will tell. But all of you almost without exception have one quality of the most engaging charm --- a great frankness. This quality is far stronger in you than it was in the members of my generation and I propose to talk -- not preach -- to you tonight with complete frankness.

You are going out into a dangerous, difficult and perplexed world, and there's no use blinking the fact. You will be confronted by conditions that your parents never knew and didn't dream of. Whenever you hear any of those nice parental stories beginning with "Now when I was your age," you can truthfully reply that life was a dream then compared with what it will be in the near future. You will have to have as much courage as your parents had and far more awareness of what is going on around you. The majority of you will have to earn your own living - but you will also have to do what most of your parents did not do: you will have to live intensely on a political plane. If you do in the future what we did in the past --- leave it up to the cheap politicians to run the country - there won't be any country left worth running. Maybe it is the fault of my generation and the generation who preceded me that you are going out into an unstable world.

ATX01 0143548

For the fact is that today hundreds of millions of people in Asia and Europe are forced to work in total isolation and accept slogans in the place of intellect.

But here in America the tradition of scholarship has NOT been shattered. Its boundaries have become wider. Its freedoms have been asserted with growing assurance. Bombs haven't fallen on our universities as on the universities of Spain. Self-imposed darkness has not descended upon Harvard and Stanford as upon Heidelberg and Bologna. You and your teachers have been free men and women. And this privilege, which in a brutalized world, seems almost sublime, has perhaps seemed to you as natural as the air you breathe. You know of course that it is not. It is a freedom that has been fought for. It is the result of the astonishing miracle called democracy -- a miracle which must be reenacted every day lest it vanish.

In the nineteenth century democracy was almost entirely of the spirit as men sought to make sure of their civil liberties-- of those freedoms that we call the freedom of speech and the press, or trial by jury and habeas corpus, of freedom from intrusion upon the home by the police without a warrant. These freedoms were summed up in the dictate of the English law that a man's home is his castle, and Lord Chatham said of the poor man's cottage: "It may be frail; its roof may shake; the storms may enter; the rains may enter; but the King of England may NOT enter."

Nowadays we take these things for granted forgetting how hard they were fought for and how easily they may be lost. But now men demand not only that the King shall not enter their cottages without invitation, but also that the cottages shall NOT be frail; that their roofs shall NOT leak; and the rains and the storms shall NOT enter.

We have actually achieved the miracle of spiritual tranquility so far as the law can confer it. We are far from achieving the miracle of satisfying the demands of men for more goods and more services out of the prodigal abundance that surrounds us.

And because we have not achieved these miracles the world is in a full state of revolution. Make no mistake about that. This revolution began way back in nineteen fourteen with the World War, and not for an instant has it abated. I doubt very much whether your generation will see the end of it, and certainly I shall not live to see the end of it. But it is very important that all of us understand what this revolution is about. And what it is about can be very simply stated. The aim of this revolution -- going on all over the world, in some of the most backward countries of Asia and in countries that believe themselves civilized; going on in the midst of war and in peace; going on with the instruments of law and with the instruments of rebellions -- the aim of this revolution is simply that the working people, those who have no property except their jobs, those who have been accustomed to work by the day or by the week with no guarantee that they won't be fired from one day or one week to another, these people want and are demanding approximately the same level of comfort, security, and decent living that the upper middle classes have enjoyed for the last two or three generations. And most of the political disorder of our times is due simply to this demand. There are still some people in the world who think that you can shut these people up and put them back where they were before. I strongly advise you not to listen to those who think this. They will not be able to stop the course of history.

Nobody is going to emerge as a leader in any country in the next thirty years who doesn't know that meeting these demands is the one imperative. Others will tell you that we cannot meet it unless we first destroy most of the social order in which we live. But I tell you that we can only build on what we've got and that wholesale destruction will only postpone the thing that we desire and not achieve it. Others will tell you that you can get it by taking away from the rich and giving to the poor. But I tell you that there have never been enough rich. We can only get it by producing more goods more efficiently than they've ever been produced and distributing those goods more widely. And that's a problem for the human brain to solve. And in a democracy like ours we ought to be able to solve it without working up a terrible hate against each other, for nothing constructive in this world ever came out of hate.

You are the educated part of this generation and if education means anything it means that you have the capacity to think, and by thinking to avoid mistakes. You have another great advantage over other young people in the world. You live in a country which is at least somewhat removed from the scene of greatest violence. You have a little more time than the young people of Europe have. And so you can watch what is going on over there and try to pick up what is good and reject what is silly. You don't need to follow anybody's advice blindly and that includes my advice. You are endowed with two gifts which distinguish the human being from animals. You have an inner gift of conscience. And you have the capacity to reason. If you subject everything to the tests of reason and conscience you may make mistakes but you won't produce a catastrophe.

This is the last broadcast which I shall make to you until the end of August, when I expect to be back. Although I am badly in need of a holiday, I take leave of this audience with great reluctance. You have been very kind to me, judging from the responses that I have had, and I have tried in presenting comments on the news not to abuse the position that a big network gives one and to be fair.

I want also to take this opportunity to thank my sponsors, the manufacturers of Pall Mall Cigarettes. I want to thank them first because I think they've paid me in a very chivalrous fashion. But I especially want to thank them for something else. In the course of this program I have given sixty-four broadcasts. These broadcasts have been on domestic issues and international affairs and on the personalities involved in them. Many of them have been by their natures controversial. I have tried to keep in mind the responsibility which is on anyone who speaks over so broad a network as this one that occupies fifteen minutes of the limited time which is available on the air. I have tried to be scrupulously fair, but there is no such thing as complete objectivity. We all have our prejudices. I'd like you to know that the view point that has been presented is exclusively my own, and it is a source of great gratification on my part that not one of these broadcasts has ever been censored by my sponsors. I would not like to close this season without expressing my thanks to the broadcasting company, and to the announcer, to the various artists who have worked on the commercial program, and the gentleman who sits opposite me and keeps my timing within bounds, and whose presence is very necessary to this broadcast. He's speeding me up at this minute, and so I say au revoir and good night.

rfg/
5/27/38/

PEOPLE IN THE NEWS

CLOSING COMMERCIAL

(TYPED 5/37/58)

FRIDAY - May 27, 1958

#65

PALL MALL CIGARETTES

MISS THOMPSON: " ... and so I say ad revoir and good night".

ANNOUNCER: NOTE: ABOVE IS ONE LINE TO CUT BACK TO STATION
FOR THE FOLLOWING ANNOUNCEMENT:

Thank you Miss Thompson. We know that your listeners join all of us here in wishing you a happy vacation and we hope that you will be back with us in the fall. And now in behalf of our sponsor, makers of PALL MALL Cigarettes, may I thank all of you in this audience who have given PALL MALL Cigarettes a chance to convince you of their purity and superiority. To those of you who have not yet tried PALL MALL's may I make one small suggestion. If you have enjoyed Miss Thompson's broadcasts, will you try just one package of our cigarettes. We believe you will want to continue smoking them. As we have told you, PALL MALL's are the only popular blended cigarettes that are made without artificial flavouring. They bring you the natural fragrance and true flavor of pure tobaccos. They're better - Naturally. And that of course is why "Particular People Prefer Pall Mall."

This is Nelson Case speaking for Pall Mall Cigarettes, which are made by the American Cigarette and Cigar Company.

THIS IS THE RED NETWORK OF THE NATIONAL BROADCASTING
COMPANY.

ATK01 0143553

PEOPLE IN THE NEWS CLOSING CUE IN ANNOUNCEMENT May 24, 1938
FOR NEW YORK ONLY (WJZ)

TYPE 5-24-38

#54

PALL MALL CIGARETTES

ANNOUNCER:

Thank you, Miss Dorothy Thompson, for your
comments on PEOPLE IN THE NEWS.

LOCAL ANNOUNCER: NOTE: THIS IS YOUR CUE TO DELIVER THE FOLLOWING
ANNOUNCEMENT IN 1:13.

Here is a special announcement for listeners in
New York City. As you know, on May 1st a new local cigarette
tax went into effect. You have probably noticed that the
price of most cigarettes has gone up. But not PALL MALLS.
PALL MALLS continue to be sold at fifteen cents for twenty.
I'll repeat that: In New York City, PALL MALL cigarettes
continue to be sold at fifteen cents ALL TAXES INCLUDED. This
means that you pay no more for PALL MALL'S pure tobaccos. So
why not enjoy the best - the natural fragrance and true flavour
of the finest domestic and Turkish tobaccos? Remember - PALL
MALLS are blended of PURE tobaccos - without any artificial
flavouring. It may surprise you to know that PALL MALL is the
only popular blended cigarette that is made without artificial
flavouring. The only one. PALL MALL'S fine tobaccos do
not need to be doctored up or flavoured. They're better -
Naturally. Once you smoke them you'll understand why - (PAUSE)
Particular People Prefer PALL MALL. And remember, in New York
City PALL MALLS will continue to be sold at fifteen cents ALL
TAXES INCLUDED.

PALL MALL Cigarettes are made by the American
Cigarette and Cigar Company.

THIS IS A PRESENTATION OF THE NATIONAL BROADCASTING COMPANY.

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