L. 1. SUNOCO OIL BROADCAST - 3/10/33

Good Evening, Everybody:
Tonight we vive got the real thing; definite news on the re-opening of the banbse. (Late this afternoon Pres. Roosevelt issued an executive order empowering the sec. of the Treasury to open some banks immediately - for emergency basinesea. Thereupon Sec. Woodin announced that the Twelve Fedshal Reserve Banks of the equity would be open tomorrow. These twelve will begin distributing the new euvency which Uncle Samis printing presses have been turning ont. S'el describe this currency in a few moments. This re-opening of the Fed. Reserve Franks in the first step in the general move toward the resumption of normal banking business by all sound barkse.

Commercial banks that want to reopen right away must each fixu file application with the Federal Reserve bank in its districts. As soon as permission is received from the secretary of the Treasury licenses will be issued in response to those applications.

New York bankers interpret this to mean that they will be ixsmaxix able to open their doors for uncestricted business either tomorrow or on Monday at the latest. Today banks throughout the land were operating under the same restrictions as prevailed xax $\leftarrow$
yesterday.

Secretary of the Treasury Woodin armounces the the policy of the government will be to permit the o ening of sound banks as rapidly as possible.

One let-up in the situation today was that savings banks allowed their depositors to withdraw small sume for necessities.

All banks when reopened will be under the strictest mwxuxiximen supervision, -- under the strictest control by Uncle Sam.

## EDITORIAL

KXOMOXORAMXX

By the way，the New York Herald Tribune today
publishes $\underset{\boldsymbol{m}}{\boldsymbol{Z}}$ excellent editorial explaining and Ex clarifying
the emergency banking measure which the Congress naked through lat
night with $=$ speed that constitutes $\lambda$ altimecord．Ky．Herald Tribune comments on the measure with approval．This is significant when you recall what $\frac{a}{x}$ solid $d^{h}$ publican stalwart pro－ Hoover newspaper the 林T．

The new currency which is cutterized by the bill，says
the Herald Tribune，is not fiat money．It is adequately secured
－in other words adequately bached up．
by existing instruments． $\boldsymbol{\wedge}$ It is not in itself in lation．It Limmobilged，Frozen trough snoring replaces the monera，As fast as that immobilized money z is returned in formal circulation through $^{\text {normal }}$ the banks，the new currency will be retired．

Then the editorial goes on to say：＂Should a rise
in prices begin to manifest itself，it will not be as a result
of currency debasement，but the natural result of revived＇confidence．＇ ＂And finally，＂the Herald Tribune adds，＂彻就 with
the new legislation the situation is brought into hand．The weak

## EDITORIAL - 2

spots may be cut out of the banking system without risk of the whole thing bleeding to death. The hoard becomes simply a useless and dangerous annoyance for the hoarder, giving him no advantage over the man with his money in the reopened banks. The crisis
 -tadde:Exibuneyxtt Tribune. And in conclusion i "the way is opened for the broad reforms which will make the recurrence of a similar crisis
impossible."

Here's more good news on the gold situation. Early this morning it was estimated that throughout the nation some two hundred million dollars worth of the precious metal had been returned into the vaults of the Federal Reserve Banks.

But the good news doesn't stop there. Long lines of hoarders have been outside the Federal Reserve Banks of the country all day. In New York, the scene is compared moximaxxorx to that of a cold rush except that instead of looking for gold, people are bringing it in. The line started to form an hour before the doors of the Federal Reserve were opened. Thousands of people have been rushing in all day to bring back what they had withdrawn. Something of the same sortaller to be observed at many of the largo r commercial banks.

You' ll probably live a long while before you have another opportunity to read two presidential messages to the United States Congress within a week after $\frac{a}{1}$ President's inauguration. (Mr. Roosevelt's second message was marked by the same terseness, clarity and force, that was so conspicuous in his first.) Moreover, his choice of words is extraordinarily happy. Our new President has the gift for saying what he has to say right out from the shoulder with the minimum of language. For the full text of the message, of course, I refer you to this evening's papers. You should not miss it. (The big thing in it was his request to the Congress to give him virtually the powers of a dictator so that he can make the most sweeping reduction in Uncle Sam's expenses that has yet been contemplated.) He ( wants the Congress to grant him authority to cut the payments to war veterans. That of itself is sensational. Within the last few years no statesman or politician has even been able to think of such a measure without shuddering. Then the President also wants to make drastic reductions in the wages of everybody who xxix works for Uncle sam. Furthermore, he wants to do all this afonce, without
haggling, argument or delay.
(The President indulged in the utmost candor in setting
forth the bare facts about Uncle Sam's pocketbook. "For three lone years", he points out, "the Federal government has been on the road toward bankruptcy." Adding up three years' deficit he shows and now stare quoting him:in his own words "thus we shall have piled up an accumulated deficit of five billion dollars.")"This," he adds, "has contributed to the recent collapse of our banking structure. It in as accentuated stagnation of the economic life of our people. It has added to the ranks of our unemployed."

Then he makes thelowring statement: "Our government's house is not in order and for many reasons no effective action has been taken to restore it to order." That' what he raid. (well, the reductions he wants to make and for which he is asking authority from Congress, will, it is estimated, save in the neighborhood of six hundred and fourteen million dollars a yearn.) He does not deane in inomamimonixx any words in his

MESSAGE - 3
message specifying the details of what he proposes to do. But among his reforms in addition to those I have mentioned, are the reorganization and elimination of numerous bureaus, departments, and other agencies of the government.
"It is too late for a leisurely approach to this
problem", Mr. Roosevelt informs Congress. But he guarantees that
if the powers for which he askes are given to him they will "be exercised in a spirit of justice to all, of sympathy to those who are
in need, and of maintaining inviolate the basic welfare of the
United states." Ind theta' plain talk e ladies and gettomen.

Fin

A bill embodying this program of the President is now being drafted: it is understood that Lewis Douglas, director of the budget, is now at work on it. Senator Robinson of Arkansas, the Democratic leader, informed the senate today that the president tomorrow will submit another measure to Congress.

Incidentally the President is also preparing a proposal for the United states to put out a bond issue of half a billion dollars which, it is estimated, will put half a million men to work.
arpunve And now lett hop on a ship and cross the . Om 11 Germany, all the agencies of government, are now in the hands of the Nazis. Even Catholic and anti-Fascist Bavaria surrendered without a struggle. In fact, all the South German states, where there was talk of a federation separate from Prussia maxtmaxathwrx and the northern states, have capitulated.

So, as the correspondent of the $\mathbb{N}$ few York Sun puts it, the Bavarian lion is dead. Another section of the German people has yielded its rights without a struegle.

The only Republican flag left throughout the Republic is that which flies over the palace of President Paul von Hindenburg.

And, say the correspondents, it is questionable how long it will remain there.

In Austria the Govemment of Chancellor Dollfuss has taken practically dictatorial measures to suppress the Austrian followers of Adolf Hitler. A condition amounting to a crisis prevails in Austria. All the military forces of the Republic are mobilized against the Nazis.

That Japanese invasion of North China seems to be coming closer and closer. This we gather from an official statement issued today in Tokio. The Mikado's government declares this offensive will become necessary because fifty thousand Chinese troops are concentrated int inside the Great Wall.

The Chinese believe that Japan's aims are even more ambitious.

A high Chinese official stated in Wanking that the little brown men from the islands have drafted complete plans for the conquest of alI. China.

Meanwhile the resignation of Marshal Chang as Generalissimo
of all Chinese forces has been accepted by the government in North

China. His successor is General Chian. It is evident that mare
intensive fighting is the near future io war stricken


## CERMAK

## tolar

Chicago $\uparrow$ ave a spectacular funeral to its murdered Mayor,
Tony Cermak. The moxnosiz procession wank locks lon. In it were not only officials of the city, state, and Uncle Sam's rovernment, but relatives, friends, soldiers, and people who didn't even know the man. Prominent politicians from all over the country were present. Services were held at the Chicago stadium.

While this was going on there was an unspectacular but quietly dramatic trial in Miami, Florida. Guiseppe Zangara, the man Who murdered Mayor Tony with a bullet intended for President Roosevelt, was sentenced to execution. Only one noisy episode disturbed the formality of this scene. After the judge had read his sentence on the murdered, Zangara took a step forward and shouted: "You give me electric chair? I no afraid of that chair. Yous just one of capitalists. You is crook man too. Put me in electric chair. I no care. ${ }^{1}$

## PEW' 'S REPORT

The other day I quoted some excerpts from
the report of Mr . J. Howard Pew, president of The Sun Oil

Company to his stockholders, in which he outlined the program of the company. You may recall that I stated that the company employed throughout the depression has reduced neither employment nor wages. I also quoted Mr. Pew as saying:- "that prosperity
if a larger share of profits had gone to wages there
would have been more consumption and less speculation.

Such a program would have been the best guarantee against
the breakdown of consuming capacity."
Now, I learn today that those remarks have met
with an extraordinary response all over the country.

Sunoco dealers have written into the company that many
new customers have driven up to the Sun Oil Stations
saying that they took pleasure in dealing with a concern that folio such a policy. However I din not mention a bit of emmencial philosophy. mi Pew! Homer the demand for copies of $\frac{\text { Pew Pep ort }}{x}$
has been tremendous. So I am asked to advise you that

## PENIS REPORT

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if you want to read, what $M r$. Pew says on this subject
you can obtain a complete copy of his report by writing either to The Sun Oil Company, Philadelphia, or to the station to which you are now listening.

## WALK BR


Jimmie Walker, /k yt nimble playboy, ex-mayor of New York City.
Rhewèan correspondents called on him today at Cannes on the French Riviera to ask him about that divorce suit which Mrs. walker brought in Florida. The Honorable Jimmie will not contest the suit, he says, and furthermore he's not coming back to the U. $S \cdot \boldsymbol{A}$. for some time.

The boys found Jimmie suffering from lumbago and undergoing application of hot irons to cure it. (I wonder which would be worse, the lumbago or the hot irons.) tie spoke in proper and dignified terms about Mrs. Walker, indicating that he was grateful to her for basing her divorce action on the grounds of desertion.
-nformation concerning the food situation continues to be
reassuring. Even the price of pork, the only commodity that had
gone up to any extent, dropped a few cents today. Other meats also declined in price. Eggs and dairy products are about the same.

Food shipments in the large centers had shown a falling off,
but for the last couple of days produce has been movin faster.

The situation as to provisions seems to vary in different localities. The sale of fish was affected more than any other commodity. This is due to the fact that wholesale fish dealers have to pay cash to the fishermen, and consequently make demands for cash on the retailers. The result is that in some places alone the seaboard even the humble codfish went up to twenty-ivive cents a pound. F hope the fishermen got their share.

But in no part of the United States is there any danger of a food shortage.

## ROOSEVELT

One symptom of the new regime in Washington is that atmosphere of cheerfulness and oldfashioned American simplicity that prevails at the white House. This is illustrated in numerous stories that you can find in your papers.

For instance, correspondents describe the scene of the President signing that historic Banking Bill. The first family the land was still in the throes of moving. Books were heaped on the floor - ship models (of course, you know the Prexident is a great collector of these) were piled in baskets.

Through the halls of the white House the fragrant aroma of liver and onions floated. That had been the main course of the Presidential dinner.

Well, the complete copy of the Emergency Banking Bill was rushed to the White House almost before dinner was over. The President made his way to the desk, through piles of books and paintings, wearing the same suit in which he had been receiving leaders of Congress all day. His neck-tie was
as much awry as the room. As he was starting to sign the bill cameras were all focused ready to take pictures of history in the making. At that moment came an exclamation from Mrs. Roosevelt: "Franklin," said the First Lady of the Land, "you - fix - your hair!" At that point the new Secretary of the Treasury, Mr. Woodin rushed in apologizing because he was late. Said Mrs. Roosevelt: "Mors Secretary:
*You help Franklin brush his hair."

And the dignified Secretary of the Treasury promptly obeyed, while Meggie, the wire-haired terrier barked her excitement.

Then the movie cameras started to crank. A calmisy
fuse blew out. Mrs. Roosevelt $\boldsymbol{\lambda}_{\boldsymbol{\lambda}}$ supervised the repairs.
Well that is a scene from wnw White House life
today that somehow helps to attract us all to our new

President and his family.

TRUTH

I've
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a chaste little item here from that eminently chaste paper, the Boston Transcript. An elderly lady was taking her two little granddaughters around the Zoo. When they got to the aviaries she showed them the storks and was telling them the legend around that bird, how this was the means of transportation by which they, the children had reached the earth.

The two little girls looked at each other and finally one of them, whispered: "Don't you think we ought to tell the dear old thing the truth?"

And the truth for me is e 'io' time to say $s-l-u-t$ - Sunday aftermoonwhen Sill announce the prize winning tall story for tho week.

