

L.T. - SUNOCO, Thursday, November 16, 1933.

Good Evening, Everybody:

They've solved that kidnapping case out on the coast, the snatching of young Brooke Hart, son of a rich department store owner in San Jose, California; and what a ghastly, tragic solution it is!

The sheriff and police of San Jose made two arrests. The prisoners were subjected to a terrific questioning and last night, say the San Jose police, one of them confessed. He said that he and several accomplices had kidnapped young Hart, bound him and gagged him. Then they took him to a bridge over the bay. There they battered his head with bricks and threw his body into the water.

So today police, sheriffs, deputies and agents of Uncle Sam's Department of Justice have been dragging the bay all day but so far have been unable to find the body of young Brooke Hart. There's ^{the} climax ~~to~~ the most dreadful case of this kind that has been reported this year.

NBC

SCRAP

Now for something gay by way of contrast.

The country at large is having quite a chuckle over a battle which took place today in the office of ^{the} Los Angeles Times. One of the combatants was Mary McCormick, the grand opera star and ex-wife of one of the marrying Mdivani brothers. The other person in the ring was a writing lady whose name I've never heard before. The decision seems to be that Mary won handily.

The fair songster had just secured a divorce from her Mdivani prince. She was informed that the writing lady had gone to the office of the Times to sell to the City Editor some private details of the inside story of the settlement of the divorce. The writing lady had hardly arrived at the office when in sailed Mary McCormick with war flags flying. She went straight to the point -- the point of the writing lady's jaw. Mary swung a husky right and before the writing lady could retaliate, editors, reporters, copy-readers office boys, in fact the entire staff of the Los Angeles Times jumped in to intervene. So, not only the round but the fight to the radiant songbird. The art of letters was knocked horizontal by the art of song.

NBC

HUEY

But, The big laugh of the day comes from New Orleans, where a sub-committee of the United States Senate is investigating the much discussed reign of Kingfish Huey Long over the fair State of Louisiana. The actual subject of the investigation is the charge that Huey's pal, Senator Overton, was elected by improper methods. But of course that really means an inquiry into Huey himself.

It seems that the open ^{ing} sessions of this hearing were marked by demonstrations unfriendly to the Kingfish. So ~~the~~ word was sent out to all ~~in~~ state ^{job holders} ~~employees~~ that they must take the day ^{off} ~~off~~ and attend those hearings and give ~~axixix~~ the little boy a ^{great} ~~good~~ big hand ~~at~~ every possible occasion. The consequence was that the place where those hearings are held, the Scottish Rite Cathedral on Carondelet Street, was so jammed that even ^{-- the U.S. Senators --} the committee [^] had difficulty ~~in~~ getting in. The beautiful streets of old New Orleans around that cathedral were fairly jammed with people wanting to ^{crash the show,} ~~get in~~. One huge plate glass window was smashed and Senator ^{Tom} ~~^~~ Connally of Texas, Chairman of the Committee, could only get in by climbing up a ~~fixxxx~~ fire-escape and going through a wash room. As the Texas senator entered the washroom,

someone shouted, "Look out, Senator, that wash room might be like the one ~~an~~ Long Island." This of course referred to the ~~wash room~~ ^{one} in which Senator Huey got soaked ^{at Sand Point.} The other members of the sub-committee had equal difficulty. Senator Thomas of Utah had to tell the cops at the door that he was a messenger before they would let him in. ~~At the~~

Altogether, it seems to be an exciting show. ^{I wonder} ~~if I like~~
~~to see part of it myself.~~ ^{What the next act will be?}

NBC

GOLD

Now for something more serious but still dramatic.

The price paid for newly mined gold by the R.F.C. remained stationary today for the first time since this new gold policy went into effect. That is to say, it was the same as Tuesday, \$33.56 an ounce. London today is paying \$35.05 an ounce for the metal.

And an amusing thing happened today in connection with President Roosevelt's order forbidding anybody to have in his possession more than \$100 in gold. A federal judge in New York declared the President's order invalid on technical grounds.

This occurred in a test case brought by a New York lawyer, who challenged the validity of the ruling. The court based its decision on just one technicality. The act of Congress under which this order was made provides that it can be issued only by the Secretary of the Treasury. As it was signed by the President, it was therefore declared illegal. However, some newspapers are declaring today that the President now is the Secretary of the Treasury.

The Foreign Service of the New York Evening Post informs us that European markets have been thrown into a state

of confusion which is growing thicker every day, all because of President Roosevelt's gold policy. Arthur W. Kiddy cables the Evening Post, one of the reasons that the French Franc is growing weak is because the French are afraid that the American policy may result in the withdrawal of gold from the Bank of France. All this he says causes a great deal of suspicious feeling throughout Europe. Uncle Sam's purchases of gold in the European markets have stirred up considerable resentment. What is more, they don't believe that this policy will make the situation over here any easier; they think, on the contrary, that it will aggravate it.

Furthermore, the removal of Dean Acheson as Under-Secretary of the Treasury and his replacement by Henry Morgenthau, Jr. has caused great anxiety in London. This shake-up in Uncle Sam's Treasury is taken to mean that all the sound money men are out and that the inflationists have the President's ear exclusively. Raymond Gram Swing cables the Evening Post that this has disorganized British markets. Industrial stocks in England, have had quite a slump.

Swing cables further that in financial circles there is

GOLD - 3

talk of reprisals on the part of John Bull. This retaliation ~~French~~ will take the form of excluding certain American goods from British and French markets and a closer cooperation between the Bank of England and the Bank of France.

NBC - Swing - Kiddy.

EUROPE

The ^{next} most important news from Europe is that they ^{are} ~~are~~ getting out the pullmotors for that poor sickly Disarmament Conference at Geneva. A wireless from London says that Sir John Simon, the British Foreign Secretary and ^{his} ~~the~~ Under-Secretary are leaving ~~xx~~ for Geneva in a desperate hope of saving the poor old conference.

And here's something from Berlin. Chancellor Hitler has released a hundred and fifty more political prisoners from a concentration camp.

NBC

MYERS

The successor to Henry Morgenthau, Jr., as governor of the Farm Credit Administration is William R. Myers of New York, who has been with that administration several months already as Mr. Morgenthau's assistant. This announcement was made at the White House today. Incidentally, Mr. Morgenthau will be ~~xxx~~ sworn in as Under-Secretary of the Treasury tomorrow morning.

Before he went to the Farm Credit Administration, Dr. Myers was Professor of Farm Finance at Cornell University. He was consulted in the framing of a good deal of farm credit legislation and also has been advisor to several farm cooperative associations.

NBC

NEGRO

Times and customs are changing, even in the South.

In Norfolk, Virginia, for the first time in history, a negro is serving on a jury. The negro in question is an insurance man and he ^{has} been chosen on ^a ~~the~~ jury in Federal Court to try another negro ~~whom~~ who ^{is} ~~is~~ accused of using the mails to defraud.

The names of ^{negroes} ~~negroes~~ have often been called on the panels of juries in the ^{Old Dominion,} ~~State of Virginia,~~ but they've never actually been allowed to serve before. The negro insurance man ~~whom~~ in this case is not only serving, but was elected foreman of that jury.

It is generally supposed that this change of sentiment in the old dominion is due to the agitation ~~for~~ over the Crawford case. You will recall that Judge Lowell in Boston refused to permit the extradition of a colored man to Virginia for the specific reason that hitherto none of his colleagues have been permitted to sit on juries in southern states.

WEATHER

Jack Frost is going to give us a rest tomorrow, at least so Uncle Sam's weather sharks tell us. It's still going to be quite chilly tonight, but the mercury is going up in the morning.

If you think it was cold where you were, how would you like to have been *at Mountain View in the Adirondacks where it was* ~~in the northerly part of New York State? I~~ *°15 below zero. And I* have a telegram from the New York State Ranger School at Wanakena which says: "Temperature early this morning was thirty degrees below zero." ~~This was registered by the official thermometer of the United States Weather Bureau at the Weather Station of the New York State Ranger School.~~

NBC

HOLD-UP

A tough guy from New York went to San Francisco three weeks ago but today he wishes he had stayed in Brooklyn. The Golden Gate police tell me that this lad went into a cafe last night and undertook to hold it up with a gun. He had taken \$34 from the boss when one of the customers tackled this New York tough boy and another ^{banged} ~~slammed~~ a cup of coffee ^{down} so hard on his head that when the ~~xxx~~ police arrived the first thing they had to do was to rush him to the emergency hospital. And there that tough New York lad still is with a fractured skull.

NBC

Professor
Walter Pitkin.

author: More
Power to You.

Nov. 16, 1933.

INTRO TO PROFESSOR PITKIN

~~6~~

And now, More Power to You! So says Professor Walter Pitkin. I have just been talking to him. He is here beside me now. His latest book, hot off the press, is called "More Power to You," and tells how we can increase our mental efficiency and get the most out of the brain power we have.

5

I was interested by one thing that Professor Pitkin has to say -- that we never use more than one-seventh of our brains. We get into action only one-seventh of the grey matter that the Lord has given us. The rest is there but it doesn't do anything. ~~Now that~~ that made me wonder what would happen if we started using the other six-sevenths of our brains. I am going to ask a learned psychologist. Now, for example, Professor Pitkin, what would happen if I, as a broadcaster of the news, should suddenly start using the other six-sevenths of my brain?

INTRO TO PROFESSOR PITKIN



And now, More Power to You! So says Professor Walter Pitkin. I have just been talking to him. He is here beside me now. His latest book, hot off the press, is called "More Power to You," and tells how we can increase our mental efficiency and get the most out of the brain power we have.

I was interested by one thing that Professor Pitkin has to say -- that we never use more than one-seventh of our brains. We get into action only one-seventh of the grey matter that the Lord has given us. The rest is there but it doesn't do anything. ~~Now~~ That made me wonder what would happen if we started using the other six-sevenths of our brains. I am going to ask a learned psychologist. Now, for example, Professor Pitkin, what would happen if I, as a broadcaster of the news, should suddenly start using the other six-sevenths of my brain?

5

We're always behind in our own race, and that is why we need historians to tell us what was wrong with what we once did, in the hope that we may learn from our past mistakes.

③ If we used all of our brains, we would have no need for historians. Most political events would never arise. We'd perceive the trend of events without argument and without ballyhoo. No more soap box orators. No more parades. No more political bosses. No more breadlines. No more suicides. No more war. Perhaps, though, if we used all of our brains, we'd all blow up with a bang.

But that needn't concern us. For none of us -- not even Dr. Einstein, are even half-wits. We have a long way to go before we use even half our brains.

FOR PROFESSOR PITKIN

Well, you never can tell, ^{Lowell.} You might abruptly start talking to the radio audience in improvised sonnets, or give your news items in anacreonic hexameters. And that might be disturbing. But seriously, at the risk of a hundred percent brainstorm I'll give you my best guess, using the one-seventh of my noodle that is on the job.

I think we'd hear, see, taste, smell and feel millions of objects and events that we now discover slowly or not at all. We'd actually observe tendencies in business, government, and human affairs generally which only a few historians can discover months or years after things have happened.

Our time span and our space span would widen enormously. We'd be more like the gods, and less like the ants and bees.

We'd see things flow past in time somewhat as we now see a river flowing past us, as we stand on a high hill commanding a far view.

Business cycles would not occur, simply because our foresight would be almost as good as our hindsight now is. ~~You know how people -- especially women -- hate to work out budgets and live up to them? Well, if we used the other six-sevenths of our brains, we wouldn't have to work out budgets; for we'd just perceive our incomes and the ways we'd spend them over long stretches of time -- maybe over a year or more -- just as we now perceive how much change we have in our pockets.~~

4

~~Let me put this in another way.~~ Complex events which we now grasp only as a blind man understands an elephant, by touching the elephant's trunk, then his legs, then his tail, then his body, inch by inch, would appear before our minds simply and completely, much as we now observe a chair or a table. Using only one-seventh of our brains, we don't know where we're at. And we don't know where we're at because our world is so horribly big and so horribly complicated that it takes us years to discover everything important about a situation that we must deal with perhaps within a day or two.

4

Business cycles would not occur, simply because our foresight would be almost as good as our hindsight now is. ~~You know how people -- especially women -- hate to work out budgets and live up to them? Well, if we used the other six-sevenths of our brains, we wouldn't have to work out budgets; for we'd just perceive our incomes and the ways we'd spend them over long stretches of time -- maybe over a year or more -- just as we now perceive how much change we have in our pockets.~~

~~Let me put this in another way.~~ Complex events which we now grasp only as a blind man understands an elephant, by touching the elephant's trunk, then his legs, then his tail, then his body, inch by inch, would appear before our minds simply and completely, much as we now observe a chair or a table. Using only one-seventh of our brains, we don't know where we're at. And we don't know where we're at because our world is so horribly big and so horribly complicated that it takes us years to discover everything important about a situation that we must deal with perhaps within a day or two.

FOLLOW PROF. PITKIN

Well, that's a consolation, Professor, so here goes my one-seventh, as well as I can make it go, with some more of the day's news. And it won't be an improvised sonnet or ⁱⁿ_^ anacreonic ^t_^ hexameters.

SCHOOL

And, Professor here's some alarming news. Here are 18,000 youngsters who are not even going to use one-seventh of their brains. It is really a grave situation, alarming news from New Bedford, Massachusetts. There was a meeting of the city fathers today and the fact developed that there is no money in the city treasury to keep the schools open. Consequently eighteen thousand children in what was considered one of the most prosperous towns in the country will have to stay home from school tomorrow and indefinitely. My 10 year old son says, "let's move to New Bedford."

N.B.C.

UNDERTAKER



A twenty-one year old young man in Westchester County brings a most unusual suit. He demands fifty thousand dollars damages from a rich undertaker on the grounds that the undertaker, four years ago, persuaded his mother to leave his father after twenty-two years of happy married life. The young man's complaint says this broke up their home, and he was the principal sufferer, because from then on he was avoided by his friends and was unable to get good jobs.

FOOTBALL

(1)

In New Orleans there's an engineer and mathematical shark named P. B. Williamson, who is also a zealous football fan. He has originated a rating system for determining the exact comparative merits of the big teams. Newspapers in the South speak highly of its reliability. But some of the results may astonish you. For instance, here are the best five teams, in order, according to Mr. Williamson's system: Michigan, Georgia, Purdue, Army, Alabama. The Princeton Tiger, who ^{has} not only won every game this season and whose goal line has not been crossed, is not even ~~in the~~ ^{Personally I'd put it first.} among the first five. ¹ The next five in Mr. Williamson's

~~system~~ estimation are Pittsburgh, Princeton, Louisiana State, Nebraska, Minnesota. What do you think of that? It comes ^{as} somewhat of a shock to me. It seems to me that Prof.

Pitts in his book "More Power To You" is right. This engineer and mathematical shark must have been using only one-seventh of his mind when he figured that one out.

END

But whoa there, I feel strange stirrings in
my ^{SWM} cranium. It may be the other six-sevenths of my brain
going into action. And so I'd better say ^{Blue Sunoco and} more power to you --

And -- SO LONG UNTIL TOMORROW.