

INSURANCE

Lowell Thomas broadcast
for the Literary Digest,
Thursday, January 21, 1932.

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GOOD EVENING, EVERYBODY:

News is rather pleasant this evening. No disasters or great troubles. Just a batch of events, some important, some curious, some amusing. That's the report for January 21st.

And by the way, this particular January 21st is insurance day. This week, ^{in fact} ~~by the way~~, is thrift week, and today has been set aside for us to think about the important matter of insurance. ¶ What's the connection between thrift and insurance?

Well, that's simple. Insurance is one of the best forms of saving. And the slogan for this year is - don't let your insurance go. No matter what happens, stick to that policy, which really means so much, *to you men, and your wives and your children.*

Well, what's the news on Insurance Day.

1 ~~oui~~ Oui, oui, Monsieur, zees eez
 2 ^{le} ~~terribal~~. Zee cook -- oui, oui, ^{she should have zee accident insurance.} ~~she~~ ^{she}
 3 deserves ^{zee} ~~the~~ damages.

4 Yes indeed, ladies and gentlemen, the
 5 ^{does} cook [^] deserved the damages. She has lost
 6 her sense of smell. The faculties of her
 7 nose have been dulled, if not obliterated.

8 ^{And how can she be} ~~Now what is~~ a cook [^] without a good nose?
 9 How can she smell the sauce? How can she
 10 detect the fragrant odor of the ragout
 11 and determine ^{whether} ~~whether~~ or not it is
 12 prepared properly ^{with the art of the great chefs?}

13 The New York Sun today quotes the
 14 London Daily Telegraph as telling the
 15 story of Josephine the Cook. Josephine
 16 was one of the best cooks in Paris. The
 17 way she could prepare fillet of sole
 18 Marguery was a treat to the Gourmet. Her
 19 souffle was a marvel to taste. So
 20 therefore it was a real tragedy when
 21 Josephine lost her sense of smell. [#] How
 22 did she lose it? The answer comes in the
 23 form of a love story.

24 Josephine was stirring the omelet
 25 at the kitchen range. Just then her ~~box~~

1 boss came into the kitchen. And what did
2 he do? He tried to kiss Josephine.

3 At this point ~~in~~ the story is a
4 trifle indefinite. It doesn't state
5 whether Josephine fell down because she
6 was resisting so hard or whether the
7 mere enthusiasm of her boss' kiss caused
8 her to lose her footing. In any case,
9 Josephine fell ~~down~~ and landed with her
10 nose on the grate of the kitchen stove.
11 That broke her nose. ^{ff} Josephine was taken
12 to a hospital, and there a plastic
13 surgeon fixed her up. He restored her
14 nose to its former ^{pristine beauty,} ~~shape~~. Her nose was
15 as beautiful as ever. But science tells
16 us that noses are not merely to be gazed ^{upon}
17 ~~at~~ fondly ^{and sentimentally --} -- they are also intended for
18 the ^{function} ~~job~~ of smelling. And after
19 Josephine's nose was fixed up she found
20 she found she couldn't smell anything any
21 more. Her nose didn't know the difference
22 between ^{madame's perfume and a slice of Camembert,} ~~lobster soup and ice cream,~~ And
23 how could Josephine cook with a ~~dumb~~
24 dull, dumb, insensitive nose like that?
25 ^S She went to court about it, and sued

1 her employer for damages. The French
2 Judges considered the matter carefully.
3 They remembered the importance of the
4 nose to the human face, and in the
5 functions of human life. They remembered
6 what the learned philosopher Pascal had
7 said: "If," cried Pascal, " -- if
8 Cleopatra's nose had been a little shorter
9 that might have altered the fate of the
10 world."

11 The Judges must have exclaimed --
12 "Mais oui, if Cleopatra's nose was that
13 important, how much more important is the
14 nose of a cook." And so the Civil
15 Tribunal in Paris, ^{states tonight N.Y. Sun} has just awarded suitable
16 damages to Josephine to recompense her for
17 ~~the~~ the lost sensibility,
18 perceptiveness, and wisdom of her nose.
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1 In the New York State Prison
 2 at Sing Sing ~~today~~ a word of refusal
 3 was uttered. No, I won't see her.
 4 The man who said that was Francis
 5 Two-Gun Crowley, the killer of
 6 policemen.

7 ~~relates the United Press,~~ while waiting
 8 Crowley, ~~is~~ ^{doomed} to go to the
 9 electric chair ~~tonight~~ for the
 10 sensational murder of a New York officer,
 11 ~~and one of his last actions has been to~~
 12 ~~was advised that his~~ ^{had arrived inside}
 13 ~~refuse to see the~~ ^{his} sweetheart, ~~who was~~
 14 ~~his partner in crime.~~ the grey walls and
 15 ~~wanted to see him.~~

16 The girl has ~~been~~ ^{tried} desperately
 17 to get a last ~~xxx~~ interview with him.
 18 She went so far as to get an order from
 19 ~~the~~ ^a judge allowing her to visit Crowley
 20 if he wanted to see her. ~~It has been~~
 21 ~~suggested that all she wants is to get~~
 22 ~~material to sell~~ ^{for publication.}
 23 ~~to a magazine.~~

24 "She's been going around with
 25 a cop," ~~declared~~ ^{announced} Crowley. ~~They~~ ^{he} ~~said~~ ^{explained that} he had
 26 word ~~that~~ she had been associating with
 27 a policeman; and ~~he added that~~ ^{World}

28 The New York Telegram quotes
 29 ~~him as adding~~ - [^] "All she wanted ~~is~~ ^{was} to sell
 30 a story to a New York paper." [^]

31 A few hours later Two-Gun
 32 Crowley went to the chair.

1 From Philadelphia comes word of a
2 weird mystery, and they say it's another
3 case of a hex Doctor -- that is, one
4 of those weird witch Doctors that flourish
5 in those parts.

6 Norman Bechtel, a worker of the
7 Menonite Church was found killed. On his
8 forehead were found strange markings,
9 small crescents. The killer had placed
10 these weird markings on his victim.

11 The Associated Press in telling
12 the strange story can give no further
13 explanation than that the authorities
14 suspect that the crime was the work of
15 some hex Doctor, and occurred as a result
16 of some grim, fantastic kind of
17 superstition and magic.

1 The other day I saw an advertisement,
2 and I said -- "There's something that I
3 need." It might have been a fountain pen,
4 or insurance, or a hose for the garden
5 -- ~~never mind~~ ^{that} ~~it~~ doesn't matter. The
6 point is that when I tried to buy the
7 product advertised I was out of luck. I
8 went to a couple of stores, and they
9 didn't have it.

10 Well, I imagine that sort of thing
11 happens to a lot of us. We naturally
12 depend upon advertising to direct us to
13 fine grades of merchandise, but sometimes
14 you don't know where to go to get what
15 you have decided to buy.

16 That brings us around to a new idea
17 in advertising. It is to be discovered
18 in the new Literary Digest, which came
19 out today. If you'll look at that ad
20 you'll see a neat and clever way by which
21 the advertiser tells you how you can ~~find~~ ^{learn}
22 ~~out the~~ ^{at what} stores ~~at which~~ to buy his
23 product.

24 And guess how he does it. ^{Just} Consider
25 it a sort of puzzle, and try to figure

1 out how that particular advertiser has
2 solved what is really an acute problem
3 of business. After you've had your guess,
4 then run through the advertisements in
5 your copy of the Literary Digest and pick
6 out the ad that gives you the answer.

7 *That may sound puzzling. But*
8 *just have a look at your new Digest.*
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AUTOMOBILE

1 In Trenton, New Jersey, George
2 Hillman, Jr. has two automobiles. He
3 told his wife that she could not use
4 either of them, but would have to take a
5 taxi or ride on a bus instead.

6 The Associated Press wires
7 that the Supreme Court at Trenton has
8 just ordered George to pay his wife's *taxi*
9 ~~transportation~~ bill ^{to the time} of \$146.

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1 (In Washington today a committee
 2 of the Senate has recommended a three
 3 hundred ^{and} seventy-five million dollar
 4 bill for the relief of unemployment.
 5 The committee wants to put out this
 6 money to help the jobless.

7 The ~~Associated~~ ^{United} Press wires
 8 that President Hoover is against it.)
 9 But the large program of direct federal
 10 relief for the unemployed was nevertheless
 11 recommended to the Senate by the committee.

1 This next dispatch ends in a
2 curious way, but let's start at the
3 beginning.

4 The Associated Press passes
5 along a report that Leon Trotzky ~~might~~ ^{may}
6 be permitted to change the place of his ^{residence}
7 ⁱⁿ exile. The former war leader of the
8 Red Army is in Turkey now, but they say
9 he may ^{move} ~~go~~ to Germany, ~~and live there.~~

10 The London Daily Mail today
11 prints the statement that Trotzky has
12 been negotiating with political leaders
13 in Germany, trying to get permission to
14 live in the former realm of the Kaiser.

15 The odd conclusion of the
16 dispatch is to the effect that Trotzky,
17 ~~is~~ the blazing fire brand of Russian
18 Communism, has agreed to advise his
19 ~~****~~ Communist followers in Germany,
20 to support the government of Chancellor
21 Bruening. Trotzky is supposed to be
22 ready to tell the German Reds to rally
23 around Bruening, ^{he intends to} ~~and~~ warn them against
24 having anything to do with Handsome
25 Adolf Hitler and his Fascist party.

1 This doesn't seem to be exactly,
 2 a flaming revolutionary attitude on the
 3 part of Trotsky. It looks as if the
 4 ~~Red~~ Red comrade might be
 5 returning a bit middle class - bourgeois.

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1 The Spanish Government today
2 ordered ^a~~the~~ movement of troops in ^{to} the
3 Province of Catalonia. They've been
4 having trouble in those parts. ~~Strikes~~
5 are on, ^{strikes} which have a definitely
6 revolutionary look.

7 In one district the strikers
8 have cut railway communications. There
9 have been riots and fights. Pamphlets
10 are being circulated calling for a
11 social revolution throughout Spain. And
12 the fact that the situation is serious
13 is indicated by the order sending
14 heavy forces of soldiers into Catalonia.

15 The Associated Press cables
16 that the authorities have commandeered
17 taxicabs and private cars to transport
18 a battalion of infantry and detachments
19 of cavalry, artillery and the civil guard.

20 ~~At Barcelona there's been a~~
21 ~~round up of Red radicals.~~ And a cruiser
22 has been sent to Barcelona to keep an eye
23 on the situation. Premier Azana describes
24 the disturbance as the forerunner of a
25 ~~gigantic, plot that has been carefully laid~~
~~planned.~~ *plot.*

1 Today was closing day for the
2 Japanese Parliament. This afternoon the
3 law making body of Tokio was dissolved
4 by ~~an~~ imperial decree.

5 The Associated Press explains
6 that Japan is getting ready for ~~the~~
7 general elections, and parliament has
8 gone home to ^{clear the decks} ~~make way~~ for the battle
9 of the ballot boxes.

1 In India the British Government
2 has made a move which is rather a
3 sensational affair out that way.

4 The authorities at Delhi have
5 inserted advertisements in local
6 newspapers offering Indian woman jobs.
7 What kind of jobs? Why, police jobs.

8 The British authorities are
9 considerably bothered by the part
10 women are taking in Gandhi's anti-
11 British movement. And the idea is to
12 use women in the battle against the
13 women agitators.

14 The Associated Press cables
15 that the government is offering twenty
16 cents a day, a free uniform and free
17 lodging to women recruits for the police
18 force.

19 This is a rather startling
20 move for India, where women are commonly
21 kept in seclusion and don't take much
22 part in governmental activities. Some
23 seem to think that it may be a
24 revolutionary step in the emancipation
25 of Indian women, although it does seem

1 curious to think of promoting the
2 emancipation of Indian women by hiring
3 police women to do battle with Gandhi's
4 contingents of feminine Nationalists.

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1 From Hawaii comes word of another
2 attack upon a woman. This time it was
3 a Japanese woman. She tells how she was
4 abducted by Daniel Lyman, an escaped
5 murderer. This Daniel Lyman is a
6 half-cast desperado -- half Portuguese
7 and half Hawaiian.

8 The Japanese woman was in a car
9 with her chauffeur. The escaped convict
10 held them up, tied the chauffeur's hands
11 and feet, and carried away the woman away.
12 The ^{United Press reports} ~~Associated Press cables~~ that Honolulu
13 is ~~considerably~~ aroused by this new
14 outrage.

1 Tonight over in Italy a great
2 mountain rears its head skyward, but its
3 summit is dark. The tip of the mountain
4 is black, without any glimmering of
5 light. And this is a strange thing. The
6 people of the city of Naples have been
7 gazing with astonishment. What has
8 happened to ancient Vesuvius, they're
9 wondering? They have never seen a dark
10 Vesuvius before.

11 These strange things follow on the
12 heels of a new disturbance on the part
13 of the world's most famous volcano. Last
14 night Vesuvius was in action. There was
15 no wild eruption. There was just a sound
16 of grumblings, and growlings, and
17 explosions inside the mountain, ^{like threats.} A light
18 earthquake shook the countryside for
19 miles around. Houses in Naples trembled.
20 Several buildings on the side of Vesuvius
21 are said to have danced. They moved up
22 and down, pushed by some giant unseen
23 force. There was no great damage.
24 Nobody was hurt.

25 Then following the disturbance

1 Vesuvius became dark. From time
2 immemorial the top of the mountain has
3 been aglow. It has always been lit up at
4 night by the red, angry glare of internal
5 fires. But tonight the tip of Vesuvius
6 is dark. The light has gone out.
7 Something strange seems to have taken
8 place in that fiery crater.

9 The Associated Press advances no
10 explanation. It tells how everybody is
11 puzzled, and how scientists are
12 investigating, trying to find out why the
13 age-old blaze at the summit of Vesuvius
14 has gone out.

1 And now comes something wonderful.
 2 It's a great marvel, but what does it
 3 mean? The Associated Press ^{tells how} ~~writes that~~
 4 Professor Sewell Wright of the University
 5 of Chicago has succeeded in producing
 6 Guinea pigs that have 19 toes each --
 7 although does it matter how many ~~toes~~ a
 8 Guinea pig has?

9 It appears that the cunning little
 10 animal ordinarily has 14 toes. Professor
 11 Wright points out that a hundred million
 12 years ago the ancestors of the modern
 13 Guinea pig had 20 toes. But since then
 14 the little fellow hasn't been on his toes
 15 so much -- I mean the number of his toes
 16 has decreased.

17 However, the Professor has now
 18 ~~announced~~ succeeded in persuading Guinea
 19 pigs to grow 19 ^{of them.} ~~toes~~. And in the case of
 20 one individual, why Mr. Guinea Pig grew 24
 21 toes.

22 Of course, there's no doubt but that
 23 all of this ~~probably~~ has a great deal of
 24 real scientific importance, but just the
 25 same, to a fellow on the sidelines, it
 really doesn't seem ^{to matter much} ~~very important~~ how
 many toes a Guinea pig has. ^{And that brings}
 me to the moment when I must tip toe out of here
 and e - l - u - to - nt