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CONSUMER TIME

ARE YOU AN INTELLIGENT BUYER?

NETWORK: NBC

DATE: June 23, 1945

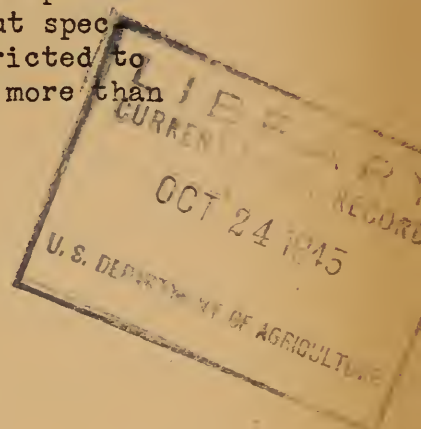
ORIGIN: WRC

TIME: 12:15-12:30 PM- EWT

(Produced by the War Food Administration...this script is for reference only and may not be broadcast without special permission. The title CONSUMER TIME is restricted to network broadcast of the program...presented for more than twelve years in the interest of consumers.)

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1. SOUND: CASH REGISTER RINGS TWICE...MONEY IN TILL
2. JOHN: It's CONSUMER TIME!
3. SOUND: CASH REGISTER...CLOSE DRAWER.
4. ANNCR: During the next 15 minutes, the National Broadcasting Company and its affiliated independent stations make their facilities available as a public service for the presentation of CONSUMER TIME by the War Food Administration.
And here are Mrs. Freyman and Johnny.
5. JOHN: Are you...an intelligent buyer, Mrs. Freyman?
6. FREYMAN: Why, I don't know, Johnny...I'm a buyer, and I have certainly been led to believe that I'm....
7. JOHN: An intelligent buyer is one who gets the best possible value in goods or services...for every dollar she spends.
8. FREYMAN: That sounds reasonable.
9. JOHN: You know this intelligent buying is quite a thing, I find out. Particularly nowadays, with better quality household goods hard to find...and many good foods so scarce.
10. FREYMAN: Oh...and you've learned all about this subject, Johnny?
11. JOHN: (ON THE BOASTFUL SIDE) I've made a deep study of the whole situation, believe me, Mrs. Freyman. I have become an authority on how to buy everything for the home, from string beans to wool blankets.



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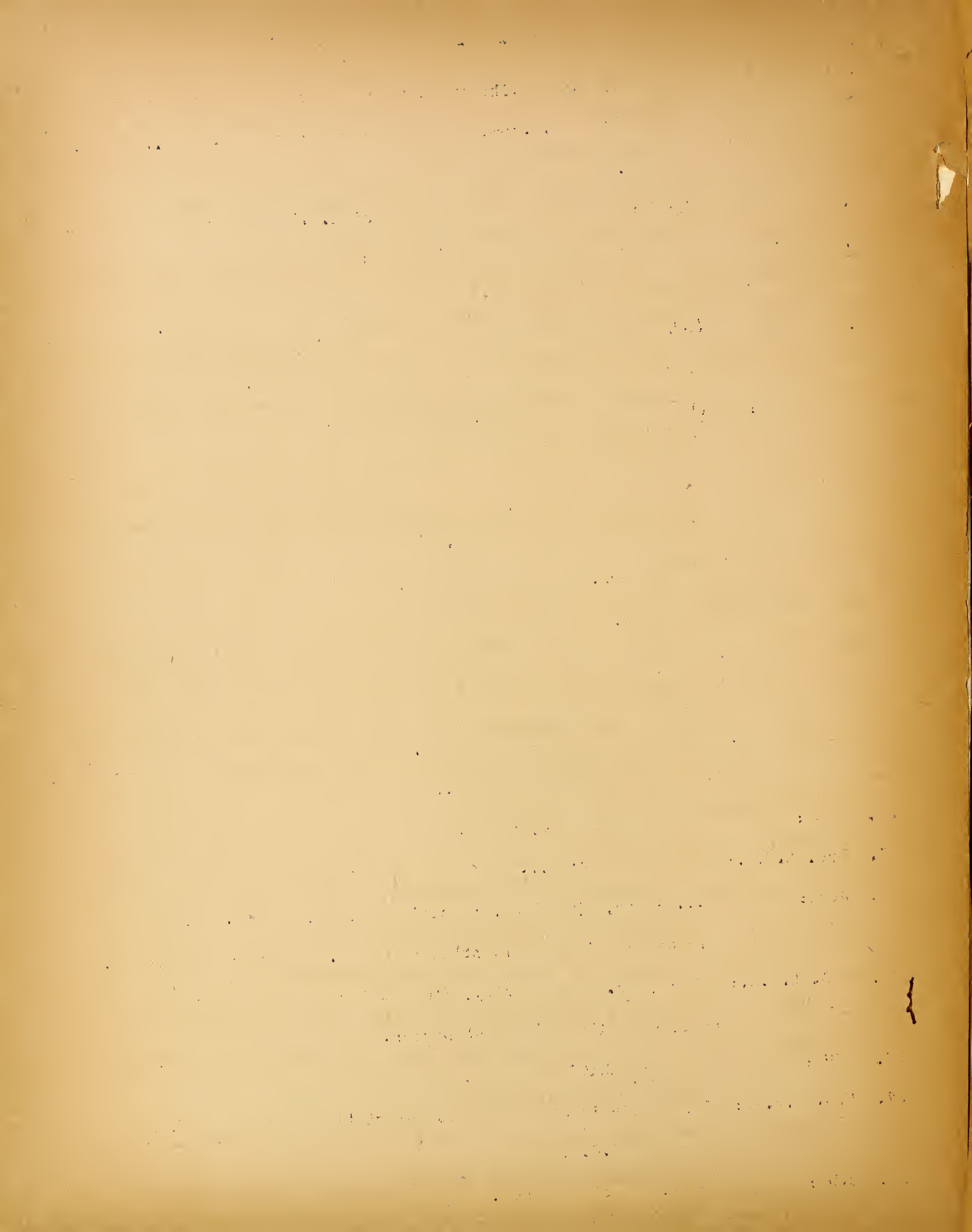
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12. FREYMAN: You rather sound like the answer to a housewife's prayer!
13. JOHN: (MODESTLY) Oh...now...I don't know about that! But...well... perhaps.
14. FREYMAN: Why don't you simply hang out a sign..."I answer all questions"
15. JOHN: A sort of "advice to the lovelorn idea"?
16. FREYMAN: Or to the "shoplorn" maybe!
17. JOHN: (SUDDENLY) Mrs. Freyman, I think I'll do it! I'll start a sort of forum...and call myself...Mr. Philanthropy!
18. FREYMAN: (LAUGH) All right, Mr. Philanthropy! That will certainly be something worth seeing.
- PAUSE:
19. ANNCR: (FILTER) First on our Mr. Philanthropy forum of questions and answers....the case of Mrs. L.R.A.
20. JOHN: All right, madam...step right up here, a little closer to the microphone, please. Th-a-a-t's it! Now, what is your problem, madam?
21. MRS. L.R.A.: (ON THE BROOKLYN SIDE) Mr. Philanthropy, I am a housewife, thirty eight years of age...
22. JOHN: Never mind the age, madam.
23. Mrs. L.R.A.: And I come from...
24. JOHN: Ah...please, my friend, no cities, towns, states. We want this to be quite confidential you know. Now go ahead please.
25. MRS. L.R.A.: Well, Mr. Philanthropy, I'm getting to be a disagreeable woman, a really unpleasant person.
26. JOHN: And why is that?
27. MRS. L.R.A.: Oh, people in stores are so infuriating nowadays. Why, I was in the G.C....
28. JOHN: Please! No store names.



29. MRS. L.R.A.: Well, it was this grocery store. And when I bought my groceries, I ...well...couldn't seem to figure out the number of ration points I needed. So I said to the clerk...I said... would you mind counting out how many points I owe?
30. JOHN: (PATIENTLY) And what did she say?
31. MRS. L.R.A.: She said real ugly..."Don't you know there's a war on?" Just like that. Well, I....
32. JOHN: And what is your problem, madam.
33. MRS. L.R.A.: Well, my problem is...if the store clerks can't figure out my ration points, am I going to have to buy only foods which aren't rationed?
34. JOHN: My dear lady, you are a lazy and indolent type of woman. Now you have what you consider the average intelligence don't you?
35. MRS. L.P.A.: (SUBDUED) Yes.....
36. JOHN: (FIRMLY) Well, count your ration points; don't expect busy clerks to stop work and do your work for you. Your newspaper keeps you posted on ration news, and you can figure out how many points you need each week, can't you?
37. MRS. L.R.A.: (WEAKLY) I guess so.
38. JOHN: Then do it.
39. MRS. L.R.A.: Thank you, Mr. Philanthropy.
40. ANNCR: (FILTER) The case of Mrs. P.J.
41. MRS. P.J.: (SLIGHTLY OFF MIKE) Mr. Philanthropy...I...
42. JOHN: Please, a little closer, my dear, so we all can hear you...
43. MRS. P.J.: (SOBS IN MIKE...SOUTHERN ACCENT) Mr. Phil...Philanthropy, I have a terrible problem.
44. JOHN: Now, calm down, and try to take it easy, sweetie...I mean... Mrs. P.J. What's the problem?
45. MRS. P.J.: My husband....b-b-beats me!

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46. JOHN: Oh now, come...you must have been doing something very, very wrong indeed.
47. MRS. P.J.: (SNAPS OUT OF IT) I must have been doing wrong! I must have! Why that low-down good-for-nothing I married...
48. JOHN: Well now let's hear all about it...
49. MRS. P.J.: (SLIGHTLY SOBBING AGAIN) Well...he...he...my husband happened to come home early one day, while I was...while I was...
50. JOHN: Yes, yes...go on.
51. MRS. P.J.: While I was in the kitchen.
52. JOHN: Wasn't that where you were supposed to be?
53. MRS. P.J.: Yes...but you see...I was just cooking dinner, and he came in. I didn't hear him...and I was pouring something down the sink.
54. JOHN: What were you pouring down the sink, madam?
55. MRS. P.J.: Oh, Mr. Philanthropy, I don't save all that grease...I save some but not all of it. It's such a lot of trouble and...
56. JOHN: You don't save all your kitchen fats?
57. MRS. P.J.: You sound like my husband.
58. JOHN: Don't you realize that the patriotic thing is not to save a little fat now and then...but all you can, all the time.
59. MRS. P.J.: Yes...I...
60. JOHN: That fat's really needed, and no joke. (COOLY) Madam, I admire your husband.
61. MRS. P.J.: (WEAKLY) Yes, Mr. Philanthropy.
62. JOHN: / And if you don't hurry home to your kitchen and start saving fats the right way, I may be tempted to do just what he did.
63. MRS. P.J.: (SHRIEKS OFF MIKE...FADES)
64. ANNCR: (FILTER) The case of Miss R.S.
65. JOHN: Go ahead please.

66. MRS. R.S.: (JUVENILE) Mr. Philanthropy, I have just reached the marriage-able age, and my parents after much persuasion on my part, have consented to let me marry this wonderful corporal I met last winter at the USO.
67. JOHN: And good luck to you both, my dear. Now what's the problem?
68. MISS R.S.: Well this is it, I am going to be married in a week and although we have found an apartment, I don't know where to buy furniture...or what kind to buy. Let alone, doing the marketing...and things like that.
69. JOHN: Tell me this first, my dear...have you asked your mother to help you start your homemaking.
70. MISS R.S.: Oh...Mothers are so old fashioned. I want modern things, you know.
71. JOHN: Now listen my dear, remember this. You're a lucky bride if you keep in mind that your mom is an experienced purchasing agent in a hundred fields! That she's a good financial planner....dietician, and cook. She learned it all by trial and error.
72. MISS R.S.: Yes, sir.
73. JOHN: Now there are some shopping hints, though, that I can pass on to you now...for instance...
74. MISS R.S.: Yes?
75. JOHN: You're lucky to be a June bride, because this time of year, there are plenty of fresh fruits and vegetables on the market and they're rationed free.
76. MISS R.S.: I see...
77. JOHN: Now remember to buy what's plentiful and in season...they cost less, and you can find all you want.
78. MISS R.S.: Oh dear, I should take this down.

79. JOHN: And don't pass up bargains, either. Fruits and vegetables that are badly shaped or not quite spick and span, may have just as much food value as the "de luxe" beautiful ones! And these bargains will help save money. Corporals don't make much money do they?
80. MISS R.S.: Oh no sir, they sure don't.
81. JOHN: All right...here's more economy: buy ^{by the} / pound or basket, instead of buying a dime's worth at a time. And...always watch the scales to make sure you get all you pay for.
82. MISS R.S.: Yes, Mr. Philanthropy.
83. JOHN: On canned fruits and vegetables, look for the grade mark, and remember these grades are for color and shape, not food value. So don't pass up Grade C. And last, be sure to read everything on the label. That's intelligent buying. And good luck to you.
84. MISS R.S.: (WEAKLY) Thank you, Mr. Philanthropy.
85. ANNCR: (FILTER) The case of Mrs. O.S.
86. MRS. O.S.: Mr. Philanthropy, I'm in a terrible predicament.
87. JOHN: Now let's be calm and collected, my dear.
88. MRS. O.S.: I have been married for ten years.
89. JOHN: Have you any children?
90. MRS. O.S.: Four...
91. JOHN: And are you happily married?
92. MRS. O.S.: Well, up until this year, everything seemed to be going fine, I thought. Then I began to find out things.
93. JOHN: And what things were those?
94. MRS. O.S.: My husband has been bearing a grudge.
95. JOHN: Oh, he has!
96. MRS. O.S.: Yes. He's been bearing a grudge, and he's been taking it out on me and the children.

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97. JOHN: Well now, what is that grudge, madam? It would help with the problem if we knew.
98. MRS. O.S.: But that's just it.
99. JOHN: What?
100. MRS. O.S.: I don't know.
101. JOHN: You don't know? Tell me, madam, is that kindly looking gentleman in the audience...is he your husband?
102. MRS. O.S.: Yes.
103. JOHN: May I ask him to come up here to the microphone.
104. MRS. O.S.: Yes.
105. JOHN: Would you come up here please, sir. Thank you. Now you've heard what your wife said. Could you help us on this problem? She said you were bearing a grudge.
106. MR. O.S.: Look, Philanthropy, if on cold winter nights when you crawled into bed and pulled the covers up over your ears you found your feet sticking out in the cold, wouldn't you get mad? Wouldn't you burn up? Wouldn't you?
107. MRS. O.S.: Oh, is that it...?
108. MR. O.S.: Well you needn't talk about it as though it were a little thing. Believe me, there's nothing worse, night after night, to try to get comfortable in...
109. JOHN: Now wait, wait, let's be patient with each other. Mr. O.S. why haven't you mentioned this before. Your wife didn't realize...
110. MR. O.S.: I didn't mention it before because whenever I mention things like...well...the fact that the new mattress began to sag around the edges two weeks after she bought it new...she'd say "things are bad all over", or something like that.
111. MRS. O.S.: But you can't get inner-spring mattresses nowadays.
112. JOHN: I know...I know... Let's hear the rest...

113. MR. O.S.: Then take the matter of bath towels. If there's anything I like, it's a big bath towel. But what do I find in my bathroom...little colored towels with flowers and trimmings. I like a big towel.
114. MRS. O.S.: But Mr. Philanthropy, I...
115. JOHN: All right, all right. Now first I want to say that I'm ashamed of a grown-up mother and father of four children who can't settle their differences any better than you two have. But however, you have come to me, and here is my advice. First, madam, about those short blankets and sheets. That is a crime. One of the most important considerations in buying bedding is to get sheets and blankets long enough and wide enough. Read the labels. When you find good sheets in the stores, don't just rush in and buy them regardless. Look for the label telling the size.
116. MRS. O.S.: Mmmmm hmmm, I see.
117. JOHN: And about blankets...don't let the color and feel dazzle you. Again, read the label...for size, for quality, weight, color fastness, shrinkage, and so on. It's all on the label.
118. MRS. O.S.: (PLEADING) But I do want to say about the matter of the mattress...
119. JOHN: Yes, mattresses are hard to find. I know that. But some are better than others. Look for the quality of the covering, look carefully at the kind of edging. See that the side walls are well reinforced to prevent sagging.
120. MR. O.S.: (IN A GLEEFUL WAY) Now...about the towels!

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121. JOHN: I'm coming to that. But, sir, you must be more patient with the little woman. Now about those big continental type towels, you must remember, sir, that they're more expensive, hard to handle in a washing machine, cost more to send to the laundry. But madam, when you buy a towel, be very careful. Get the kind with the shorter loops; they wear better. Get ones with good selvage edges. And remember, too, white towels are a better buy nowadays. If you'll remain a moment after this program, I'll tell you how to get something on this subject, free for nothing.
122. MRS. O.S.: Oh, really!
123. JOHN: Yes, now I hope this answered your questions.
124. MRS. O.S.: It does, Mr. Philanthropy.
125. JOHN: And are you satisfied, sir?
126. MR. O.S.: Yes, I am, and thank you. I begin to see a woman has a kind of bad time these days. Come darling.
127. MRS. O.S.: (FADING...MERRILY) All right...honey bunch!
128. ANNCR: (FILTER) The case of Miss E.W.
129. JOHN: My what a pouting face. What's eating you? Ah, I mean, what is your problem, madam.
130. MISS E.W.: Mr. Philanthropy, I'm in love with a fellow who wanted to marry me up until about a week ago.
131. JOHN: My, my...what happened?
132. MISS E.W.: Well, one night Mother told me to go to the grocery store to get some things for dinner. And he went with me.
133. JOHN: And what was so terrible about that?
134. MISS E.W.: Well, gosh...I got in the store, and I guess I didn't know so much, at that.
135. JOHN: Suppose you tell me the whole story.

136. MISS E.W.: Well, I had to get eggs for one thing. To me, eggs are eggs. They're all alike. Except that the good ones are white and the brown ones aren't so good.
137. JOHN: Ah ha! All right, go ahead please.
138. MISS E.W.: Well, I just went in and asked for a dozen eggs. The man gave them to me and I said please take out the brown ones and put in white ones.
139. JOHN: (MEANINGLY) Yes...
140. MISS E.W.: Then my fellow said, "aren't you going to look for the date?" And I said "what date". And I picked up an egg or two, to look, but there wasn't no date on them anywhere. I thought he was kidding, so I just laughed.
141. JOHN: I see. Mmmm hmmm.
142. MISS E.W.: Then we went to the meat counter.
143. JOHN: Yes...
144. MISS E.W.: They happened to have lamb chops.
145. JOHN: Lucky for you.
146. MISS E.W.: But that's just it. At first I didn't want 'em because they had purple ink all over the backs.
147. JOHN: And your fiance heard you remark about that?
148. MISS E.W.: (SUBDUED) Yes sir.
149. JOHN: I see, go ahead.
150. MISS E.W.: But the meatman explained it was harmless, and that it was an inspection sign or something. So I said "OK" and he said they were utility grade. The lowest grade, that is. And I said poof, if they're low grade we don't want 'em. So...
151. JOHN: So?
152. MISS E.W.: So I got hot dogs. I like 'em better anyhow.
153. JOHN: I see.

154. MISS E.W.: (MOURNFULLY) Well, I date our trouble back to that night.
Horace just doesn't....
155. JOHN: No names please.
156. MISS E.W.: He just doesn't come around any more. Doesn't even call.
157. JOHN: All right, my dear. Now I'll tell you what a little uneducated idiot you've been. And why this boy is right in being leery of taking you as his wife.
158. MISS E.W.: (SADLY) Yes, Mr. Philanthropy.
159. JOHN: But there is hope, and if you learn, he may get up nerve enough to ask you again.
160. MISS E.W.: I hope so.
161. JOHN: All right. Brown eggs and white eggs. There's no difference in quality. Just as good, both of them. Two, the date of the eggs is on the box, not on the eggs. Look for it, to be sure the eggs are fresh. And look for the U. S. Government grade mark.
162. MISS E.W.: Yes...all right.
163. JOHN: Little eggs should cost less than big eggs. Use better quality eggs for poaching, boiling, frying.
164. MISS E.W.: I see.
165. JOHN: Now about meat. Oh, dear.
166. MISS E.W.: Oh dear what?
167. JOHN: How you ever got to be this old...well, never mind. The purple inspection stamp is put on by the Government to show the meat has been inspected thoroughly for health and cleanliness. The grade shows the quality. This important information is stamped on in purple ink...and that seal is edible...of course.
168. MISS E.W.: I see...

