

New York, April 1, 1935.

Remarks of Owen D. Young delivered over the radio on Monday, April 1st, at the Dedication Ceremonies at the opening of the New American Metchome in Wanamaker's Auditorium, New York City.

When I issued a challenge a few weeks ago to American ingenuity and initiative to build a better house than had ever been built before at a cost within the reach of the average pocketbook, I did not anticipate that a youthful knight so gayly attired and so well equipped would promptly throw his glove into the ring under such distinguished patronage and in the presence of such an interested company as appears here today.

I congratulate you Mr. Gunnison, you and your associates, The American Houses, Inc. and the John Wanamaker store on your prompt entry on this field of battle against too inadequate and too expensive housing, and I predict that you will make a valiant fight for the favor of the hands of the ladies of America.

David Shaver, an old gentleman up in Van Hornesville, once said to me that the new fangled spelling was exactly suited to his "edication" - he was sorry that it had come so late. I am sure that Mrs. Roosevelt will support me when I say it for her and for me and all those of our time that we regret that the creation of such a house as this has been delayed so long. When I think of the chill of a house on a winter morning when the wood had to be brought in and the ashes taken out, when I think of the discomfort of the over-heated kitchen in the summer, of the drudgery of carrying food to the cellar to conserve it, of the constant effort at all times to keep a house cool enough or warm enough, I can only say that I would gladly surrender those disciplinary forces of my youth for the soothing comfort and the automatic hospitality of this house. In those days it never occurred to me that a single inconspicuous wire could bring in the wood and the ice at the same time, the music, the news, and the goings-on of the entire world, and so heat me and fan me and entertain me and instruct me at the wave of my hand. Certainly such servants were never known before.

In these days when every man is to be a king but there is no adequate demonstration how, I congratulate you, Mr. Gunnison, on being able to show a house available to most of the people of this country which would shame Solomon in all his glory.