

EDDIE CANTOR

April 15, 1949

Mr. Irving Kaufman
48 Wall Street
New York City, N. Y.

Dear Irving:

It was nice talking to you on the phone from Columbus. I appreciate your warm interest in the project which we discussed. Because of my desire to tape three or four shows and do four or five benefit performances, I will be unable to get back east for quite a spell. That is best for our plan. First of all I want to appear in the background. I want to be a worker rather than a leader. Now then, as to the plan itself ---

Prices are dropping, things are getting better, but people won't believe it. Mrs. Jones tells Mrs. Smith in the beauty parlor that her husband won't get her a fur coat because "there's gonna be a depression" ... the furrier, not making the sale, postpones buying a new automobile. The automobile dealer cancels the bracelet he was going to get for his wife's anniversary ... the jeweler is going to make his old suit do and so it goes. It's a vicious circle. Never were truer words spoken than those uttered by our late, great President Roosevelt: "We have nothing to fear but fear itself." A nation as great as ours who played no small part in the winning of the war can win this economic battle by enlisting the aid of the greatest means of communication the world has ever known - radio. The Jack Bennys, the Bob Hopes, the Fibber McGee and Mollys, the Milton Berles, the Eddie Cantors who are heard each week by at least half of the nation can, besides selling cigarettes, tooth paste, gasoline, floor wax and beer, sell A-M-E-R-I-C-A. This country is not going broke. We should constantly list its assets. We have more gold, more silver, more copper, more oil, better climate, greater spirit than all the countries in the world put together. We can get this over with fun, with humor, with seriousness - but I am positive we can put it over. We can get the public to buy not to hold

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back - we can prove to them by holding back the purchase of that which they need makes for unemployment. We have a great President - we have enough good men in Washington to withstand any economic shock. What we cannot withstand are rumors, half truths and a panic created by pseudo profits and amateur economists. Radio can lick this. Now take it from there.

With kindest regards, I am,

Sincerely,



P. S. Please tell Milton for me what a tremendous job he has done. He has risen in great stature. This is something that we discussed at Adah Lewis' house last year - doing a great public service will get Milton further than all the jokes and comicalities he can concoct from now until doomsday. Tell him for me to keep it up - it's good.

1012 No. Roxbury Drive
Beverly Hills, Calif.

EC:mh