

## PAN-AMERICAN COFFEE BUREAU

September 28, 1941

Description: In the opening episode, ER discusses the meanings of "pan-American," "service," and "democracy."

Participants: ER

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[Unknown speaker 1:] Get more out of your work.

[Unknown speaker 2:] Have more fun!

[Unknown speaker 3:] Get more out of life.

[Unknown speaker 4:] Get more out of life, with coffee.

[Unknown speaker 1:] I'm a business executive, and I get more out of my work with coffee.

[Unknown speaker 2:] I'm a motion picture actress, and I get more out of my acting with coffee.

[Unknown speaker 3:] I'm a professional football player. I get more out of the game with coffee.

[Ernest Chappell:] Yes, business executives, motion picture stars, famous athletes, men and women who do things, leaders in American life, are making an amazing discovery. They're finding that the more coffee they drink, the more they get out of their work, yes and the more fun they get out of life. They're learning that every delicious, vitalizing cup of coffee they drink during working hours gives them that much more energy for their work. Make this amazing discovery for yourself, today. And now, the Pan-American Coffee Bureau, representing seven of the great coffee-growing neighbor nations, salutes you coffee drinkers of America, by bringing to you over your Sunday coffee cups Mrs. Franklin D. Roosevelt.

[ER:] Good evening, ladies and gentlemen. Tonight I'm beginning again a weekly talk with unseen listeners throughout the United States. I've been asked to comment on current event topics during the coming weeks. Sometimes we will do this through discussion, so I may bring some people to the microphone with me, who're especially interested in various phases of what's going on in the world today, and you may hear more than one point of view. Sometimes I shall insist on having the chance to talk without interruption or a difference of opinion, 'till you get a chance to get at me through the mail.

One cannot talk about current events without using a great many words which we see more and more frequently in the news, and find more and more in everybody's conversation. So in this first broadcast, I want to talk to you about a few of these words. It seems to me important that we should think about them before we begin to try to understand the current events of the day. When we talk rather vaguely about "pan-Americanism," which is the first word I want to mention tonight, I hope we will realize that it means twenty-one separate and individual nations, each with its own particular interests and individualities, each holding the same loyalties to their particular country that we hold to our United States. We sometimes behave as though we thought that all of Central America and all of South America was one nation, just as we are. We forget the size and the variety of the countries, so we use it rather meaninglessly at times. In these talks, we shall try to remember that these nations are separate entities and that we cannot generalize as freely as we've done.

The next word is another one which is on everybody's lips. And I have to confess that at times I feel strongly about it. That word is "service." Everybody today talks about rendering service. It's near--it's in nearly all the pamphlets which I've seen, and it appears frequently in every plan sent me by which the world is to be saved. I think my dislike has arisen from the fact that it obscures rather than clarifies. People render service when they are doing things which are needed in the community, and which achieve the maximum development of their own ability, and thus give the highest of service to the people about them.

The word "defense" is often confusing too, because in its military sense it often means the subordination of the kind of service which we have talked about above, in order that we may meet a mass attack of force with a trained mass defense. And yet, in a truer sense, defense is something which is built by real service in peacetime in the way of daily living. Real defense is making, day by day, a way of life which we would gladly die to preserve. And this will call for the highest type of service from every citizen in every nation.

The final word which comes to my mind is the word "democracy." I wonder how many of you have read the introduction to a book which has just been published, which is called *We Hold These Truths*. This book is compiled by Stewart Gary Brown, and I think he's chosen well in his effort to give us documents which elucidate the spirit and the growth of our history. In his own preface on the meaning of democracy, he says some of the things which I feel are timely to repeat, and so I'm going to read you a few sentences. Mr. Brown says, "Some histories are controlled by principles, which persist through many years or centuries, and some histories do not seem to be controlled by any principles. But the history of democracy is controlled by a principle --namely, the method of arriving at decisions by free discussion and majority consent. The trouble arises when men, events, or things are confused with the method of control." That's the end of the quotation. This question of confusing the things we do with the way in which we do them is very basic to the realization of real democracy. Majorities may make mistakes, but if we stick to the principle that real democracy is attained through free discussion and through the use of the best avenues for disseminating knowledge to the people, minorities have a continuing opportunity to argue their position. This always affords to the people the opportunity to change their minds if they are wrong. That is the distinctive thing about democracy. It does not have to be frozen in any one pattern. It may grow with the changing point of view of mankind. I have used the word democracy lightly myself in talking about democracy as a form of government and a way of life. We've come to use the word to express something which is a conception of our own form of government and our own way of life. But we must not forget that a form of government and a way of life may change, and only remain democratic because the people retain in their hands the one real democratic instrument: freedom of expression in thought, word, and deed.

In the Gettysburg Address, which always has been to me one of the finest utterances of a statesman who had a gift for simple and stark grandeur of phrase such as is given to very few men, Lincoln said: "It is for us living, rather, to be dedicated here to the unfinished work which they who fought here have thus so nobly advanced. It is rather for us to be here dedicated to the great task remaining before us--that from these honored dead we take increased devotion to that cause for which they gave the last full measure of devotion--that we here highly resolve that these men shall not have died in vain; that this nation, under God, shall have a new birth of freedom; and that government of the people, by the people, and for the people shall not perish from the earth." We are again facing the dedication of our people in the same way that Lincoln and the citizens of our nation were facing it on that battlefield of Gettysburg. We're asking our young men again to prepare for any sacrifice. We're asking our citizenry as a whole to voluntarily discipline themselves and make sacrifices today in their personal lives. This is nothing unusual; we've done it before over and over again in our history. To be sure, to many of us, it is a tragedy that we find ourselves again in a position where our freedoms may have to be defended with

force. Many of us had hoped that in the past several years, we could have found a solution which would have made such sacrifices unnecessary, now and in the future. The sincere advocates of America first probably are moved primarily by a sense of futility, which they feel when they contemplate the results of their efforts for peace, since the close of the last war twenty-odd years ago. They are misguided, of course, because they seem to think that there is such a thing as separation and isolationism for any individual country. They have been carried away by the feeling of national pride and security. They have felt, perhaps, that this country could accomplish by itself what might seem impossible for other countries. And they are loathe to give up their dream of peace and face realities.

One can forgive these sincere idealists, but one cannot forgive those who, for personal and selfish reasons, insist on being blind and advocate a course which would destroy us as a nation, and which seems to endorse the principles which hold sway in other nations because their leaders consider them necessary to their national life. Sometimes I think that some of the isolation leaders forget that if they begin to break up this country into self-conscious racial and religious groups, they will destroy the nation which they profess to want to preserve. For we are made up of racial strains from every part of the world, and we allow people to practice whatever religion they wish. We have built a nation around this word, "democracy," and it will melt away if certain of these so-called leaders are acceptable to any appreciable number of people. We may hope the human race will be wise enough this time to join together in a real effort to eliminate war, but in the meantime we do again what we have done in the past: dedicate ourselves to the fulfillment of the promise that this nation, under god, shall not perish from the earth. At the very end of his book, Mr. Brown includes Thomas Wolfe's credo: "To lose the earth you know for greater knowing; to lose the life you have for greater life; to leave the friends you love for greater loving; to find a land more kind than home, more large than earth, whereon the pillars of this earth are founded, toward which the conscience of the world is tending -- a wind is rising, and the rivers flow." [Thomas Wolfe, *You Can't Go Home Again*] So ends the quotation, and yes, a wind is rising throughout the world of free men everywhere, and they will not be kept in bondage. The rivers flow from the democracies that now exist, through to those who are held temporarily in slavery, or to the deluded-on to the deluded human beings who are voluntary slaves. They have thought that force and cruelty and people who cast aside free choice and accept the will of one man or of a few men, can endure and dominate. But the rivers flow so swiftly they cannot be turned back, and the new beds which they make for themselves are in the pattern of new ideas, which the people who believe in freedom in the world are fashioning today. Democracy shall triumph.

[Ernest Chappell:] Thank you, Mrs. Roosevelt. I'm sure your words will be carried in millions of hearts and minds during the week ahead. And now, for a few words which Madeleine Carroll, distinguished motion picture star and international personality, has written us. We quote--

[Madeline Carroll:] Working on a big picture like Paramount's 1942 production *Bahama Passage*, I have to get up at 4:30 in the morning and work till six at night. An extra cup of delicious coffee at lunch, and a vitalizing cup of coffee in the mid-afternoon gives me the extra energy I need to carry on. I certainly do get more out of my work with coffee."

[Ernest Chappell:] And take it from that sentimental gentleman of swing, Victor recording artist Tommy Dorsey, who told us, we quote--

[Tommy Dorsey:] Before and after a hot swing session, I always reach for a cheerful cup of coffee. I enjoy the taste of coffee, and it helps me give more to my music. That's how I get more out of life, with coffee.

[Ernest Chappell:] Yes, band leaders, motion picture stars, the people who work their way to the top of the ladder of success -- more and more Americans everyday are learning to get more out of life with

coffee. Try an extra cup of coffee with your evening meal tonight, and you'll learn for yourself why coffee deserves its position as the Americas' favorite drink with the evening meal, and also later in the evening. See for yourself how much it adds to your evening's enjoyment. And next Sunday at this same time, the Pan-American Coffee Bureau will bring you another interesting discussion of world events by Mrs. Franklin D. Roosevelt. By the way, you'll enjoy reading Mrs. Roosevelt's article on Pan-American friendships, in this week's issue of *Liberty Magazine*. Until next week, this is Ernest Chappell bidding you good evening, and don't forget that good night cup of coffee.

[Break 13:54-13:58]

[John Doe:] Our country beats out arms and armor for defense, and gathers its resources to put them into that work. Maybe you ask, how can I help? And Uncle Sam answers, "Buy defense saving bonds. Buy them today. These bonds are safe, as safe as America itself."

[Break 14:20-14:28]

[NBC Announcer:] This is the National Broadcasting Company.

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