

## PAN-AMERICAN COFFEE BUREAU SERIES

March 8, 1942

Description: ER discusses the importance of the Farm Security Administration, and some of the families who have benefitted from its programs.

Participants: ER, Dan Seymour, NBC Announcer

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[Dan Seymour:] And now we present Mrs. Franklin D. Roosevelt.

[ER:] Good evening ladies and gentlemen. Tonight I want to talk to you a little about the Farm Security Administration. That is another one of the government agencies that some economy-minded people would cut down. Many of these people, strange to say, were economy-minded in the days gone by on preparation for our defense and have only become aware of the fact that we need war materials in the last few months. That kind of economy has been proved short sighted to say the least, and the economy they now advocate will prove to be vastly wasteful in the future. We have undoubtedly all heard that the farms of the country are being asked to produce one fifth more than their average yearly output during the 1930s. The extra eggs asked for this year, they tell me, if packed in cartons-- a dozen eggs to the carton-- would reach from the earth to the moon. Of course the essential foods are the ones that are needed for shipping to our allies: milk, pork, fruits, vegetables, sugar and wheat. The greatest increase in food production can be made by our group of low income farmers. The larger and more prosperous farms are already efficiently operated. But the low income farmers, who have lacked the capital and often the knowledge to make efficient use of their own labor and farm resources, represent a great reservoir of untapped production and manpower. There are according to the 1940 census over sixty million farmers in the nation and more than 48 percent of them earn only six hundred dollars yearly as a gross farm income. During 1940, four million farm security rehabilitation borrowers increased their net income 35 percent for a total of seventy five million dollars over the time when they came in on the program. The value of production for home use increased 62 percent, a net cash income increase of 22 percent. The largest group to be reached of course would be in the south, assuming that it would be possible for the Farm Security Administration, through the approbation which Congress might be convinced it was practical to grant them and with some increase in personnel, to reach eight hundred thousand families in these next six months then the low income farm families would be divided up geographically approximately this way: Three hundred and seventy four thousand in the south, two hundred and fifty five thousand in the midwest, fifty five thousand in the west and sixteen thousand in the northeast. One great advantage to this program is the fact that the farmers sell their products at fair prices due to the fact that the Farm Security does the marketing for them. Whereas an individual, a small farmer, could do very little, as part of a big group, he becomes a force to be reckoned with on the market. I think you would perhaps like to get to know the stories of some of the people who actually work in the Farm Security Program and who will be the ones to produce so much of our war food needs. If the Farm Security Administration is allowed to spend for the present and the future.(3:42)

Harry W. Pinder and his wife, who have a farm near Elkton, Maryland, know very well how important it is to produce food to win this war. They have three sons who are already doing their part in the war effort. The Pinders even know what it means to have the name of their own son posted in a causality list followed by the words "killed in action." But the evidence on that casualty list took a strange turn, which I'll tell you about in a minute. But Mr. and Mrs. Pinder are working harder than ever to produce the food their country needs. A few years ago, the Pinders, like many other farm families in the nation, were hard hit by low prices, poor crops, and other bad farming conditions, all they had left were a

few chickens, some cows, three horses and a few implements in poor repair. They got a loan from their government through the Farm Security Administration, a loan for fertilizer and seed to plant a new crop. This year they're going to be able to produce more milk than ever before. They will have more chickens to provide more eggs. They plan to grow more tomatoes to sell to the canning factories nearby, and instead of planting soy beans for hay, they plan to grow soy beans for oil to replace the supplies cut off from the Far East. The Farm Security Administration says that Mr. Pinder is not only increasing his production of the food supplies we need, but he is paying back to the government the money loaned him. And his payments usually arrive a month in advance of the due date. Here's one reason the Pinders understand, more than most of us, how important it is to produce more milk and eggs and pork and other farm products. Two of their boys are working now in shipyards, but the real reason is that their son Clifton enlisted in the Army nearly two months ago. He was supposed to have been sent to Pearl Harbor. When the list of casualties was posted after the attack of December 7<sup>th</sup>, Clifton Pinder's name was among those killed in action. But fortunately he was not at Pearl Harbor at that time. The posting of his name was a mistake. You can see now why Harry Pinder and his wife want to do everything they can to help their country win this war. (6:18)

Here's another equally interesting story. In the last war Olivey Hammond of Hardy County, West Virginia carried a gun. In this war he's doing his bit with a plow and a hoe. He signed up with his county defense board to produce chickens, eggs and garden truck in the Food for Freedom program. There'll be some pork and mutton too and some wool to keep the soldiers warm. The Hammonds and their daughter Beatrice, fourteen, really started their Food for Freedom program four years ago, although they didn't realize it at the time. In 1938 they were living on a neglected little mountain farm. Nobody had even cultivated the land for several years and it had been growing up in brush. The fences were down, and livestock from neighboring farms was running all over the place. Even the house was falling into rack and ruin. Speaking of the house, Hammond said the first time he went to look at the farm he was walking towards the house and heard a big scramble inside. In a minute, a bunch of sheep came piling out of the windows. But Hammond and his farm security supervisor who was along thought the place had possibilities. So Hammond rented it and went to work at once to improve it. He cleared off the land, plowed and fertilized it, and planted some feed crops. Gradually he bought some livestock and a few chickens. In fact he soon made chickens his main crop. Last year he sold about four thousand broilers and this year he expects to sell more.

And here's the story of Mr. and Mrs. Mack Rustin of Caldwell County, Kentucky. They came to Farm Security back in 1936. Their farm was poor then, it was pretty much grown up in wild grass and bushes. They had one sow, a couple of cows, few hens that was about all. Even if they'd had the means, they say they wouldn't have known how to increase their milk or egg production. Then they managed to get a Farm Security loan. Along with the loan, they got some friendly advice from their Farm Security supervisors on farm and home problems. Now things are looking up for them. They're not only making a good living for themselves but they're producing food for freedom. They have one hundred and fifty chickens, a fine herd of dairy cows, and a profitable bunch of hogs. Mr. Rustin is a member of a local cooperative livestock association. Mrs. Rustin has worked out a plan for feeding her laying hens better, so she will get more eggs this year. In fact she says she's expecting a 20 percent increase this year, which is 5 percent better than her local defense board goal. But they say Food for Freedom isn't their only contribution to the war effort, their son Joseph has also joined the Navy. These people if they are reached by the Farm Security program this year will be ones to produce one fifth of the increase needed in milk, one fifth of the pork and lard, and two fifths of the eggs. Next year they could do even better. Think over the people in your own home area, who with a little help might do just this. And in addition, do not forget that in every one of these families, there are some boys who on their own will do something too for the Food for Freedom program.(10:02)

In conclusion I would like to make this very important point: do not forget that in addition to the food every family that has a little cash on hand these days will be able to buy defense stamps and bonds. You probably noticed the other day how many people are employed in this business of government. The figures given included federal, state, and local governments. The thing about it which is interesting is that while you spend your money to support the government, you get it back again because these people who are paid by you spend their money again in this country and buy the things you produce on the farm and in the factory. In this way you make a contribution to the circulation of money which is really the only way to increase the use of money. And here I should like to remind you again that when you buy defense stamps and bonds you are not giving anything to the government. You are investing in the safest investment there is today. And if your country is defeated, nothing that you have will be worth anything anyway. Nor will you be allowed to retain anything which you may have. So this investment in government securities is not just a patriotic duty. It is not a gift on your part. It is simply the most sensible thing you can do to ensure that when the war is over you will still own that which permits you to gain a livelihood in a country where you still have an opportunity to take part in your own government. (11:48)

[Dan Seymour:] Thank you Mrs. Roosevelt. At the beginning of this broadcast we told you about New York's newest vogue, the afternoon coffee hour. Yes, and we told you how more and more busy people are finding coffee the perfect afternoon cup of cheer. But don't forget that an extra cup of coffee with lunch, an extra cup with your evening meal, will help give just that much more extra energy and extra steady nerves. But of course that's something you just naturally wouldn't forget any more than you could forget the unique, the glorious taste thrill which only a fragrant streaming cup of coffee can give. We're going to have one just as soon as we sign off, how about you? Next week at this same time, Mrs. Franklin D. Roosevelt will be with us again. Until then, this is Dan Seymour saying good evening and get more out of life with coffee.

[Unknown announcer:] This program came to you from Washington. This is the Blue Network.

[Music 12:51-13:07]

[NBC chimes]

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File(s): 46-5:41

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