

PAN - AMERICAN COFFEE BUREAU

November 9, 1941

Description: ER and George Hicks discuss National Defense Week, civilian defense, Queen Juliana's visit, and election day.

Participants: ER, George Hicks, Dan Seymour

(0:05)

[Dan Seymour:] Get more out of your work.

[George Hicks:] Get more fun.

[Dan Seymour:] Get more out of life with coffee.

[George Hicks:] The Pan-American Coffee Bureau, representing seven good neighbor coffee growing nations, presents to you American families your distinguished Sunday-evening guest Mrs. Franklin D. Roosevelt. Tuesday is Armistice Day. The heart and mind of every one of us in this great free land of ours will echo the words of our president as he opens National Defense Week. What does National Defense mean to each of us in our home life, in our daily work? What's the real significance to us of civilian defense? As an active worker in civilian defense Mrs. Roosevelt knows better than anyone the answers to those questions which are on all our lips, and this evening she has graciously consented to tell us. But first, Dan Seymour has a word from our sponsors the Pan-American Coffee Bureau. (0:52)

[Dan Seymour:] Leaders in public life in Washington and New York, in cities and towns all over the nation, are keeping the wheels of national defense rolling. Yes and leaders in the world of business, of professional life, Hollywood stars, Broadway celebrities, sport champions, American men and women who do things and do them successfully are making a glorious discovery about the America's favorite drink coffee. Not only do they enjoy the delicious flavor, the refreshing aroma of coffee, they find coffee actually helps them in their work, helps them in their hours of relaxation. How? By giving them more energy, more pep, by actually steadying their nerves. You too can get more out of your work, more fun out of life with coffee. Try an extra cup with your evening meal tonight. Try one with your lunch tomorrow. See how much more you get out of life with coffee. (1:43)

[George Hicks:] Thank you Dan Seymour; and now here's our gracious Sunday evening guest ready to give us her informed comments on the world we live in and to answer some of the questions on national defense which a survey we recently conducted showed to be uppermost in most people's minds, Mrs. Franklin D. Roosevelt. (2:01)

[ER:] Good evening ladies and gentlemen. I'm sure Mr. Hicks that one of the first questions to be asked is why Armistice Day was chosen as the opening day of National Defense Week. The reason is a very obvious one. On November 11th, 1918 we thought we had ended a war which would lay the basis for peace in the future. Today we realize that we were wrong and that we have to build up our defense, both military and civilian, because we are living in a world which is almost completely involved in war. It is fitting therefore that on this day when we honor the people who gave their lives in the hope that there would be no more war, we should consider our total defense to defeat those who have brought us to another world war. The new peace we make must carry the seeds which will flower into permanent peace. (3:04)

[George Hicks:] Uh Mrs. Roosevelt uh can you tell us why you think it important that all of us should prepare now for full protection of our cities and industrial areas when there seems to be no real immediate danger.

[ER:] My answer to that question is simply this Mr. Hicks: the people of Great Britain felt for a long period of time that they were comparatively safe on their little island from attack. But the change in the type of warfare which we face today makes no nation within reach by air of another nation entirely safe. We can be reached in any part of this country by air attack launched from a conquered country in this hemisphere or from an island that is near enough to serve as an enemy base. My conclusion is therefore that we must be prepared for that kind of attack and that we must build our various forces, both military and nonmilitary, strong enough to serve us in case of need.

[George Hicks:] But Mrs. Roosevelt, uh what does this mean in terms of the ordinary individual, uh say a man in business in Des Moines or a housewife in Wichita.

[ER:] In a country as great as ours, to achieve total defense, every individual must feel responsible for defense. Defense must be built in every community and gradually grow and grow until the country as a whole is impregnable. In fact I believe it should be the object of every community to find a way in which every man, woman, and child not actually in the armed forces can participate in protecting that community from invasion by air and from disease. Beyond that, every private and public agency should be made to function through the use of volunteers for the increased well-being of the community as a whole. This community spirit will in itself build morale in our people, and make us able to withstand the kind of propaganda which tries to defeat us by dividing us one from another. I firmly believe that if we work together side by side to improve our communities, we will realize another very important truth. We will realize that races and creeds do not matter, but that an individual with a great interest in his fellow citizens and a warm heart is a valuable citizen of his community, no matter where his roots have been in the past. Every phase of defense is necessary for our safety, but the unit from which all defense springs is the community, no matter how small or how large it may be. (5:58)

[George Hicks:] There's another question Mrs. Roosevelt which we find is a very important one to many of our listeners. Uh how can the efforts you and your associates in civilian defense uh help strengthen morale among the boys in our armed forces, the boys at the big army camps for instance?

[ER:] Yes we do hear so much about the morale of the boys in camp. Well, it's my personal belief that if every boy in the armed forces could know that those at home were contented and well-cared for, they would feel that the sacrifices they were making was worthwhile. This can be done if every individual will do his part in the community to make it a better place in which to live. And while I'm on the subject of sacrifice, there is one thing which I think we must make sure of in this national defense effort and that is that the sacrifices are equal. If a boy gives up his job and serves in the army or navy for less than he's been making privately, I think it's only fair that those who stay at home and make more than he does should contribute, not only to the present cost of the defense effort but they should be laying aside what they can to cushion the readjustment period which is bound to come after any abnormal periods such as we are at present living in. (7:26)

[George Hicks:] Just uh one more question Mrs. Roosevelt on civilian defense. How will your Office of Civilian Defense in Washington uh work with the individual communities outside of Washington?

[ER:] In preparing our total defense, I feel strongly that the work which is done outside the District of Columbia is more important than the work which goes on there, though of course there must be someone to initiate projects and keep urging everyone to do their best out in the field. We hope to work closely with our regional directors and through them with the state and local defense councils, volunteer bureaus will be established, we hope, wherever possible. These bureaus will have three objectives. First, the

enrollment of people who wish to play a part in civilian defense; this is important because it will give us the names of people who can be called upon in any emergency. Second, these bureaus will have on file every available agency for training people in the locality whether it is a government agency, federal, state or local, or a private agency. Finally they will know where volunteers are needed and be able to furnish them from the lists of those who enroll. Where there are needs in the locality that are not met by existing agencies, they will try to interest volunteers and they will initiate new projects through them where it is possible to do so. We hope to have a few ideas both for rural and urban areas in which men, women and children can take part so that there will be a real sense of community cooperation and community effort. If we learn to work together now, during this emergency as communities, using every available resource, it will help us in any other time of emergency that we may have to face in the future. (9:13)

[George Hicks:] I'm sure that you've given us a much clearer picture of what civilian defense means to us in our homes communities, Mrs. Roosevelt.

[ER:][Laughs] I'm afraid in this brief time I've been forced to skim over the surface pretty much. But I would like to urge all the people who are listening to us tonight to take an interest in whatever is done in their own communities during Defense Week and to learn all they can about civilian defense and the part they can actually play in this important and patriotic work.

[George Hicks:] Well now Mrs. Roosevelt, I know there are a couple of questions your listeners have been asking and they're not able national defense uh they're about you and your week up there amid the beautiful autumn scenery of Hyde Park. We'd like, I'm sure, to hear about your house guest Princess Julianna. Yes, and about that Election Day morning, when uh you and a certain gentleman farmer of Dutchess County, New York went into town to cast your votes. But first Dan Seymour has another word about coffee. (10:10)

[Dan Seymour:] One of the first legitimate plays of the New York season to receive the plaudits of the critics is the "Land is Bright," in which the youngest of the Barrymores, lovely Diana Barrymore, proves she's an actress in the true Barrymore tradition. What is this to do with coffee? Uh simply this: Diana tells us that she's just one more of the successful young women in the theater who have learned how to get more out of life with coffee. As Diana says, "Emotional acting takes plenty of energy, especially on matinee days. I find I can get more out of my acting by drinking an extra cup of coffee whenever I feel tired or let down. Coffee always peps me up, steadies my nerves. Of course I love the taste of coffee anyway." Why not take a tip from Diana Barrymore and the thousands of other successful Americans who are getting more out of life with coffee? Try drinking an extra cup for lunch and with your evening meal. See how it steadies your nerves, peps you up. (11:08)

[George Hicks:] And now Mrs. Roosevelt, we're waiting to hear about Princess Juliana of the Netherlands.

[ER:] We had a happy time with Princess Juliana and her tiny daughters, Princess Beatrix and Princess Irene, and I became very fond of them. I'm particularly impressed with Princess Juliana's simplicity and with the personal care and attention she gives her children. I think we Americans sometimes feel that a mother who is at the same time a crown princess does not have the time to devote to her children that an average American mother gives, but in this case that's not so. Little Beatrix and Irene do not talk English, though the older one knows a few words. But the young friend who came with Princess Juliana and who helps with the children's care told me that the only English word which the younger one --aged two-- knows is "no," and she says it frequently. [George Hicks laughs] I told her that word seemed to be the first one most children learned and the one used frequently by some of my small grandchildren. [George Hicks: Mhm.] There're a great many people in Hyde Park and Dutchess County who are of Dutch descent, so there was great interest in this visit and Princess Juliana was keenly interested in the neighbors who

told her of their ancestors and proudly announced their Dutch names. [George Hicks: Hmm.] I rather imagine she was amused by the Americanization of some of the names of the places in Dutchess County.

[George Hicks:] And about that election day visit to the polls with Mr. Roosevelt.

[ER:] On many an election day I've gone with my husband to the town hall in Hyde Park to vote, but this year the real significance of this right was uppermost in my mind. Here we are in the United States, one of the few countries left in the world where the vote of one man is as good as the vote of any other man, and where we can all express our ideas freely and without interference. Did you stop to think of that? As I went into the booth and turned down the levers of the voting machine to indicate my choices, I couldn't help thinking what it must be like to go through the mockery of voting, when you know you have no free choice. And that if you're brash enough to vote against the dictates of one man, the consequences will be serious. Since my husband has been governor of New York State, we've always had to vote with quite an audience of friends, neighbors, members of the press, photographers, and newsreel men. The Red Cross is on hand to solicit members and voting has become somewhat of a show. It gives both my husband and me an opportunity to greet and talk to many of our neighbors, who in these busy times we do not see as often as we formerly did. My husband's little Scotty Fala also went with us to the polls and apparently realizing it was a special day he very obligingly posed for photographs [George Hicks laughs]. Perhaps he even wondered why he was not allowed to go with his master into the booth and vote. Fala loves children and tried his best to induce the Dutch children to play with him. After a while they overcame any fears they had and played with him so hard he sought refuge in the President's lap [George Hicks laughs] where he knew he was safe and comfortable. (14:07)

[George Hicks:] Thank you Mrs. Roosevelt. Next week Mrs. Roosevelt will be back at this same time. Until then good evening and don't forget that goodnight cup of coffee.

[Dan Seymour:] Do you part. Buy defense bonds and stamps now.

[Unknown announcer:] This is the National Broadcasting Company

[NBC chimes]

(14:35)

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Transcription: Melissa Melvin

First edit: Julia Goodman

Final edit: Christy Regenhardt