

PAN-AMERICAN COFFEE BUREAU SERIES

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Description: Radio show, Topics: Community involvement in the defense effort.

Participants: ER, David Garroway

[David Garroway:] This is Mrs. Franklin D. Roosevelt's regular Sunday evening broadcast, sponsored by the Pan-American Coffee Bureau, representing seven good neighbor coffee-growing nations. This evening, Mrs. Roosevelt speaks to you from Fort Worth, Texas, where she has come by airplane for the weekend.

Speaking of airplanes, have you ever noticed the airline pilots in the lunchroom of an airport? You have? Well then you've also noticed that they are drinking coffee, for the men who pilot the great airliners are great coffee drinkers. They know that coffee gives them the extra energy, the extra-steady nerves they need to guide their great transport ships through the skies. And they know that when duty is done, a cup or two of coffee will send them home to bed feeling refreshed and relaxed. They know they can get more out of their work, more out of their hours of relaxation by drinking more coffee. Why not take a tip from them? Try an extra cup of coffee with your lunch, an extra cup with your evening meal and see how much more you get out of life with coffee. And now, Mrs. Franklin D. Roosevelt.

[ER:] Good evening, ladies and gentlemen. I want to begin this evening by telling you how wonderful I think it is to be able, in just a few hours, to bridge the gap between Washington, DC, and Fort Worth, Texas, and find myself here enjoying a visit with my daughter-in-law and my new baby grandson, as well as the two other grandchildren. Chandler is old enough to really take a motherly interest in her new baby brother, but I'm afraid with two brothers and her own natural inclination, she's going to grow up as much of a tomboy as my own daughter was. However, that is not always to be regretted, for I could not wish Anna to be any different than she is today. Chandler has enough feminine charm never to have it taken away from her, no matter how much she learns to like climbing and riding and running with the boys. (1:49)

After this broadcast, I shall fly home again, and I expect to be in my office of civilian defense tomorrow. I've had a chance, while here, to talk with a number of people, and I begin to realize that very few people understand what community voluntary participation in the defense effort actually means. And so tonight, I'm going to try to tell you a little about what we think of as a really well prepared community, to meet the needs of the present time. [Coughs] In the first place, the essential thing is that every person in a community should feel that they are an important part of this big effort to win a world war. Next, I think we must make sure that in our own communities we know why this effort is being made. And thirdly, we must know what we are achieving. It's not just because the Japanese attacked Pearl Harbor on December 7th that we're at war; the real reasons for this war have been building up over a long period of time.

We've watched Hitler, ever since he came into power, create a new philosophy by which and under which people were to live. This theory is that people can be provided with the necessities of life, people can have work, people can have certain types of recreation and amusement, if they will dedicate themselves to the theory that the state is supreme. And they need not think or plan, only accept what is thought and planned for them. They have no choice and no voice in the development of their own lives or in their own government, but by and large, they may have food, housing, and they may learn to live more happily under conditions which will give them less responsibility and no free choice. The individual will be of little importance, except as he serves the state as a whole. The really important people are only the

governing group: the fuhrer and his aides, who will be all-powerful and supreme. The inspiration for what would seem a rather drab picture is, in the fact that these people are to believe that whatever providence they're allowed to recognize has created them to be the ruling race of the world, putting all other people under their domination, and that in time, they will be the richest, most powerful rulers, not of their own nation alone, but of the world as a whole. So, the nations that agreed to this theory gradually came together, because they felt that by joining together, they could be part of this world movement. Italy never noticed, apparently, that in a German broadcast, probably a slip on somebody's part, the kingdom of Italy was listed among the conquered countries. Sometimes people reveal their thoughts inadvertently. Japan, for the moment, was too far away and so it was convenient to say, that Japan could have its day of glory on the shores of the Pacific. What the ultimate objective is to be for Japan in this philosophy remains shrouded in mystery. (5:01)

As against this theory, the United States and the other democracies and liberal governments of the world believe that the individual does count, that the individual has a right to have a part, not only in the government, but in the carrying out of the plans and policies of that government. That life should be better for the mass of people, but that this is to be achieved through the participation of the people in every community. The effort should be put forth to achieve not world domination, but participation by the peoples of the world in creating a type of economic freedom which shall bring about political freedom and make it possible for nations to live together in peace. When this reason for being at war is understood in every community throughout our country, we will have a real understanding of why voluntary participation on the community level is a basic necessity, if a plan of world cooperation is ever to be carried out. Then we have a reason for the development in our war effort of all the activities that come under community volunteer participation. Out of this effort must come a future in which the community will know the human resources within its borders, and all the resources that are available to meet whatever situations have to be met. A habit now formed of coming together to meet these situations as a community, rather than as individuals, would be a source great strength.

And now, let us get down to concrete ways in which each one of us can participate in our community effort. First, every community has a great number of women running their own homes. These women are, perhaps, the ones who participate in more ways than we can count, in shaping the attitude that we have toward democracy and our community life. For instance, as I said in my column the other day, I was shocked to find that many people seem to think that our American housewives could not be told that they might have less sugar to use because they would at once create a shortage and raise the price by trying to buy more sugar than they really needed from day to day. Here, perhaps, is a concrete example of where the American housewife creates public opinion. Even if her grocery man suggests to her that she better buy an extra supply of sugar because it may not be possible to get it next week or next month, she might create a different atmosphere very quickly if her response was, "If I have to do without so much sugar, I will do without it, and I do not intend to buy more than I need because I do not want to take any from my neighbor or artificially raise the price of any commodity." I cite this only as an example because it's been before so many people in the last few days. I cannot believe that my neighbors are not willing to share and share alike. Someone said to me that I would never go without, and so [laughs] it was easy for me to talk. The only answer that I can make to that is that at least I will not buy any more than I have bought regularly before and I think this is the same rule which we should all follow. When we cannot have as much of any commodity, we can adjust to it in some way, and no matter how much any of us laid away, we would never lay away enough.

Every housewife who gets her children and her husband to sign the consumer's pledge to agree to eat the things which are healthy even when they do not always like them, to buy wisely and take care of their belongings whether they are personal or family property, to think of the needs of others as well as of their own has made a tangible contribution to the carrying on of the war. For those who have the possibility in any way to save their pennies, a definite contribution can be made in the purchase of

defense stamps and bonds. This is not alone a contribution for the present, but is a contribution to the readjustment period after the war. Then, we must have money to spend, to start up industries on a peacetime basis, to meet consumer needs that have been unfulfilled during the war period, and it is this saved money which will be available then. Everyone who has any spare time can find a way to participate in some community activity which is of benefit to the community as a whole. Why not learn more about proper nutrition and apply it, not only in the home, but in working for the school lunch program, which will ensure us healthy children in the future. This is important, not only in war but in peace, for the man-hours lost by people who become ill and cannot carry on their jobs costs the country four hundred and sixty million man-hours in a population of forty-six million workers in 1941. So anything we do to increase the health of our communities by better feeding, by making medical and dental care more available to the children and adults of the community at a moderate price is a contribution to the present and to the future both. Perhaps our efforts will even give doctors and dentists a steadier income in rural as well as in urban communities, for small fees mount up when enough people pay them. (11:03)

There is a great field open for volunteer participation in recreation of every kind. We do not half use our available opportunities. Many school buildings are unused in the late afternoons and evenings when they could become the centers for all kinds of community activities which are both educational and recreational. One of the great objectives of voluntary community participation is the development of self-confidence in the individual, young or old. We may never have an air raid; we must, however, know and prepare for the things which we would have to do if we did have an air raid. The most vital thing to be done, however, is to develop in the individual an ability to make use of this preparation when any crucial time does come. No matter how protected and uneventful life seems, there will be periods when you have to meet personal or public crises. It may not be an air raid, may be an accident or it may be a fire, may be an illness, but in almost every life, there is some crucial period, and for those periods, we prepare day after day. And in times like this, we prepare not only as individuals, but as communities to meet these crises. That is the whole story of civilian defense voluntary community participation. There are many people who think it has nothing to do with the preparation for the needed protection of industry and property and life in case of attack, but to them I would say that they forget that industries and property, even armies and navies and air forces are dependent on the individual. How the individual acts is all important, and that depends to a great extent on the spirit we can create through the voluntary community participation, which embraces the contribution of every man, woman, and child in the community. (13:22)

[David Garroway:] Thank you, Mrs. Roosevelt. We are sure that your words have made much clearer to us all our personal duty in these days of battle for the principles of right and freedom. Just as last week we saluted the farmers of the nation, this week the Pan-American Coffee Bureau would like to salute the Lone Star State, for frankly, Texans are great users of our product, coffee. There's something about a delicious, fragrant cup of coffee that sort of fits the open-hearted hospitality of Texas, for coffee is the drink of hospitality and friendship. So may we, here in Fort Worth, Texas, offer a salute to the people of Texas from the coffee growers of the republics we represent: the seven good neighbor coffee-growing nations of Latin America.

Next week, Mrs. Roosevelt will speak to you again at this same time, and from Pensacola, Florida. Until then, this is David Garroway saying good evening for the Pan-American Coffee Bureau. And remember, won't you, for extra energy, for extra steady nerves during the hard days ahead, it's always a good idea to take time off for coffee. (14:25)

This is the Blue Network.

[NBC chimes]

(14:45)

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