

PAN-AMERICAN COFFEE BUREAU SERIES

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Description: Radio show, Topics: ER talks to the homemakers of America on the importance of their work.

Participants: ER, David Garraway

[Unknown speaker:] One minute please.

[piano music 0:15-2:07]

[David Garraway:] This evening, Mrs. Roosevelt speaks to you from Pensacola, Florida. As usual, she has many things to tell you of great importance to you and to your family. But first, may we say just a few words on another subject of importance to you and your family.

Total war is war on all fronts, including the home front. Extra energy, extra steady nerves are just as important to Mrs. Jones and Mr. Jones and to the Jones family at home as to Bill Jones, valiantly serving his country on foreign soil. It's just as important for the Jones family to drink coffee as it is for the Army to serve Bill Jones his many cups a day, for coffee does give that extra energy. Coffee does give those extra steady nerves the Jones family needs. More than that, as changes in war diet result from wartime conditions, what better drink than coffee to make every wartime meal a pleasing and satisfying event? Yes, coffee is, more than ever before, America's necessary drink these days and evenings. No wonder one of America's favorite songs is "Let's Have Another Cup of Coffee." No wonder one of America's grandest slogans is "Time Out for Coffee," and now we present Mrs. Franklin D. Roosevelt. (3:16)

[ER:] Good evening, ladies and gentlemen. First I want to talk directly to the homemakers of the country. McCall's Magazine has joined the Office of Civilian Defense in realizing that the homemakers are the first line of defense in this war which we are all living through. No matter what our anxieties may be for our men in the armed forces, this job of homemaking must go on from day to day. McCall's Magazine offers to send us a button to wear if we sign the consumer's pledge. Over one million women have already signed, primarily in connection with the drive made by the consumer's division. But this is a constructive idea, I think, for they emphasize what every sentence in that consumer's pledge means. I'm going to read the pledge to you, so that you will recall it. The United States government's pledge for total defense says: "As a consumer in the total defense of democracy, I will do my part to make my home, my community, my country ready, efficient, and strong. I will buy carefully, I will take good care of the things I have. I will waste nothing."

The magazine article breaks this up into four parts. They give examples of what you can do under each of the four divisions. For instance, what does "I will do my part to make my home, my community, my country ready, efficient, and strong" really mean? What can you do in your community? Well, I received a letter last week which I think may be of interest to you. Some people, as you know, have been working very hard to see that in every school in this country, the children get a hot school lunch every day, and this lunch must be made up according to the best rules for a balanced meal. Even the United States Army thinks the school lunch program is important, for Colonel Roland A. Isker, who is in charge of the Quartermaster Corps Subsistence Research Laboratory in Chicago, writes to a Department of Agriculture official to say, "I fully agree with you that the school lunch must be kept up. When talking to

Mr. Frank McCormick of the University of Minnesota the other day, he stated that the school lunch was the greatest improvement in our school system in the last thirty years." Here is a man who is feeding the Army, and who sees what would bring him better soldiers. Therefore, he acknowledges the fact that nutrition must be considered in the early years. So, if you work for a hot school lunch program, you are doing defense work. The Office of Civilian Defense will supply you with a chart giving nutrition information if you cannot get it from your own state nutrition committee. You can hang it up in your kitchen and it will give you at a glance what are the principles of good nutrition, which will enable you to serve your family appetizing and well-balanced meals. (6:10)

If we cooperate with church or club groups to improve living conditions and recreational facilities for everyone in our community, and especially for men in nearby camps and for defense workers, we're making another very large contribution to civilian defense. If we're going to buy carefully, let's start out with the rule that we're not going to hoard anything and we are going to share with our neighbors during these troubled times, so as to prevent a shortage in the things which have to be shipped to other parts of the world and not cause an artificial rise in prices, even in commodities which are not rationed. There is another thing which we American housewives can study a little, and that is how to plan our buying of some types of food on a weekly basis, so as to buy in as economical quantities as we can afford to buy at one time, and not to have to go so often to the stores. If we live far away from our source of supply, this will help save on tires, and on our time if we have to walk. When we are buying materials or furniture or household articles, we must be sure to look at labels and to check sizes and colors where materials or clothes are concerned, so that we will not buy wastefully. Because merchants must conserve their tires, we should take any small packages with us when we can, and beware of the kind of buying which necessitates returning or exchanging our purchases. This is wasteful in more ways than one, and adds a great deal to the cost of running a business.

Perhaps the most difficult part of our consumer's pledge lies in the last two points. First, "I will take good care of the things I have." I can see in my mind's eye the farm machinery which is left out in the fields, in the rain and snow. Just a shed would prolong the life of nearly all this machinery. We can read more carefully the instructions which are given us with our household appliances. We can have regular inspections made. We can not only keep our clothes and our household belongings clean, but we can see that the stitch in time which saves nine is taken, not only in the mending of our clothes, but in the repairs to furniture and rugs, et cetera.

In the last final sentence, "I will waste nothing," we have perhaps the hardest part of the whole pledge for our American households. We've always had so much that we really never had to save anything, which was still good to eat, to use as leftovers. To buy-- or to buy cheaper cuts of meat, and learn how to make them taste as good as the more expensive cuts by excellent cooking.

I'm sure that we all breathed a sigh of relief when we read of the safe arrival in Northern Ireland of our troops. I know that to many mothers throughout the country, word from their boys that they've arrived in this place or that is awaited with breathless anxiety. It is evident that our boys who have already arrived are giving a good account of themselves, and I am sure that in millions of hearts every night a prayer is said, not only for the individual boy, but for all the boys who are again giving their lives for the preservation of freedom throughout the world. I hope that in many hearts there is also a plea that those who are fighting against us may awaken someday to the realization that we do not wish to destroy them, but that we hope for a world in which everyone may have an opportunity to live so that he need not look covetously at his neighbor's goods and bolster up his self-respect by the foolish desire to dominate all other human beings. (10:20)

Some friends of mine who are deeply interested in youth and education have been begging me to emphasize the fact that there are certain kinds of so-called sacrifices which are not only ill-advised but

indicate a great lack of vision on the part of young people. I told you, I think, about the senior in college who was studying engineering and left to volunteer as a private in the army. This was of course a patriotic gesture, but it deprived the nation of an engineer, which is one of the professions in which we need more men. If you are a student, it seems to me you should stay at your work in school until you are told that you are needed, and that you should make that work significant by studying the hard subjects which train the mind and by systematically training in physical fitness. For instance, if you do not like mathematics, you probably should study mathematics. Even if you feel quite well and strong, and prefer to spend hours at your studies, a few hours of out of doors, preparing yourself through a stiff course of physical exercise is excellent. If you are a girl in college, it is probably wiser not to curtail your preparation for life by a hasty marriage because your beau is going into the army. You will need every bit of preparation you can get to meet the conditions of the present and the future, and a hasty marriage does not al-ways turn out well, even though you enter into it because of patriotic fervor. I am, of course, not alluding to any marriage which is the result of a friendship over a period of time. Here, I think, it becomes entirely an individual decision as to what is the wise thing to do. In other words, these friends of mine feel that young people should keep their heads in the present crisis, and stick to their present jobs until such time as they are told that more useful jobs are before them, but they should gear their present work to real preparation for the future. There are many occupations that need to be filled for the good of the country today, which perhaps the individual student in school or college does not understand, and it is well to leave the decision of when and how to serve to those who are charged with the responsibility of planning the defense of the country as a whole on every front: military, industrial, and professional. (12:57)

[David Garraway:] Thank you, Mrs. Roosevelt. We are glad your words this evening have been broadcast from the state of Florida, for again you've give the Pan-American Coffee Bureau a chance to salute another great section of the United States. To the coffee drinkers of Florida and all the Southern states-- yes, and to the roasters of these states who blend coffee so perfectly to the Southern taste --we extend the good neighbor handclasp friendship from the seven good neighbor coffee-growing nations we represent. And may we tell you how delighted we are that iced coffee is rapidly becoming the favorite drink of the South, for we know that every time iced coffee is served in the charming Southern home, new friends are made for coffee, America's favorite drink. Next week, Mrs. Roosevelt will speak to you again at this same time. Until then, this is David Garraway saying good evening for the Pan-American Coffee Bureau. And remember: for extra energy, for extra steady nerves, it's always a good idea to take time out for coffee. This program has come to you from Pensacola, Florida. This is the Blue Network.

[NBC chimes]

(13:57)

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