

PAN-AMERICAN COFFEE BUREAU SERIES

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Description: Radio show, Dan Seymour reads commercials, ER interviews Daniel Arnstein about the Burma Road.

Participants: ER, Leon Pearson, Dan Seymour, Daniel Arnstein

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

[Leon Pearson:] Get more fun.

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

[Leon Pearson:] This is Leon Pearson in Washington, speaking for the Pan-American Coffee Bureau, representing seven good neighbor nations, and presenting to you American families another interesting Sunday evening visit with Mrs. Franklin D. Roosevelt. Of all the tremendous happenings of the past week, perhaps the one which will bulk largest in the pages of American history was the appearance in our nation's capital of a suave and smiling gentleman from Japan, Mr. Saburō Kurusu, for Mr. Kurusu has arrived as the representative of the new Tojo Government to discuss a subject of vital interest to us all, the question of peace or war in the Pacific. One of the key subjects in any such discussion is of course China's lifeline, the Burma Road, over which supplies for beleaguered China now move in ever growing quantities and ever growing speed due to the common-sense suggestions of an American traffic expert, Daniel Arnstein. Mr. Arnstein, who has just returned from the Burma Road, has accepted Mrs. Roosevelt's invitation to discuss this important subject with her this evening. But first, Dan Seymour has a word from our sponsors, the Pan-American Coffee Bureau.

[Dan Seymour:] It takes an American to discover how to keep those wheels rolling on the Burma Road. Yes, and it takes Americans to discover how to get the most out of their work -- yes and how to get the most out of their hours of relaxation. Take coffee for instance, in these busy days leading Americans, men and women who do things and do them successfully, are making a typically American discovery about coffee. Not only do they enjoy the unique flavor, the glorious aroma of the Americas' favorite drink, they find coffee actually helps them in their work -- helps them get more enjoyment out of life. How? By actually giving them more energy, by actually steadying their nerves. That's why you'll see coffee drunk at meals, yes, and between meals in busy Washington, and New York, and Hollywood -- wherever important people are energetically doing important things. Try an extra cup of coffee with your evening meal tonight, try one with your lunch tomorrow, see how much more you too get out of life with coffee.

[Leon Pearson:] And now here's the Pan-American Coffee Bureau's charming Sunday-evening news reviewer and news-maker, ready to give us her thoughts on the world we live in, Mrs. Franklin D. Roosevelt.

[ER:] Good evening ladies and gentlemen. I know that you're all going to be extremely interested in what Mr. Daniel Arnstein has to tell us about his trip over the Burma Road and what he, as an American businessman, thinks of the ability of the Chinese to maintain this great lifeline to the outside world. But before I introduce Mr. Arnstein to you, I would very much like to read you a story which has been sent me from a publication in London. This fascinating story is said to come from a Russian army report. During the fighting round Kremenchug, a German officer of the reserve was taken prisoner. He was a

man of nearly fifty, weak from loss of blood, the first finger of his left hand torn off by a bomb splinter, and he was so exhausted that many hours after his capture he was still unable to answer the questions put to him by a Russian officer in a small village inn behind the lines. The following particulars were at last elicited by patient interrogation: Profession: a school teacher of Munich, member of the Nazi Party since 1928. Asked what he was fighting for, he shrugged his shoulders wearily then broke into long and convulsive sobbing. The Russian officer offered cigarettes but the German declined them. He was then put at a table in a corner of the room and given paper and pencil in the hope of distracting his mind. "If you think of anything to say write it down," he was told. Left alone, he made a few marks on the paper, circles, figures et cetera, then began writing. When the Russian inter-intera-interrogator returned three hours later, he found the following manuscript headed "Won and Lost." Under this title was written in a shaky hand, "What shall it profit a man if he shall gain the whole world and lose his own soul?" Then followed a series of paired words, arranged as though in a dictionary: peace, barbarism; quietude, army life; reverence, hatred; freedom, compulsion; culture, filth; individuality, an army number; humor, [unclear term: may be "grim earnest"]; gayety, tragic heroism; contentment, fanatical obsession; piety, brutality and cynicism; moderation, false pathos; enjoyment, misery; man, beast; nature, dynamite; life, death. "I'm nuts," he muttered as he handed the sheet to the Russian officer. The officer ran his eye over what was written. "No," he said, "You are on the road to sanity." Such a story as this give one hope that the magnificent resistance of the Russian people will meet in time with the rising upsurge of revolt amongst Nazis even in Germany itself. (5:25)

This of course leads us to the subject of China and the Burma Road. And here is the one person I know of best equipped to answer our questions on that fascinating and vital subject, Mr. Daniel Arnstein. Mr. Arnstein, I suppose the first question our listeners would like you to answer is this: What was your first impression of the Burma Road? Can you describe China's great traffic artery to us as you saw it?

[Daniel Arnstein:] Mrs. Roosevelt, strange as it may seem, my first impression of the Burma Road was far removed from motor transportation. I thought it, scenically, the most beautiful thing I had ever seen. As I traveled along, knowing that this road was built entirely by manual labor without the aid of any road-making equipment, I realized the actual building of this road is best described by one engineer who explained, "They scratched this road out with their fingernails." The length of the Burma Road in China is six-hundred miles of torturous, winding, hair-pin turns and in traveling over it, I had the feeling that I was on a giant rollercoaster. The road is cut right out of the side of the mountains. Approximately one million Chinese worked on this road and it was built in a period of sixteen months. In one section of the road, infested with malaria, tens of thousands died, but the patriotism of the Chinese is so great that as fast as they died, others volunteered to take their places, knowing that this road must be built and kept open as it was the only way through which China could get vital necessities and supplies in order to conquer the invader. (7:04)

[ER:] What, in your opinion, was causing the excessive traffic delays at a time when every truckload of freight over that road was so precious to China? And could you briefly give us your recommendations to Generalissimo Chang Kai-Shek to eliminate these delays and generally improve traffic conditions?

[Daniel Arnstein:] The reasons for the traffic delays and low tonnage moved over this vital highway were mainly the lack of knowledge of motor transportation by the Chinese officials personally in charge of operations. However, one should not be too critical of the Chinese as far as motor transportation is concerned, as it is an entirely new method to them. In the provinces through which this road runs approximately one hundred million people live, and up to a few years ago most of them had never seen a motor truck or automobile of any kind. For this reason, the securing of experienced personnel was out of the question. There were numerous delays along the road due to the collection of taxes by the central and provincial governments. There were no parking facilities for trucks waiting to pay taxes, they just parked on the road until the next day, completely blocking it. There were sixteen governmental agencies

operating their own equipment on the road who were interested in moving freight only for their own departments. As a result, the utilization of equipment was very low. There was no dispatch system of any kind, and it took a driver an average of twenty days to complete the run. Under the dispatch system we laid out in our report, this was cut down to six days.

[ER:] What were the reactions of Generalissimo Chang Kai-Shek to your report?

[Daniel Arnstein:] In our report we confined our criticisms to what we had actually observed on the road, and for every criticism we made, we gave a detailed specific recommendation for its correction. The report was written entirely from a transportation standpoint and with only one thought in mind: to expedite and increase the amount of freight moving over the road. At no time in the writing of our report or in our interviews with the Generalissimo and Chinese officials did we let diplomacy interfere with our objectives. The Generalissimo said many nice things to us. Perhaps the nicest was, "This report on the Burma Road is my Bible and every recommendation made by you will be carried out 100 percent." In spite of the fact that very few additional trucks have been added up to September 30, I just received a cable from General Yu Feipeng in which he reports in September the tonnage moved over the Burma Road was four times that moved in July.

[ER:] What was your opinion of the Chinese Generalissimo, Mr. Arnstein? Did you feel faith in his ability and his purpose to carry on?

[Daniel Arnstein:] Upon meeting the Generalissimo-Generalissimo, Mrs. Roosevelt, one is deeply impressed with his dynamic personality and one is not with him very long before he knows that the Generalissimo has a thorough knowledge of the Chinese situation, militarily, economically, and politically, as well as of the international situation. One realizes it is no accident that for the first time in history, China is a united nation. In my humble opinion, the Generalissimo Chang Kai-Shek will go down in history as one of the greatest leaders of all time. In addition to his many other attributes, he is a great humanitarian, and everyone I met in China, be he an important official or a coolie laborer, was outspoken in his respect for and confidence in the Generalissimo to lead them through their present crises and carry on in the future.

[ER:] What is your opinion of China's ability to keep this road open, Mr. Arnstein? (10:45)

[Daniel Arnstein:] The Burma Road will never be closed, Mrs. Roosevelt. At the present time there are one-hundred thousand Chinese living along this road, making the necessary repairs due to landslides and bombings as they occur. At the strategic bridges, they have completed facilities to continue the movement of trucks should the bridges be bombed away. As one Chinese official remarked to me, "It cost Japan a thousand dollars to make a hole and it cost two dollars to fill it up."

[ER:] I'm sure you must have had some extremely interesting personal experiences on your trip. What were the most exciting of all these?

[Daniel Arnstein:] What proved to be the most exciting was also the saddest experience in the entire trip. It happened to be in Chung-King [Chongqing] the week that it was incessantly bombed day and night. Thousands of civilians were killed, including women and children. While these bombings were going on, the only feeling one has is the utter futility of it all, as it has no bearing on the outcome of the war. The only thing it does accomplish is to increase the hatred of the Chinese for Japan, and make them firmer in their resolve that they will never be conquered.

[ER:] Thank you, Mr. Arnstein. Now, I see our friend Mr. Seymour wishes to say a word or two.

[Dan Seymour:] Uh thank you, Mrs. Roosevelt; I do have a word or two to say about coffee. Who's the young man with the horn who can lay the swing band or play with the symphony orchestra, who can thrill the jitterbugs or delight the music critics all with the same expert manipulation of a clarinet? Benny Goodman of course. And while we're figuring out a few new adjectives to describe the wonder of Benny's musical talents, let's hear what the maestro himself says about the wonder of the Americas' favorite drink, coffee. Benny Goodman tells us, and we quote, "I've always been a great coffee drinker. I guess most of us band-fellows are. You see, we work long hours and mighty hard ones, for band-playing, whether its swing or sweet, takes plenty of energy. And we've found when that old let-down hits us, there's nothing like coffee to steady our nerves, give us extra energy and get us back in the groove again. Anyway, coffee to me is like clarinet playing, I just naturally like it." Why not take a tip from Benny Goodman and the thousands of other successful Americans who are getting more out of life with coffee. Try drinking an extra cup for lunch, with the evening meal, yes and whenever you start feeling tired and run-down. See how it steadies your nerves, gives you more energy.

[ER:] And now, I would like to close on what I know you will agree is a truly high note of courage and the will of strong-minded and strong-hearted human beings to conquer any adversity. I've been asked to announce the names of the winners of the International Short Story Contest conducted by the Jewish Braille Review in celebration of its tenth anniversary. This contest was conducted for the blind of all faiths. The committee of judges consisted of Louisa Damish, Louis Bromfield, Andre Mouloire, Professor William Lyon Phelps, and Professor Donald L. Clark of Columbia University who acted as chairman. Mr. Earl W. Howard, in addition to winning a first prize, is also the winner of the Helen Keller Gold Medal for literary excellence, as his story was considered the one of greatest merit. Those winning first prizes are Mr. Clarence Hutchinson of Sussex England, Senorita [Unclear Name] Angelo of Buenos Aires, Argentina, and, as I said before, Mr. Earl W. Howard of Oklahoma. Other winners in this country were Miss Elsie Cowan of Denver, Colorado, Mr. Robert James Blue of Boston, Mass., Mr. Samuel Rubenstein of Passaic, New Jersey, Miss Esther V. Willardson of LaMoure, North Dakota. I want to congratulate all of these people because of the fact that they've learned to free themselves from the handicap of blindness, and every achievement of this kind seems to me to be well worth our attention because of the encouragement which it gives to others. [Names in this paragraph have not been confirmed]

[Leon Pearson:] Thank you Mrs. Roosevelt, and thank you Mr. Daniel Arnstein for your informative and helpful discussion of world events. Next week at the same time, Mrs. Roosevelt will be with us again on this Pan-American Coffee Bureau Program, and she has invited as her guest Mr. Nelson Rockefeller, Coordinator of Inter-American Affairs, who will discuss with Mrs. Roosevelt our good neighbors of the Latin American republics.

[Announcer:] This is the National Broadcasting Company

[NBC Chimes]

(15:17)

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Transcription: Greg Smith
First edit: Melissa Melvin
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