11-26-1935

UA37/23 WHAS Broadcast No. 10

WHAS

Western Kentucky University

Earl Moore

Follow this and additional works at: http://digitalcommons.wku.edu/dlsc ua_records

Part of the Broadcast and Video Studies Commons, Higher Education Administration Commons, Mass Communication Commons, Public Relations and Advertising Commons, Social History Commons, Sociology Commons, and the Speech and Rhetorical Studies Commons

Recommended Citation

WHAS; Western Kentucky University; and Moore, Earl, "UA37/23 WHAS Broadcast No. 10" (1935). WKU Archives Records. Paper 4226.
http://digitalcommons.wku.edu/dlsc ua_records/4226

This Transcription is brought to you for free and open access by TopSCHOLAR®. It has been accepted for inclusion in WKU Archives Records by an authorized administrator of TopSCHOLAR®. For more information, please contact topscholar@wku.edu.
Strings and Voices  "College Heights."

Moore  Western Kentucky State Teachers College. We greet you all both great and small with the words of our college motto ---

Voices  Life More Life.

Vibraphone  Chords.

Moore  We convey our cordial good wishes to the First District Education Association of Kentucky, which will be in session on Friday and Saturday at Murray, and to the National Council of Teachers of English, which will meet this week in Indianapolis.

As I glance around our studio today, I wish that WHAS would hurry up and install television, for no words of mine can adequately convey the charm of the young ladies who are here to sing for you. This sextette, trained by Dr. D. West Richards, includes Miss Ruth Black, of Dawson Springs, Kentucky; Miss Helen Arnold, of Bowling Green; Miss Perrin Edwards, of Cave City, Kentucky; Miss Hazel Kerns, of Houston, Texas; Mrs. June Purdom, of Princeton, Kentucky; and Miss Ruth Parker Weldon, of Hopkinsville, Kentucky. Their accompanist is Miss Elizabeth Taylor, of Frankfort.

I see by the list of numbers these young ladies have furnished me that they have an eye to logical arrangement. They have submitted here three groups of songs of two each. One includes "Waltz of the
Flowers" and "To a Wild Rose." I suppose they call that their "flower group," and it makes me wish we might have "smellelevision" as well as television, and then we would hold a bouquet of roses before the microphone. Then they have "Trees" and "Song of the Winds." I suppose they call that their "breezy group." Then there are "All Thru the Night" and "Cradle Song." Perhaps they call that the "nocturnal floor walkers group." Well, anyhow, these are all delightful numbers. We probably won't have time for all of them, but I am asking the sextette to sing now "Trees" by Rasbach, using an arrangement by Harris.

Sextette: "Trees."

Moore: "Song of the Winds" by Hawke.

Sextette: "Song of the Winds."

Moore: These young ladies will sing again in a few minutes.

Now it is my privilege to present Dr. William R. Spriegel, of Western's Department of Economics and Sociology. He is a University of Michigan man. He served for some eleven years in important administrative positions in manufacturing plants. He is co-author of four books in the fields of economics and business. He will talk to us a few minutes on a subject that both young and old should be interested in---"Safety." Dr. Spriegel.

Spriegel: (Talk on "Safety," copy attached)

Sixth Grade Chorus: Safety song to tune of "Battle Hymn of the Republic."

Moore: These boys and girls set a good example by being
careful all the time.

Dr. Spriegel, before passing over this question of safety, which is so vital to all of us, I should like to ask you two questions. In the first place, what agencies can best solve the "accident hazard"?

Dr. Moore, I am glad that you asked that question. It gives me a chance to emphasize what I tried to bring out in my talk. We can never hope to eliminate all accidents, but we can reduce them to a minimum through the cooperative efforts of our schools first of all, and our parent-teacher organizations, service clubs, etc. as a close second. It is primarily a question of education.

When is the best time to inaugurate a safety program?

to-day or any day. Since it must needs be a follow-up program to establish a real safety attitude, it should be started at any time, the sooner the better. When once started, it should never be dropped.

Thank you, Dr. Spriegel. Now, young ladies, are you ready with "To a Wild Rose" by MacDowell, as arranged by Ambrose?

"To a Wild Rose."

The sextette continues with the beautiful old melody "All Thru the Night," sung a capella.

"All Thru the Night."

And now, the lovely Brahms "Cradle Song," as arranged by Zam/ecnik.
You have heard on this program Western's Ladies' Sextette, composed of Helen Arnold, Ruth Black, Perrin Edwards, Hazel Kerns, June Purdom, and Ruth Parker Weldon, with Elizabeth Taylor as accompanist. You have also heard Dr. William R. Spriegel in a talk on safety. The children's chorus which sang the safety song is from the sixth grade of our Training School, Miss Magnolia Scoville, teacher, Mrs. Nell Gooch Travelstead, music director in the Training School.

This is a presentation of Western Kentucky State Teachers College, in Bowling Green. We invite you to be with us again next Tuesday afternoon at four o'clock, when our program will be in celebration of a notable event that happened four hundred years ago. Earl Moore speaking. For your Thanksgiving Day we wish you Life More Life.
Western Kentucky State Teachers College extends greetings to the Kentucky Education Association, the teachers of both the public and private schools of Kentucky, the Parent Teachers Association, the Red Cross, and the various Safety Councils who are engaged in heroic efforts to save human life and to reduce the needless suffering brought on by unnecessary accidents. Let us pause for a moment to consider the plight of the 265 men, women, and children whom society, as it is now functioning, has condemned to die within the next twenty-four hours. These 265 persons at this minute, by all of the rules of fair play, and common decency, have a right to face the world with a smile, yet before this time tomorrow they will have met a violent death somewhere in the U.S. Ten people will be killed unnecessarily during this hour. One person will be offered as a living sacrifice to carelessness, greed, and selfishness before I finish this brief talk. Most of these people have done nothing to merit such treatment. In spite of their innocence, they must pay the supreme price. We do not know who they are, but we can with considerable certainty tell how many there will be, on the basis of the 1934 accident toll of 101,000 lives, and approximately 9,000,000 injuries.

What does all this mean? It means in simple non-technical language that in industry alone during the life history of the U.S. fifteen times as many people have been killed as during all of the wars in which we have participated. Turning to automobile accidents the record is even more startling. During the last fifteen years there have been 144,000 more Americans killed in automobile accidents than have been killed in all of the wars of our history, including the World War.
Automobile accidents, which account for about 40% of our total annual fatalities, are a greater hazard than war. War is a horrible thing justly meriting condemnation, yet many of the same people who march in parades against war pass by a greater menace unnoticed. It is indeed gratifying to read in the daily news dispatches of July 24th that one of the great churches in its state assembly in California took notice of the need for safety and quote "resolved to drive with courtesy like Christians" unquote. This is a worthy example for all Christians to follow.

How does the record for accidents in Kentucky stand? Quoting from the statistics gathered by the National Safety Council that recently held its annual convention in Louisville, our record is not particularly gratifying. For instance our increase in deaths due to automobiles, on a population basis, from 1926 to 1934 is 133.1%. Contrast this increase with that of the State of Florida having an increase of only 8.9%; or better still compare our record with another mountain state, Pennsylvania, which had an increase of only 31%. Someone will say that the comparison is unfair because Kentucky did not have so many roads nor automobiles 9 years ago. Neither did Florida. But compare our record with a sister mountainous state of West Virginia. West Virginia's increase was 75.5% in fatal accidents compared with Kentucky's 133.1%.

The main consideration is not that our record is one of which we cannot be proud. It is rather, what are we going to do about it? What can the public school teachers, the Parent Teacher Associations, the various service clubs, and all public spirited people do to reduce this needless slaughter? Those who believe that we can cure social ills by legislating will immediately say pass more stringent laws to regulate speed, etc. It would seem that we Americans have a mania for passing laws and sitting idly by expecting the condition to right itself by a process of law. No law regardless of its desirability can heal a grievous social ill unless supported
by popular opinion. This leads us to the very core of the "Safety Problem".
It is largely one of attitude. Laws will not create a wholesome attitude toward
safe practices at home, in the factory, or on the road. Attitudes are the result
of our reaction to human experience. To create an attitude toward safety we
must create either direct or indirect experiences that will function largely
as habits. It is not the result of listening to one speech or seeing one movie.
It is rather a constant, detailed follow-up educational process. Industry has
found that it pays to pursue regularly a follow-up safety program. The record in
industry is better than that of the home or the public highway as far as trends
go. In other words it actually pays in dollars and cents to protect men against
themselves.

The press is doing an excellent work in an effort to create an attitude of
safety. It is to be congratulated. The schools, parent groups, churches and
service organizations are doing relatively little, when we consider the magnitude
of the problem in the entire state. What can they do? Each school in Kentucky
can have its Safety Patrol. The rural schools need the Safety Patrol as much if
not more than the city schools. Some four weeks ago I drove from Bowling Green
to Princeton. At the time rural schools were being dismissed, for more than an
hour I passed literally dozens of the choicest citizens of Kentucky walking along
the highway. Not even one of these children was walking on the correct side of
the road. September 15th I drove from Ashland to Bowling Green, a distance
nearly across the state. I noted particularly pedestrians walking along the
road. In all of that distance, I saw only two persons walking on the side of the
road on which they should have been, yet I passed more than a hundred people.

If our rural schools have Safety Patrols selected from among the students
themselves, these boys will not only obey traffic rules by walking on the left
side of the road facing traffic, but will take pride in seeing to it that others
do likewise. The value of the Safety Patrol is well established in our cities
and in some smaller towns. Parent Teacher Groups should be proud of the oppor-
tunity to buy arm bands for these Safety Patrols. Service organizations may profitably honor these boys. The Detroit Tigers have for many years given a free ticket to each and every Safety Patrol boy not only in Detroit but in the entire area. Our county fairs cooperating with the schools might well honor these boys. Boys and girls in the lower grades will sing songs on safety with enthusiasm. What better way to dismiss a room of children than by singing a safety song! They leave humming a catchy tune.

I fully realize that to say we must develop a safety attitude is somewhat intangible. Many well intentioned persons do not grasp the full meaning of things unless they can see and handle the thing talked about. To them the only way to reduce automobile accidents is to have periodic inspection of the tires, brakes, and other mechanical parts. To this we can readily agree but it does not solve the problem. Last year only 7.5% of the accidents were due to mechanical causes, and yet during this same period fatal accidents rose 10%. It is clear that had we eliminated all accidents due to mechanical defects for last year our record would still have been worse than the year before by 3%.

We could continue to quote statistics to show that more people are killed on the highway than at street intersections; that more people are killed between intersections, than at street corners; that more people are killed on Sundays with Saturday as a close second, than on any other day in the week; or that more people are killed between the hours of 5 and 6 P.M. than at any other time during the day; yet an analysis of the causes would bring us back to our original statement - "Safety is largely a question of attitude." Unless we develop a consciousness of our own needs and a full realization of the rights of others, we will never solve our "Safety Problem."

It is only by a recognition of the problem that we face and by a sincere desire to cooperate in its solution that we can develop an attitude of safety. May we unite in one great cooperative educational effort to make our state not only a beautiful state in which to live but also the happiest and safest. When our children come home from school singing or humming a safety tune, you may rest assured that a safety attitude is in the making.
Group of students sing:
Tune: Battle Hymn of the Republic

We're careful in the morning when we're on our way to school,
We're careful when we're going home to break no safety rule.
We're careful in the building--
On the steps we never fool,
For we're careful all the time.

Chorus:
Safety first is what we practice,
Safety first is what we practice,
Safety first is what we practice,
For we're careful all the time.

We never run in front of cars,
Nor hang on to a truck;
We look before we cross the street
Just so we won't be struck.
We know that accidents are not
A matter just of LUCK,
So we're careful all the time.

Chorus: