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UA37/23 WHAS Broadcast No. 14

WHAS
Western Kentucky University
Earl Moore

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WHAS Broadcast No. 14
December 31, 1935
4:00-4:30 P.M.

LISTEN
-To The-
Bowling Green
CHAMBER OF
COMMERCE
Broadcast
WHAS
4 to 4:30 P.M.
TUES., DEC. 31

Blackburn, Bryant, Potter, Claypool
"Slumber Song," E. Ne
Moore

The City of Bowling Green, Kentucky, salutes you.

This half-hour program is sponsored by the Chamber of
Commerce of Bowling Green. Prof. Virgil P. Cassaday is
chairman of the committee in charge. The studio facilities
of Western Kentucky State Teachers College are being used.

(Strings continue)

Moore

The Cassaday Male Quartette, composed of Dr. Hoy Newman,
Mr. Paul M. Page, Prof. Virgil P. Cassaday, and Mr. Hugh
Rone, will sing "Hush! Somebody's Callin' My Name," a negro
spiritual, arranged by Prof. Cassaday.

Quartette
"Hush! Somebody's Callin' My Name."

Moore

Dr. B. S. Rutherford, Mayor of the City of Bowling
Green, will bring greetings. Mayor Rutherford.

Rutherford

Citizens of the Radio World: As Mayor of Bowling Green,
Kentucky, I take great pleasure in extending to you a hearty
greeting. We are about to enter upon a new year, 1936. As
we do so, it behooves every citizen of this Commonwealth
to lend a helping hand by encouraging and cooperating
with our great President in the work he has undertaken.
This greeting is especially extended to the different
municipalities throughout the nation.

May the joys of the Christmas season remain with
you through a bright and happy New Year.

Moore

Mrs. Garnette Stout will sing "Gray Days," by Noel
Johnson.
The next speaker is a man who for many years has been an active and valuable participant in the development of this community, Dr. J. L. Harman, president of the widely known Bowling Green Business University. He has been asked to convey greetings to former residents of our community and to bring some information concerning the city. Dr. Harman.

(Talk--copy attached)

The quartette is heard again in "Crossing the Bar," by Beazley. Mrs. Cassaday at the piano.

Representing the Woman's Music Club of Bowling Green, Mrs. James Blackburn and Mrs. J. A. Bryant, violinists, Mrs. W. J. Potter, 'cellist, and Miss Ida Mitchell Claypool, pianist, will play the "Menuet" from "The Military Symphony," by Haydn.

"Menuet."

The Hon. John B. Rodes, a lifelong citizen of the community, always closely identified with its growth and attainments, a prominent attorney, and a former mayor of the city, is the next speaker. Mr. Rodes.

(Talk--copy attached)

The Cassaday Quartette continues with "My Grandfather's Clock," using an arrangement by Prof. Cassaday.

"My Grandfather's Clock."

"Slumber Song," E. Nevin, fading for:
You have been listening to a program sponsored by the Chamber of Commerce of the City of Bowling Green, using the studio facilities of Western Kentucky State Teachers College. Prof. Virgil P. Cassaday arranged the program. The speakers were Mayor B. S. Rutherford, Dr. J. L. Harman, and the Hon. John B. Rodes. The vocal solo was by Mrs. Garnette Stout. The Cassaday Male Quartette, consisting of Dr. Hoy Newman, Mr. Paul M. Page, Prof. Virgil P. Cassaday, and Mr. Hugh Rone, rendered several numbers. Mrs. Virgil P. Cassaday accompanied Mrs. Stout and the quartette at the piano. The instrumental music was furnished by Mrs. James Blackburn, Mrs. J. A. Bryant, Mrs. W. J. Potter, and Miss Ida Mitchell Claypool, representing the Woman's Music Club. The Chamber of Commerce, Mr. William H. Richeson, Secretary, will be glad to hear from any of our listeners.

Earl Moore speaking and wishing you on behalf of the City of Bowling Green a most happy and prosperous New Year.
To you, Warren County sons and daughters in all parts of the world, we extend New Year's greetings from your own people now gathered about your former firesides from Smiths Grove to Woodburn and from Claypool to Riverside.

Bowling Green! The name is alluring. The city is among southern Kentucky hills that roll away from each other and roll back again.

Bowling Green! For many years it has been the center of educational interests. The Western Kentucky State Teachers College, the largest of its kind in the United States, sits majestically on a fort-crested and once battle-torn hill where the blue and the gray struggled for supremacy, and to its matchless campus and great buildings it draws annually four thousand Kentuckians and many from other states.

The Bowling Green Business University is one of the largest schools of commerce in America, and that means in the world; was a pioneer in commercial teacher training; for sixty-one years has given general business courses; is an accredited four-year college in the field of business and to its castellated building there come annually twelve thousand students from every state in the Union.

Communities are measured by results. From ten to fifteen years of our accomplishments we pass before you in quick review. In that time, Bowling Green has constructed in addition to what it already had, a hotel, packing plant, city hospital, armory, graded school building, junior high and senior high school buildings, railroad station, two churches, airport, milk plant, $750,000 power house, an improved water system, sewerage system, two hundred
blocks of modern streets, a municipal golf course, hundreds of handsome residences, ten buildings on College Heights, has developed its fifth park, has brought five trunk line highways to its corporate limits, and organized a Rotary, Kiwanis and Lions Club.

It is now or has been the home of Opie Reed, the author; U. S. Senators Underwood and Logan; Walker D. Hines, Director General of Railroads of the U. S.; Col. Underwood and General Denhardt, Lieutenant Governors of Kentucky; Matt O'Hearn, Vice President United Fruit Company; Clifton Rodes, President of Kentucky's largest bank; Claud Young, Manager Personnel Illinois Central Railroad; Judge Settle, twenty-four years member of Kentucky's highest court; Harold Helm and C. D. Duncan, Vice Presidents Chemical Bank, New York; James Mitchell, manufacturer, New York; Kelley Graham, President First National Bank, Jersey City; Philip Christel, official Northwestern Life Insurance Company; Dr. O. N. Wilson, Paintsville, Kentucky; Joseph Cassaday, official Western Life Insurance Company; McKenzie Moss, Assistant Secretary Treasury of U.S.; Burnett Wright, physician and surgeon Los Angeles; Richard Cooksey, physician Wisconsin; Lockwood Barr, corporation consultant, New York; H. H. Cherry, forty-three years a college president; T. C. Cherry, thirty-years city superintendent of schools; Max B. Nahm, director Federal Reserve Bank; Silas Bent, editor and author, New York; R. C. F. Thomas, Federal Judge Panama Canal Zone; J. O. Carson and John H. Blackburn, members American College of Surgeons; Julian Potter, youngest great city bank president in the U.S.; W. J. Craig, Governor of Rotary; Murray Hill, Governor and Director of Rotary; four presidents of Kentucky Education Association; two presidents Kentucky Bankers Association; President Kentucky Bar Association; president State Travelers Protective Association; and two secretaries Kentucky Medical Association.

In addition to these extraordinary men, our national life has been enriched by the one hundred thousand students from other places who have been educated in our colleges, many of whom have reached distinction and some of whom have
reached fame. Among them: Cordell Hull, Secretary of State; Governor Norris of Montana; S. T. Bledsoe, President Santa Fe Railroad; Champ Clark, Speaker of Congress; Judge Kincheloe, Federal Court, New York; Victor Boattner, President Chicago Great Western Railroad; Charles I. Dawson, Federal Judge; Osso Stanley, Commissioner Kentucky Court of Appeals; William Morehead, General Storekeeper Illinois Central Railroad; Johnson Friskell, official American Cyanamid Company; Paul Cyr, Lieutenant-Governor of Louisiana; Thad Liveley, General Claim Agent L.& N. Railroad; Ralph Quinn, Business Manager Cincinnati Enquirer; James Ramey, Secretary Insurance Company; Harry Spillman, Lecturer and Author; Arch Davis, Vice President Liberty National Bank, Louisville; Oscar Hinton, Vice President Berwind-White Company, New York; Dr. Donovan, President Eastern Kentucky State Teachers College, and Drs. Crabbe and Roemer of Peabody College; and on and on the list could be extended.

No women have been mentioned. Listing the names of Lida Calvert Hall, Sadie Price and Emanie Nahm Sachs would be only a beginning. Every time the name of an outstanding man, in any way connected with Bowling Green is mentioned, we could name two better women.

Musical culture has moved in lockstep with all that the city has done. For twenty-five years local talent has been joined by the musical stars of America in reproducing here under Prof. Strahm some of the masterpieces. The latest musical accomplishment was a community dramatization of Mendelssohn's "Elijah" by three hundred local voices under the direction of Prof. Cassaday, a private teacher of music.

When sixty select men in a city of 15,000 inhabitants meet in literary clubs on an average of once a month to discuss any subject that challenges intelligence, and are joined by thirteen women's clubs doing the same thing, they are going far toward leavening the intellectual and social lump of the community.

Come to see us sometime—come over modern highways or on the Pan-
American, the de luxe train of the South, or up enchanting Barren River, or land at our new airport—come any way you wish, and a small city with a great heart

"will mark your coming
And look brighter when you come".
The name of Bowling Green is of uncertain and probably fanciful origin, though with the limpidly green waters of Barren River bathing its feet and its forests of trees, green (in spring and summer) is the city's distinctive color. All cities so fortunate as to possess them, have been proud of their hills and have endeavored to adorn them. The world remembers the Capitol at Rome, the Acropolis at Athens and the Temple of Zion at Jerusalem. Our city is built on the slopes of two hills some half mile apart, yet connected by a curving ridge like a swinging bridge. On the eastern promontory is established Reservoir Park because there is mounded a large reservoir of water, a part of the municipal system. The western hill is adorned with the buildings of Western Kentucky State Teachers College and from it one obtains a sweeping panorama of fertile valley, busy town and curving horizon of hills, the beauty of which impresses every observer.

Let us station you on the top of Reservoir Park. The commercial portion of the city lies deeply below, nestling almost like a mountain town in a valley. To the northeast is Barren River bending like a ribbon. To the northwest are the blue hills of Edmonson county where Mammoth Cave can be reached in 45 minutes without breaking the speed laws. To the south and west extend in seemingly infinite distances the Barrens of the pioneers, a gently rolling plain as fertile as the blue grass.

Bowling Green is at the head of commercial navigation of Green and Barren Rivers affording an outlet by water to Evansville on the Ohio; and on the main line of the Louisville and Nashville Railroad by which Louisville is reached in three hours and Nashville in two. Through it passes the Dixie Highway (also known as 31W) destined for many future improvements, as the most direct motor route to the Mammoth Cave National Park. Thus contacts with the outside world are quickly and easily made by river, road and rail.
The chief supports of the industrial life of this city of 15,000 inhabitants are agriculture and schools. The presence of the Western Kentucky State Teachers College and Bowling Green Business University means not only the constant diffusion of culture but the direct introduction of probably $600,000.00 annually, which quickly revolving, results in a monthly stimulation of consumers' purchasing power.

Warren County is one of the large counties of the State and one of the most fertile. The enterprise of the business men of the city is shown in their cooperative efforts to distribute and market the farmers' crops. Our farmers have shown their intelligence by long since dispensing with any single crop system. And so while poultry with its products and tobacco are two of the greatest sources of income, among others may be named milk and dairy products, livestock, corn, wheat, alfalfa and strawberries. Besides these there are at least four commercially growing apple and peach orchards and their early transparents each July are cooperatively sold and shipped. Strawberries for many years have been so marketed and there are now three such associations in the county. For the marketing of the farmer's livestock there are provided a modern packing plant and two auction yards where on stated days, weekly sales are held. A plant of one of the large milk companies receives his milk and for his tobacco there are four Loose Leaf floors and four prizing houses while two manufacturing plants are well established and profitably operated, whose twist, plug and smoking brands are distributed over a wide area. There are flour mills and storage elevators for wheat and corn and a feed mill as well. In line with this intelligent policy, an active Chamber of Commerce is planning to establish a city market for the farmer, so that he may be encouraged by the recurrence of small returns through all seasons of the year.
Three banks, whose deposits now aggregate $3,500,000.00 outlived the depression and none failed. There were few commercial failures and no spectacular crashes. The city owns three public parks, one of eight acres and one of 60 acres, the last being devoted not only to rest and recreation but to a nine-hole golf course municipally supervised and maintained.

The city also owns and operates a public hospital, a public cemetery and two public utilities—its water and sewer systems. Both are in excellent condition. The water is pure and conditions generally are sanitary and healthful. Here there is no desperate or greedy struggle for wealth. There are no greatly rich and under ordinary conditions few extremely poor. This is a city of good homes and of happy and contented people.