1-7-1936

UA37/23 WHAS Broadcast No. 15

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, Library and Information Science Commons, Mass Communication Commons, Public Relations and Advertising Commons, Social History Commons, and the Sociology Commons

Recommended Citation

WHAS; Western Kentucky University; and Moore, Earl, "UA37/23 WHAS Broadcast No. 15" (1936). WKU Archives Records. Paper 4229.
http://digitalcommons.wku.edu/dlsc UA_records/4229

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.
Western Kentucky State Teachers College

WHAS Broadcast No. 15

January 7, 1936

4:00-4:30 P.M.

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

For our first number to-day, I am asking Frank Yarbrough, a senior in our Training High School, to play on his violin the ever-lovely "Souvenir" by Drla. All right, Frank.

Yarbrough

"Souvenir."

Moore

The library of a college is the warehouse in which is stored the most valuable raw material out of which students can fabricate their education. Without its library a college would be like a newspaper office in a world where nothing was happening or as our studio orchestra would be if its library of musical scores should suddenly evaporate. It is our privilege to-day to enter the office of our College Librarian, Miss Margie Helm, and hear some of her conversations with students in the course of a busy day. At this moment Mr. C. Harvey Gardiner, of Covington, Kentucky, a senior is about to come in.

Gardiner

Miss Helm, may I come in?

Helm

Certainly.

Gardiner

Everywhere I go these last few days I see stacks of Christmas cards still on people's desks or tables, and I am
wondering how the custom of sending Christmas cards started. Can you tell me where I can find out about Christmas cards?

Helm

Yes, I have several articles here on the history of Christmas cards. I was surprised to learn that the custom of sending them is less than a hundred years old. In 1846 Mr. Henry Cole in England realized that he had let Christmas slip up on him without writing his usual Christmas letters. Mr. Cole was a very busy man and so he engaged an artist, to design a card of greeting for him to send his friends. Here is a picture of that Christmas card. It has three panel pictures. In the center a family you see are gathered in gay spirits around the festal board. The smaller panels on either side show acts of charity: "Feeding the hungry" and "Clothing the naked". These cards were lithographed and then hand-colored. Then he mailed them out to his friends.

Gardiner

I wish I could see one of the original ones.

Helm

There are a few of them still in existence. One was sold at an auction sale in London recently for $250.

Gardiner

Did other people begin sending Christmas cards at once?

Helm

Yes, a few people the next year, in 1847, got artists to draw cards for them and had the cards lithographed privately. In 1862 the firm Charles Goodall and Sons printed several series of cards and made the sending of Christmas cards quite popular.

It is interesting isn't it to see that the first Christmas cards depicted a family scene and their acts of charity? Next came the religious subjects, the madonnas and the nativity scenes. There were also cards with holly, mistletoe, and robins for decoration. And also historic scenes of England in the olden days.
Did the custom reach America immediately?

Not immediately but soon. In the 1870's Louis Prang, a German, who had settled in Boston, had a lithographic business. He was likewise an artist. The cards he made are really the finest that have ever been made from a lithographic standpoint. He sent his first cards to England for sale in 1874. By the next year he had created a market in America which grew steadily with the years. Although American cards were not always of the best design, their spirit has generally been in keeping with the Christmas season.

By the time of the gay nineties silk fringe had come into vogue. Also scalloped edges and all sorts of odd shapes and foldings.

Comic cards too soon came into demand both in England and America.

When did the Christmas card with a person's own name engraved on it come into use?

It happened in this way, I understand. About the end of the 19th century, cards had gotten to be very elaborate and often cheap and inartistic. Consequently, the sale of Christmas cards went into a decline. To get some of this trade back the manufacturers tried to think up something different. So there came the flair for having one's own house or doorway or pets on a card of special design, with the name of the sender on the card.

I see you have a card in your collection here with a blue bird on it.

Yes, you can't remember 1912, can you? That was the year when blue birds began to appear on Christmas cards, just after the popular appearance of Materlinck's play, The Blue Bird. Fads come and go, of course. There was also the vogue of the Dutch
children. But the poinsettia and the holly and the mistletoe have been adopted as Christmas decorations and they appear every year.

Gardiner

How did the war affect Christmas cards?

Helm

Yes, the verses reflected patriotism, bitterness or tenderness. There were cards for the soldiers at the front and for the mothers of soldier sons. Here's a verse for a soldier in service, humorous, but rather crude:

"Oh, gallant, gallant soldier
My greetings! And please note
I hope you'll beat the Boches
And get the Kaiser's goat."

After the Armistice, the humorous cards doubled in sale. People wanted to laugh and forget the strain of the war. I suppose all of us received cards showing a policeman with uplifted arm and the greeting "Stop until I wish you a Merry Christmas". And inside an automobile was often seen receding and the officer was saying, "Go ahead, and have a happy New Year". Don't you remember that one? Through the 1920's there came an effort, I think, to be clever and to send the unusual.

Gardiner

I think the cards this year are interesting.

Helm

Yes, I think so too. There seems to be a turning back to some of the Victorian subjects, the Godey's Lady prints, the English hunting scenes, English coaches filled with Christmas travellers, and Santa Claus back with his reindeer.

Gardiner

This is interesting. But I believe I like our cards today better than any of these earlier ones. I think ours today are more simple in their design and more sincere in their greeting. Thank you for telling me about the history of Christmas cards.
While the librarian is assisting another student to satisfy his thirst for knowledge, we return to the studio for a trombone solo, "Soul of the Surf," by Clay Smith, played by one of our juniors, Mr. Owen Seitz, of Gary, Indiana.

"Soul of the Surf."

We return to the librarian's office. Miss Caroline Hines, of Bowling Green, is approaching the desk.

Hello, Miss Helm, I came by to tell you that I have made a New Year's Resolution to read more next semester than I have read any other semester. Will you help me plan my reading?

Indeed, I will.

I guess you have a lot of strange questions asked you, don't you?

Yes, funny things happen in the library. Sometimes people ask for queer things and sometimes we librarians make mistakes. Once when I first came here a girl brought me a slip of paper on which was written a title of a book, which she said she wanted. The slip of paper read, "Who is your schoolmaster?" I had to read that question over several times before I realized that she had misunderstood the title of the book assigned to her. What she wanted was Eggleton's "The Hoosier School Master". Another time the joke was on us. A boy at the desk asked the student assistant for some information on "Watered Stock". She gave him "Plumb's Types and Breeds of Farm Animals". She thought that certainly such a book would contain everything he could want on stock. The boy handed the book back saying that it was for an economics class that he wanted something on "Watered Stock". Then she realized her mistake and gave him a book on Stocks and Bonds.
Hines

I hate to think that I shall graduate this year and leave Western and the Library. I have enjoyed using the books here. One thing that I have enjoyed was being able to go to the stacks myself and select the books I want. I like it much better than having to wait in line.

Helm

I am glad to hear you say that. I think it is better for the student to go to the shelves. He has a chance to pick out the books which fit his need, he also gets acquainted with more books than he would otherwise and he learns to form an independent judgment as to the relative value of the books which he examines.

Hines

I have found a lot of useful information in the government publications too since we became a depository of government bulletins. I did not know before that the government put out attractive bulletins with pictures in them. When I teach next year I want to get my school library on the mailing list for a number of these publications. We can use those bulletins on antique furniture and interior decoration in the Home Economics Classes and the Farmers Bulletins for the Agriculture Classes and also for the children's parents.

Helm

Have you made much use of our magazines? You know we take over three hundred magazines and several newspapers from different parts of the United States.

Hines

Yes, indeed, after I found out that there is an index coming out twice a month indexing all the articles in the new magazines, I found out what a help those articles can be for term reports. I don't have as much time to read for fun as I want to. But I notice your display of new books and of some old books which I have never had a chance to read. I have made a list of those I want to read. I intend to take out several to read as soon as
my exams are over. Last year I kept account of all the books
which I used from the library and it was ninety-nine. I wish
I had read one more.

Helm

Well, I am glad that you borrowed that many. The average
student uses about seventy-five books a year. So you are some-
what above the average.

Hines

You could make it higher if you bought more detective
stories for some of the boys who won't read anything else.

Helm

Well, I guess you are right. We have a few detective
stories but we don't want our students to confine their reading
to that type of literature. We try to buy for their recreational
reading books that have both an interesting appeal and also some
literary value. We want to buy books that will live longer than
one year. We are buying some excellent contemporary biographies
now which the students seem to be enjoying. Also the new travel
and new poetry books are interesting. Of the modern fiction we
try to buy the best.

Hines

One book that appeals to me especially is the one on the
history of packet boats. I shall always take an interest in
this library because it has meant so much to me. It gave me the
first opportunity I ever had to browse around and read in many
fields. I wish sometimes I did not have any classes. I believe
it would do me almost as much good as going to class. But you
will help me plan my reading next term. Won't you?

Helm

Yes, indeed and thank you. It does us a lot of good to
know the students enjoy the library.
Here we are in the studio again, with Frank Yarbrough all ready to play Raff's "Cavatina."

"Cavatina."

Click, and we are back in Miss Helm's office in the Library, and this time we are just in time to encounter Mr. Robert Laymon, from Daviess County, Kentucky, president of the Freshman Class.

Miss Helm, I live in the country and we have no library except in the high school. My mother asked me when I was at home to see if I could find some books for her on evergreen shrubs to plant around the house.

Yes, I can give you some material to send to your mother. It is a pity that she has no public library near her. There are no libraries in our rural sections and small towns. People there would like to read during these long winter evenings. The high school libraries are a great help to the high school students but there are nearly 700,000 boys and girls of the elementary schools who do not have access to any library. There are also many young people who have left school and gone to work. They need libraries and books to read for useful information and wholesome recreation.

I have often thought about how much time people waste. If they had a library convenient they could borrow books from it and spend their time much more profitably and pleasantly too.

I have a library friend who says that we don't read much in the South, but that we are mighty good talkers. I think we could be even better talkers if we read more and had more interesting things to talk about.

The lack of libraries in Kentucky is really distressing. Two-thirds of our people have no public library facilities.
So the Kentucky Library Association decided to ask our General Assembly to change our library laws. In the first place we have a county library law. But a public library is too expensive for most counties to finance. We want to change it so that two or more counties may contact together to establish a public library. There would be branch libraries in all the counties contracting.

Laymon: How would the people out in the country get books?

Helm: They could get them in the towns. And also there would be collections of books placed in convenient locations in the country such as at a filling station or a store at a cross roads.

Laymon: That sounds wonderful to me. But what about the expense of it?

Helm: It will not be expensive. The tax rate will be very low. In many cases the tax will amount to about the cost of one chicken per year.

Laymon: Well, who wouldn't give a chicken a year to have books to read? I shall surely tell the people down home how a public library could be established in a region and serve several counties.

All we had when I was growing up were the traveling libraries in those wooden boxes sent from the Kentucky Library Commission at Frankfort. There were not many books in them but they were a God-send to our school.

Helm: Well, they are still sending out those cases and they have been a great help where there are no libraries. The Kentucky Library Commission also lends books to the grown people and helps with reference problems for club work. Their budget was cut during the depression and their service was necessarily reduced. Yet
the demands on them were greater because people bought fewer books for themselves. The Commission is now badly in need of adding new books and replacing old worn out ones. It is believed that the General Assembly this year will add to the budget of the Kentucky Library Commission.

Didn't I read that there are five things that you are going to ask for from the General Assembly?

Yes, we have spoken of two of them, regional public libraries and the needs of the Kentucky Library Commission. The other three things may be stated very briefly. In the third place cities in the second and third classes need a change in their law. Their libraries, if they have any, are financed by one-half the police court fines. This amount is uncertain and unstable. So a supplementary sum will be asked for. Fourth, we think librarians should be certified as well as teachers, in order to have at the head of the libraries, librarians who will be trained to give good service. There will be no hardship on anyone as librarians who are now in position will be certified automatically. Librarians who are in part-time position will not need to be certified. And the fifth and last item concerns a retirement plan. Retirement insurance you know is considered a wise provision now. And this law will simply be an enabling act to permit libraries and librarians to take advantage of some good plan already worked out.

I hope we can get libraries for Kentucky. We need them badly enough.

You can help get libraries for Kentucky if you talk to your friends about the new bills and how inexpensive libraries will be.

I certainly will. Thanks for the information.

Well, a happy New Year to you!
Well, work in the Library is certainly not monotonous. In an hour's time we deal with the history of Christmas cards, the resources of the Library, evergreen shrubs, and needed library legislation. And so, as we leave the Library, we are reminded of the lines of the poet Wordsworth:

Dreams, books, are each a world; and books, we know,
Are a substantial world, both pure and good:
Round these, with tendrils strong as flesh and blood,
Our pastime and our happiness will grow.

And now, Mr. Seitz, let us have some more trombone music. Wagner's "Evening Star."

"Evening Star."

"College Heights," fading for:

You are listening to the weekly broadcast of Western Kentucky State Teachers College, in Bowling Green. You have heard Miss Margie Helm, librarian, in conversations with C. Harvey Gardiner, Caroline Hines, and Robert Laymon, students. The violin numbers were played by Frank Yarbrough and the trombone solos by Owen Seitz. Elizabeth Taylor was at the piano. We invite you to be with us again next Tuesday, same hour, same station. Earl Moore speaking. We wish you Life More Life.