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The Colonelette



AMERICAN BUSINESS WOMEN'S ASSOCIATION
KENTUCKY COLONEL CHAPTER
Bowling Green, Kentucky

REMEMBER THIS

If you work for a man, in Heaven's name,
WORK for him. If he pays you wages which
supply you bread and butter, work for him;
speak well of him; stand by him and stand
by the institution he represents. If put
to a pinch, an ounce of loyalty is worth
a pound of cleverness. If you must vilify,
condemn and externally disparage - resign
your position, and when you are outside,
damn to your heart's content, but as long
as you are a part of the institution do
not condemn it. If you do that, you are
loosening the tendrils that are holding
you to the institution, and at the first
high wind that comes along, you will be
uprooted and blown away, and probably
will never know the reason why.

By Elbert Hubbard

CREED
of the
AMERICAN BUSINESS WOMEN'S ASSOCIATION

CHAPTER CHARTERED, JUNE 3, 1964

Edited and published monthly by the Bulletin Committee of the Kentucky Colonel Chapter, American Business Women's Association, Bowling Green, Kentucky.

BULLETIN COMMITTEE

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Co-Chairman: Bobbie Cardwell
Ky. Gardens Trailer Ph.
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843 East 10th Street

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Vice-President:	Ann Bays	842-2650
Recording Secretary:	Arlene Rountree	843-4550
Corresponding Sec.:	Jill Gentry	843-3946
Treasurer:	Judy Harris	842-6163

MONTHLY MEETING: Fourth Tuesday

6:00 Social Hour 7:00 Dinner

Holiday Inn (midtown) Ky. Room

THE ... ITS ...
AMERICAN BUSINESS WOMEN'S ASSOCIATION

9100 Ward Parkway

Kansas City, Missouri 64114

Founder & Executive Director Hilary A. Bufton, Jr.
National Co-ordinator Mrs. George Parrett
National Extension Director Mrs. Glorine Tuckey
Asst. Executive Dir. & Con- William H. Blair
vention Director
National Public Relations Dir. Frank Bistrom

NATIONAL OFFICERS

President Peggy O'Neal
First Vice-President Marilyn R. Tucker
Secretary-Treasurer Velma Feeney
Southeastern District V. P. Joye H. Brown

Colors: Black & Gold

Flower: White Carnation

NATIONAL MOTTO

"Better Personality for Better Living"

NATIONAL SLOGAN

"Soaring in '70!"

PURPOSE

The purpose of the American Business Women's Association shall be to elevate the social and business standards of women in business by uniting them nationally for training designed to make them efficient, more considerate and more co-operative toward their work, their employer, and their employer's customers, thereby increasing their earning ability, success and happiness.

OFFICIAL PUBLICATION

"WOMEN IN BUSINESS"

PROGRAM

May 25, 1970

SOCIAL HOUR 6:00 to 7:00 p.m.

INVOCATION Member

DINNER 7:00 p.m.

GUEST SPEAKER

INTRODUCTION Jean Fulkerson

SPEAKER Robert Oppitz

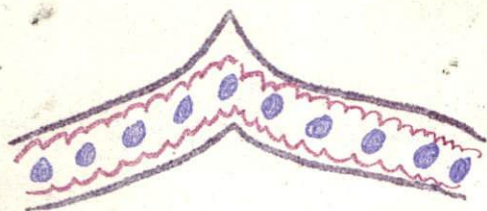
VOCATIONAL TALK

Mary Frances Brown, teacher at Bowling Green High School
will give the vocational talk.

BUSINESS MEETING

BENEDICTION Member

HOSTESSES FOR MAY: Joyce Searcy
Maxine Strickland



"Little
Miss B. G.
Pageant"

Little
Miss
B. G.
P
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T

The American Business Women's Association
will hold its third annual "LITTLE MISS BOWLING
GREEN PAGEANT" on May 15, 1970 at 7:30 p.m.
in McNeill School on Russellville Road.

Adult tickets will be \$1.00 and children
under 12 will pay 50¢.

See Anna Sue Jackson for more details on
which committee you will serve on.

Proceeds from this pageant will go toward
local scholarships.

All members must be at McNeill School by
6:45 p.m. If any members have stuffed animals
we can use for decoration, see Anna Sue Jackson.



Shopper's Primer

A BARGAIN IS WHERE YOU FIND IT

Few of us know how to read "sale" advertisements. When we do go to a sale we frequently don't know how to spot the "best buy."

For instance, a marked-down item always carries *both* the last regular price at which it sold in the store and the new low price.

An ad referring to a "Special Purchase" means the store purchased the merchandise at reduced rates, and is passing on the saving. But, unless the product is very well known, you can't tell what the saving is.

An ad saying only "Women's Blouses . . . now only \$2.95," says nothing at all! If the blouses ever sold for more, the store would surely mention the original price.

An ad saying, "Clearance on Dresses . . . formerly as high as \$50.00 . . . now only \$29.95," *does not* mean that every dress will be worth \$50.00. Most of the dresses will be reduced only a few dollars.

But let's suppose you go to this sale. You want a dress for the office. You need something which will withstand hard wear but which is also smartly designed. (If durability were everything, we'd all be wearing overalls.) You want quality at a low price, which is exactly what a bargain is!

Here are a few "quality clues" you should look for in your "bargain."

- A well-concealed zipper which slides easily. Test lock to see if it holds. This is especially important in skirts or slacks, where there's considerable strain when you sit down.
- Generous hems.
- Carefully bound seams.
- Well-made belts, firmly backed, either of genuine leather, or of the same material as the dress.
- Handmade button holes and hand-detailing—both signs of quality (if you want to be sure you recognize handwork, go through the expensive dress department of a good store and examine the dresses sold there).

And remember:

- 1 Higher priced dresses run a little large. If you try on your usual size and find that the dress is tight, chances are it's an inexpensive line.
- 2 In a dress made of a patterned material the pattern should match where the pieces are sewn together.
- 3 If many dresses of exactly the same style and color are on sale, they may be poorly cut or going out of style.

Once you know what you need, watch for off-season sales. In addition to markdowns, stores offer specials, frequently early in the new season to start a new fashion trend moving.

If you follow fashion magazines and know what you like, these sales will be right up your alley, for you can be an early bird with the newest styles. But if you're cautious about fashions, better wait.

The best sales, so far as price value is concerned, traditionally occur a few times a year. Major winter clearances are usually right after Christmas or New Year's; and summer clothes, after July 4 (sometimes Memorial Day). Another good source for summer clothes is around late February or early March, when cruise departments hold their clearances. Cruise styles are more expensive, but more unusual, than regular summer fare. If you've got a June wedding coming up you'll get a head start on your trousseau at the cruise clothes counters.

Spring sales time is usually right after Easter, but may vary according to the date of Easter and the weather. For these big sales are seasonal and occur at a time when the store is seriously trying to make room for the next season's merchandise. Since the stores are always a couple of months ahead of the season, there are still many weeks of winter left when you pick up a bargain on January 2.

A friendly clerk at your local store will probably be glad to tell you the sale schedule. These are good times for getting top quality clothes at reductions up to 50%. Even at such savings, these expensive items may cost more than you are used to spending. But well-designed clothes last longer, look better and feel more comfortable. For example, better wool dresses and skirts are *lined*, to cut down on bagginess and to feel better against your skin. An expensive classic suit should last for several years—and continue to look good, too.

Start keeping a price record of your clothes, check each item's durability. You may find that your \$40 suit looks impossible the second season, but your \$85 sale suit is doing fine in its third year, with plenty of life left. On a prorated score this is a simple arithmetic problem with an easy answer.

As a rule, keep your expensive purchases in the area of classic styles and basic colors. These will give you long and faithful service. A bright-colored dress (more conspicuous) is one you're apt to tire of more quickly, so it should cost you less to begin with.

SPECIAL SHOPPING HINTS

How to Buy a Girdle

There are many, many kinds of foundation garments, but all have one important thing in common: Unless they fit properly, they're worthless or, even worse, uncomfortable and unflattering. Here's what the Corset and Brassiere Council advises when you're shopping for girdles:

Let the salesgirl measure you for proper size—around the waist, the fullest part of the hips and from waist to thigh. Roll-on girdles are usually labeled *small*, *medium*, and *large*, so you can size them for yourself. *Small* means a waistline of 24 to 26 inches; *medium*, 26 to 28 inches; *large*, 28 to 31 inches.

Always try on girdles before you buy. Check to see if the waist fits snugly, without gaping or pinching. A bulge above the girdle? You need a larger size or a higher rising style.

If there's any boning, be sure it curves with your body. Does the girdle control without constricting? Can you sit down? Is the girdle long enough to stay down as you move about and to mold hips and thighs without making a bulge at the lower edge? If it rides up or makes a bulge, it's too short or too tight over the hips. Now put your dress on. Does the girdle give you a smooth line?

There are also tricks to putting on your girdle. If it's a roll-on type, fold it in half with the top toward the bottom. Step into it and pull to proper position on hips. Roll top into place and center the front. Fasten back garters first.

If it's a regular girdle, step into it and pull slightly above wearing position. Center it, fasten hooks and zipper, then ease it down over your hips. Fasten back garters first.



MAY BIRTHDAYS

Iva Miller	May 8th
Joyce Tabor	May 8th
Gladys Walker	May 16th
Betty Thomas	May 18th
Luella Walton	May 21st

SORRY!!!!!!!!!!!!The bulletin forgot Joann Rudolph's birthday in APRIL. She celebrated her birthday on April 2nd. A very happy birthday to you Joann. We won't forget you next time!

C H A P T E RR O S T E R

Ann Bays
1213 Leeson Drive
Res: 842-2650

Mildred Brite
649 Sherwood Drive
Res: 842-0894

Mary F. Brown
921 Nutwood Avenue
Res: 843-9403
Bus: 842-1674 *Brown*

Cindy W. Browning
Village Green Apts 1-2
Res: 781-2061
Bus: 622-4711 Allen Co.

Bobbie Cardwell
Ky. Gardens Trailer Pk.
Louisville Rd. Lot 5
Res: 781-1753
Bus: 781-2150 Ext. 236

Phyllis Carter
1263 Magnolia Ave.
Res: 843-2260
Bus: 842-6331

Jean Fulkerson
526 E. 13th Street
Res: 842-5168
Bus: 842-1603

Jill Gentry
919 Park Street
Res: 843-3946
Bus: 842-1674

Pat P. Glasscock
2702 Industrial Drive
Apartment 124 C
Res: 843-4232 *JK*

Judy Harris
1656 Magnolia Avenue
Res: 842-6163
Bus: 842-6531

Estelle Holloway
528 8th Street
Res: 842-7615
Bus: 843-8985

Anna Sue Jackson
328 Robin Road
Res: 842-8787
Bus: 842-2496

Iva Miller
906 Richland Drive
Res: 842-3350
Bus: 843-4171

Becky Morehead
908 Kenton Street
Res: 842-5808

Bus 843-1121

Elizabeth Wilson
842-8790
842-0391

Bonita Springs
H 842 8527
B. 787 2788

Lorence Perkins
17 Grandview Drive
H: 843-6393
B: 842-2411

Barbara Pippin
Gayline Drive
H: 843-1581
B: 842-2411

Joyce Query
Gayline Trailer Pk.
H: 781-1208
B: 842-1953

Elene Rountree
17 High Street
H: 843-4550
B: 842-1674

Joann Rudolph
210 E. 15th Street
H: 842-4370
B: 843-4325

yes
↑
Joe Short
15 E. 17th Street
H: 843-9885
B: 842-6531

to Sue
Gladys

Maxine Strickland
504 E. 17th Street
Res: 842-4905
Bus: 745-3691

Joyce Tabor
843 E. 10th Street
Bus: 761-2150 Ext. 236

no Betty Thomas XO
1719 Temple
Res: 842-1739
Bus: 842-6531

Gladys Walker
928 Elm Street
Res: 842-1840
Bus: 843-6263

Lucille Walton
144 S. Sunrise Avenue
Res: 843-8979

Brenda Williams
526 E. 13th Street
Res: 842-5168
Bus: 842-1603