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Kelly Thompson Chapter, Public Relations Student Society of America

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Editor’s Note:

In August 1986, the 13th new staff of Bowling Green Magazine, which has existed only six years, began to prepare and develop the groundwork for the future issue. A variety of personalities and skills blended and worked toward a common goal: to produce a magazine representative of the national reputation it had been labeled with for several years.

Ideally, stories to be in on a certain date, photos after, headlines and outlines two days later, then thumbnails and pasteup of the magazine. Each step was developed into a precise, comprehensive plan to get the magazine out on time.

However, ideals often fall by the wayside. Stories were late, photos could not be taken or turned out wrong, staff members were hard to control, and nothing would come together. On top of production problems, our own university pulled the rug from under our feet by withdrawing the little support and recognition they gave us.

We were on our own.

I cannot express how important your support is to us, not only in subscriptions and advertising, but also in letters to Bowling Green Magazine and the university administrators. If the university does not back us, who can we count on?

Despite the trials and tribulations, the Fall/Winter 1986 staff took a fine stand and worked long hours to produce another award-winning issue. My thanks go out to Todd Hornback, associate editor; Beth Gray, features editor; Vince Lewis, business manager; and Gordon Allen, advertising manager. Special thanks to Diane Dooley, business editor, and Nan Wood, community service editor, for the hours they spent on their duties and those that were not over their responsibility.

Without these six people, this magazine would still be ideas on notebook paper.

My utmost appreciation goes to Dr. Robert Blann, administrative supervisor of Bowling Green Magazine, who showed us the right steps to take and put us in the position to produce this magazine. In 15 years of teaching at Western, Dr. Blann has taught the battles to put the public relations program where it is today. Hang in there, boss. You'll get your typesetting equipment someday.

Finally, I would like to thank you, the readers, subscribers, and adveRsers who show your support for the magazine and the public relations curriculum. You are the thread that holds this magazine from folding.

The magazine provided us with learning, challenge, and leadership experience which will certainly give us an edge in the competitive world. It is my hope that, with your support, Bowling Green Magazine will provide future public relations students these same opportunities.

Gregory S. Maddox

Editor

BOWLING GREEN MAGAZINE

Volume 10

November 1986

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Caring Comes Home

By Beth Gray

Jane Doe sits in her bed with her son, daughter and husband chatting aimlessly about last summer's vacation. She remembers the beautiful Rocky Mountains and the flight over the Grand Canyon. Her children are excited about this summer's trip to Hawaii. Jane is happy just being with her family. But she won't be making the trip.

Jane has terminal cancer.

With the prevalence of cancer and other potentially terminal diseases, situations such as Jane's are not uncommon. However, with the aid of the local support agency, Hospice, the family and patient are allowed to spend the remaining time in their home while volunteers assist them.

Hospice of Bowling Green is a private, non-profit organization funded by United Way, memorial donations, and civic contributions. Since opening in January 1981, it has provided volunteers who assist patients and their families who choose to remain at home. Other services offered by Hospice include the following: a "Loan Closet," which has supplies such as hospital beds and walkers available to patients and families; a speaker's bureau; a Community Resource Guide; chaplain services; and a library, located in the Hospice office on 884 Broadway, which contains literature on death and dying.

According to the Hospice brochure, "Hospice is a service that seeks to enable the dying person to spend his/her remaining time in comfort and prepare for death in his/her own way."

The volunteers of Hospice are trained to meet the emotional, physical, spiritual and social needs of the dying person and the family.

Betty Biggersstaff, executive director of Hospice of Bowling Green, explains, "We have a staff of 85 volunteers - 30 nurse volunteers and 55 lay volunteers - and some trained professionals who are on call 24 hours a day, seven days a week."

All volunteers must complete a 36-hour training program coordinated by Dr. Jimmie Price, a health and safety instructor at Western Kentucky University.

"This program is very thorough and exact," Biggersstaff said.

Dorthy Bailey, a registered nurse, has been a volunteer with Hospice of Bowling Green since it opened. The petite blonde, with a ready smile and an enthusiastic manner, was a member of one of the committees which set up the guidelines for the assessments of nurses. Bailey recently received a special award for having served 17 patients since the program began. Bear in mind that she also works part-time at the Medical Center.

"It surprised me that I had cared for that many," she said. "I have had a certain amount of confidence placed in me from the assignments I have received."

Being a nurse has provided Bailey with experience to aid the ill, but she regards her mother as the inspiration for her work with the dying.

"Hospice has been a concept that has always been in my mind," said Bailey. "My mother took care of her parents and her in-laws, so I had three grandparents die in my home...it seemed quite natural for me to have my own mother as a very good role model in caring for people in their homes."

And while Bailey agrees that a hospital may provide the necessary support systems for some dying patients, she feels that it is fulfilling if patients can be at home with their family and friends and take part in decision-making processes.

Perhaps the means do not necessarily justify the end when one works as a volunteer for Hospice, but the rewards are inspiring.

"The Hospice concept is to put emphasis on the quality of life rather than the quantity...to make every day the best day that that person has had," explained Bailey. "That gives me a great sense of joy in thinking that I can help someone have a great day."

And that concept is one that has helped Glyndine Christy tremendously. Her husband, Freeman, was diagnosed with terminal cancer in April.

"Hospice has helped our whole family," she said with a smile. "My oldest daughter is a nurse and she knows the nurse volunteer, Bernice (Zeidler), who helps us."

Dr. John Tapp, her husband's physician, suggested they call Hospice after his diagnosis.

"I had read about Hospice in the newspaper and thought that it would be a good idea," said Christy. "Bernice usually stops by once a week and they (Hospice) send a lady to help me clean house, and that's a big help."

On Oct. 2, Freeman Christy celebrated his 83rd birthday. That in itself is a wonderful accomplishment. Christy was given a prognosis of three months to live in April.

"The family was here for the little birthday party," Mrs. Christy said. "We had a cake. Freeman was excited and managed to laugh a little."

To most people these highlights may seem trivial. But to the family and the terminally ill patient, the short-term goals are the most important.

"When dealing with someone whose prognosis is probably less than six months to live, then we really have to deal and concentrate..."
on our short-term goals,” Bailey said. “Maybe it’s just looking forward to a patient having a nice dinner without becoming nauseated.”

When confronted with impending death, the patient, family and volunteer must exude a certain amount of strength. Bailey credits her strength to her Christian faith.

“I am a Christian and this allows me to practice my Christian faith in a tangible way by applying my Christian principles and that is caring for people as children of God,” she said.

Along with 17 different patients, Bailey has encountered 17 diverse attitudes toward death.

“I have seen attitudes of contentment, great remorse and indifference,” she said. “We deal with the patients where they are in their attitudes.”

Attitudes also vary among families. Christy has found that simply having someone listen really helps her.

“It’s nice to have someone to talk to when you’re feeling down.”

Christy is also impressed with the attitude of her volunteer.

“It’s good to have someone come in who really cares,” she said. “Whenever Bernice starts to leave, Freeman tells her to hurry back.”

This caring attitude is obvious when one is around Bailey, who is not afraid to show it.

“You really get involved. You feel like a part of the family by the end of the process,” she said. “I shed tears with my families...showing my caring for that person. I am not ashamed of tears that I shed. I am not stoic. I am touched by grief and pain. I want to help alleviate the pain.”

Frightening as it may be, death is inevitable for everyone. But with the advent of Hospice, the fear and loneliness can be softened with love, hope and courage.

“Hope and courage are two words I use with all my patients,” Bailey said. “It helps the patient and the family. The hope changes...hope that the pain won’t be so intense or that the patient can be comfortable.”

While reflecting on her experiences with Hospice, Bailey smiles thoughtfully.

“There is always hope for something.”

And who could live without that?
It's in the giving

By Julie Adams

"Service to humanity is the best work of life."

This is the creed of the Bowling Green-Warren County Jaycees, and although they volunteer countless hours to community service all year long, their efforts seem to be most concentrated during the Christmas season.

"Christmas is the most gratifying season for us," said John G. Deeb, community development vice president of the Jaycees. "It's the time for giving." Deeb said that about three-fourths of the annual community development budget is spent on the five major projects each December.

The projects include the annual Christmas parade, Christmas tree sales, the Christmas Shopping Tour for Underprivileged Children, Food Baskets for the Needy, and Christmas for the Elderly.

"Most people who join the Jaycees want to experience the good feeling of doing for others."

—John G. Deeb

The Jaycees' first event of the holiday season is the Christmas parade, which usually takes place during the first week of December. The parade has been an annual event since 1946. This year the festivities will be held in downtown Bowling Green. "We'd like to get it back down home like it used to be," said Pat Dawkins-Brown, administrative vice president. "We've gotten a lot of support from the downtown businesses and individuals."

The Christmas tree sales are scheduled for the three weeks prior to Christmas. All the profit from these sales goes back into the general fund to be used for other projects throughout the year.

Deeb and other Jaycee volunteers are very excited about the new "Adopt-A-Pet" program that will be held in conjunction with the tree sales. The program was first presented at the Southern Kentucky Fair last August and was a tremendous success. The Bowling Green-Warren County Humane Society will provide pets to be adopted for a special price of $19.95. The price includes the pet's first shots, neutering or spaying, a health check, and worming.

The next event on the Jaycees' calendar is the Christmas Shopping Tour for Underprivileged Children on Dec. 13. The Jaycees have been providing this community service for fifteen years. The Department of Human Resources provides the Jaycees with a list of needy children. Jaycee volunteers take the children to K-Mart, the program's sponsor, and help them select Christmas gifts for themselves and their family members. K-Mart provides a discount for the shopping tour and often donates extra money as well. Afterward, the children are taken out to eat.

"We would like to be able to support more children in the future," Ms. Dawkins-Brown said. "However, we have a limited budget. K-Mart has been a great help. Whether or not we can include more children depends on the community's support."

The fourth Christmas service project is Food Baskets for the Needy. Each year, a local grocery store sponsors the program and provides a discount for food donations.

"By the time Christmas gets here, I don't even feel like eating," said Ms. Dawkins-Brown. "There's probably somebody we've forgotten that's hungry on that day."

The last program planned for this holiday season, Christmas for the Elderly, was begun only last year. "The idea was very successful, so we adopted it as a permanent program," explained Ms. Dawkins-Brown. The Jaycees obtain the names of elderly residents of the community who have no relatives or very few visitors.

This administration felt that more significance should be given to the elderly," said Deeb. "Christmas is a very lonely time for many of those people. Most of the residents chosen are living in nursing homes; they seem to be more easily forgotten."

A special budget has been set aside for this program, and the money is used primarily to buy trial size items such as shampoo and perfume, or brushes, combs and socks. These are some of the items that seem to be most needed. The community has also been very responsive in donating items for the elderly.

The reasons the Jaycees provide these services to the community may vary somewhat among its members, but the inspiration for most is really very simple.

"Most people who join the Jaycees want to experience the good feeling of doing for others," Deeb said. "The Jaycees provide an avenue for people to do just that."

When the Jaycees say, "Service to humanity is the best work of life," you can bet they mean it.

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Book It!

By Todd Richardson

Eating pizza and reading books could become very popular in Bowling Green elementary schools this year. Approximately 206 classrooms in Bowling Green are participating in the Book It! National Reading Incentive Program.

Book It! was started by Pizza Hut last year to give children an extra incentive to read books. The program involves students from first through sixth grade. The child that reaches the goal given by the teacher receives a free personal pan pizza from Pizza Hut. If the whole class achieves the goal of 100 percent, the class receives a free pizza party at the restaurant.

One school that is participating is Jones-Jaggers Elementary. Dr. Connie Allen, principal, enjoys working with the program.

"This is a marvelous example of business and education cooperating together," Allen said.

Teachers use a progress chart to see how the student's reading levels increase. Parents encourage their children to read books and they also verify the amount read.

The program lasts from October to February. President Reagan has acknowledged Book It! as a program for children reading.

In a survey by Pizza Hut, students that participated in Book It! improved their grades in all areas by 43.1 percent. Reading level of children in the program increased 52.6 percent.

John Walrath, area supervisor of Pizza Hut, likes the Book It! program.

"The responses to Book It! have been favorable and have greatly increased over last year. We look forward to supporting the program in years to come," Walrath said.
It can pay to buckle up

By Kevin O’Bryan

Driving down Scottsville Road one evening Kim noticed an unfamiliar sight in her rear view mirror — police lights. She slowed to let the car pass but, to her surprise, the officer was stopping her.

"What have I done?" she wondered as her hands began to shake. "Was I speeding?" She didn’t think so. "It’s late, what if he thinks I’ve been drinking? Should I get out my driver’s license? No, that would make me look guilty."

Many thoughts passed through Kim’s mind as she stopped the car and watched the officer approach. She rolled down the window and prepared for the worst. "May I help you?" she asked as the officer peered into the car.

"Yes" he replied. "Congratulations, you have been pulled over for wearing your seat belt." Instantly Kim felt relieved; the friendly officer had stopped her for doing something good.

Not only did the officer congratulate Kim, he handed her an envelope containing a $2 bill, a coupon for a free Big Classic hamburger from Wendy’s Restaurant and a commendation from the Bowling Green police chief. Kim, and the buckled up occupants of her car, also became eligible to win a $1,000 saving bond or another prize — such as a video-cassette recorder or a microwave oven — which are given away monthly.

This experience may happen to many Bowling Green drivers in the future because of a Seat Belt Safety Program that was begun in October by Larry Boone, a senior patrolman for the Bowling Green Police Department.

"The program is designed to entice the public to buckle their seat belts in the hope of reducing injury accidents," Boone said.

Forty-eight persons died in Bowling Green during the first nine months of 1986 because of traffic accidents. Of these 48, 19 were thrown from the car because they were not wearing seat belts.

"We need to make people aware of the importance of buckling up," Boone added.

Bowling Green is the first city in the country to start a Seat Belt Safety Program that educates and offers incentives, Boone said.

Boone said. This program helps keep the police in touch with that philosophy and shows the public that police have good intentions.

So far, the program has been a huge success, according to Boone.

The Seat Belt Safety Program entered the National Santa Fe Seat Belt Challenge for 1986. This program promotes seat belt use in cities around the country. Tests are taken before and after the program begins to determine which city has the best results. The winner, to be announced at the National Mayor’s Conference, will carry a gold cup award for one year.

"I can see that more people are wearing their seat belts," he said. "People are looking for us. It’s funny to pull up to a stop light, look over and see the driver of another car tugging at his seat belt hoping I will notice. When I see that, I know we’ve accomplished something."

"I feel confident about winning," Boone said. "Our program is one of a kind."

The Seat Belt Safety Program encourages people to buckle up.
Accidents
By Kim Maxwell

Did you realize that Bowling Green has the highest number of traffic violations in Kentucky? It is shocking to know that we are driving on the nation's most dangerous roads.

The Bowling Green Police Department began a crackdown on the moving traffic violations by investigating why there are so many in the Bowling Green city limits.

According to Major William Moore of the Bowling Green police, there are three primary contributing factors to the high accident rate in the Bowling Green. They are in the order of importance:

* The population of Bowling Green has grown the traffic pattern.
* Bowling Green is the industrial base for several surrounding counties.
* Bowling Green permits alcohol to be sold within the city limits, and surrounding counties do not.

Since Bowling Green's population has increased, it has caused problems on the U.S. 31W Bypass, which was originally designed as a two-lane street with a passing lane, Moore said.

The industries in the Bowling Green area have increased the number of commuters, thus making traffic increase.

Alcohol not only brings in those from "dry" surrounding counties, it also increases the number of alcohol-related accidents.

The police department's growing concern with traffic problems has caused them to initiate a special traffic division that focuses on traffic enforcement.

The special division divides the city into ten areas, with the most tickets, 312, being written on the 10th Street, railroad tracks, U.S. 31W Bypass and University Boulevard areas.

The areas with the most accidents are Cave Mill Road, Campbell Lane and Scottsville Road.

"Carelessness at Western, like failure to yield at stop signs," said Paul Bunch, public safety director, "are contributing factors to the increased number of traffic violations."

"On the average last year, between 150 to 180 accidents occurred at Western," Bunch said.

"Most are due to pulling in and out of parking spaces," he said. "30 or 40 were hit and runs."

Doing what others can't
By Laura Cooley

Matthew England, the 8-year-old state poster child for the Kentucky Muscular Dystrophy Association from Bowling Green, can't do things normal children do, like play softball, but he does one thing that many have never done — he can ride a horse.

Part of Matthew's physical therapy is riding in Special Equestrian, a volunteer program that gives children and adults with physical, mental and learning disabilities the opportunity to do physical therapy and ride a horse, said Judy Kahler, head of the R.I.S.E. program.

"Many think we are giving pony rides," she said. But the therapy is geared to the disability each person has.

Matthew's therapy stimulates his arms and leg muscles, said his mother Carol England. The movement of the horse keeps his muscles relaxed and toned.

England believes that riding has kept him walking, whereas most children at that stage of MD are walking incorrectly or are in wheelchairs, but England cannot get a doctor to back him up.

A child with a mental disability would work on sequences, Kahler said. They do games to exercise the mind and to learn control, such as obstacle courses.

R.I.S.E., operating near Woodburn, was started two years ago in this area, she said. There are five others in the state presently. It is a worldwide program and is used extensively in Europe.

All students are referred by physicians and may have some restrictions, Kahler said.

The volunteers and five certified trainers help them along by leading the horses or walking along beside them, she said.

Some of the students get good enough to go without their helpers. Their therapy is once a week and lasts 45 minutes to one hour.

"The big thing stressed is therapy and safety," she said. The horses are carefully picked and go through a two-month training period. There are also safety precautions, such as safety stirrups on the saddles. The trainers are trained at the national center in Washington, D.C.

The terms start in mid-March and go as long as the weather permits, Kahler said. There are about 20 students in each session.

R.I.S.E. is supported by fund-raising efforts of the volunteers and parents, and local businesses donate hay and grain, she said.

It has been very beneficial for Matthew both mentally and physically, England said.

"You can see the success of each rider and get feedback from teachers, parents and doctors," Kahler said. ❄
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8-BGM—FALL/WINTER
Alcoholics Anonymous:
Finding a better way of life

By Todd Hornback

Editor's note: The views and opinions in this article are not necessarily those of Alcoholics Anonymous. The names Ron and Ellen used in the article are fictional.

Buddy flicked his cigarette ashes into the ashtray which sat on his briefcase. He leaned back into the sofa and sipped his coffee.

"I guess you've seen the two occupations of alcoholics—cigarettes and coffee," he said laughing.

Buddy is just one of the many members of Alcoholics Anonymous in Bowling Green. Another AA member, Ron, sat next to him on the sofa.

There are around 100 AA members in Bowling Green, according to Buddy, but he said that this was just a "guess-timate."

Ron agreed.

"We just moved the Club about four months ago and the meeting is about twice as big as it use to be, so it's growing," Ron said. "In the town where my parents lived, we used to have two meetings a week, and now we have thirteen and that's been in six years. So it's growing everywhere."

The "Club" is one of the meeting houses for AA members and is located behind Murray's Restaurant on U.S. 31W. Now open or closed discussion meetings are held daily at the Club.

"Theoretically, a closed meeting is where alcoholics talk about their day-to-day living problems and how they deal with them through the AA program," Ron said. The reason they are closed sometimes is because we understand each other's problems better than a non-alcoholic," he added.

At open meetings, a speaker will tell what his life used to be and what his life is like now. AA invites anyone interested in alcoholism to attend an open meeting but anonymity must be maintained.

"Let's say that I were going to get a job and I was talking to my prospective employer and he says that so and so saw you at an AA meeting—I can't hire you. Because there is a stigma on alcoholism we don't want everyone in town to know we're in AA," Ron said.

The Twelve Traditions states that personal anonymity must be maintained at the levels of press, radio and films. Last names have not been used in this article for that reason. This tradition began when Bill W. and Dr. Bob, co-founders of the AA program, started the Society.

AA members keep anonymity because their private lives are separate from AA.

"This is hearsay, but his woman said I used to be a prostitute before coming to AA, now I'm a Madame," Ron said with a smile. "What you do when you're not in AA is unlimited. Like someone told me once, 'There are 24 hours in a day. You spend one hour in an AA meeting and eight hours sleeping and the rest is up to you.'"

When Bill returned to Akron, he took with him this image and began to work with Dr. Bob.

Dr. Bob had tried to stay sober through spiritual means but failed. But when Bill worked with him, the companionship of a fellow alcoholic helped him overcome his drinking problem. He remained sober until his death in 1950.

Although AA is not connected to any religion, AA members are urged to look to God, as each person understands Him, for strength to overcome alcoholism. Buddy talked about what he felt God meant to AA members.

"We're based on God's will—what He wants us to do day-by-day. We ask Him for the power to carry that out because we realize we're under His protection, and without Him, we would be nothing."

AA does not want anyone to refuse the AA program because of the spiritual terms involved.

"It says in our book, don't let any prejudice you have against spiritual terms stop you from asking what they mean to you," Ron said. "To me, wisdom is knowledge applied. Drunk—what difference does it make? Sober—all the good things in life that have ever happened to you can apply to your AA program."

Dr. Bob used his previous medical knowledge to help himself and others in the formation of AA. He and Bill W. began their work in the Akron City Hospital with alcoholics arriving in the ward. A supposedly hopeless alcoholic became their first case. He recovered immediately and never had another drink. In the fall of 1935, after many failures and a few successes, Bill returned to New York.

The Big Book gives four categories of alcoholics that are difficult to help in AA, according to Buddy. One is the alcoholic brain, or in AA terms, the "wet brain."

"His mind is completely shot," Buddy said. The second category is the alcoholic that feels he doesn't need help from anyone. The third type of individual comes to AA meetings with his own pet theory. "If you do it this way, it will work," Bent good fortune to you.
Ron and Buddy explained another term, "bottom.

"High bottom means the person didn't get hurt much by alcohol. A low bottom means that the person is devastated by it," Ron said. "My first bottom was financial. I was unemployable and suicidal.

His last bottom was emotional. He has been in Alcoholics Anonymous for over eight years. Since this time, he received a college degree from Western Kentucky University and he says that he has had some pretty nice jobs. His second bout of drinking occurred after he forgot that he was an alcoholic.

We at Alcoholics Anonymous have solved a problem. It no longer exists for us.

—Buddy

At certain times an alcoholic has no mental defense against the first drink according to the Big Book Ron said. The defense must come from a Higher Power.

"That's why I try to keep in contact with my Higher Power, because I never know when that's going to happen and I want to be ready," he said.

A man in the AA group where Ron's parents live once told him that testing time is going to come and it's how well you've done your homework that is going to determine whether you pass your test or not. He added that some people come this close and some people miss by that much.

The Big Book, Ron said, indicates that 50 percent of the alcoholics that attend AA never take another drink after their first meeting.

"They were talking about this over at the Club tonight. They said that you might not have your last drink before you've come to AA; but you've had your last one because when you've been exposed to AA for 90 meetings or 90 days, it ruins your drinking. You know it's wrong and you know that there is a way out."

Buddy has been in Alcoholics Anonymous for 22 years and has been sober for almost five. His definition of bottom is when you can't control your drinking but drinking controls you.

"Step one says that we are powerless over alcohol; we are not powerless over alcoholism," Buddy said. He cited statistics from the Big Book.

Out of AA members, Buddy said, 50 percent sober up right away; 25 percent...
go back to AA after a relapse and stay sober at a 75 recovery rate. Of the other 25 percent, 15 drift in and out of AA and 10 percent are hopeless cases.

The hopeless cases, according to Buddy, are the Bowery Boys and the Skid Row Boys. He said that he had been on the Bowery in New York and on a few skid rows and he knew a man there that made a great recovery in AA.

Buddy blames his relapse into drinking almost five years ago on his subconscious losing contact with God as he understood Him.

"Once I take that first drink, it starts a chain reaction. I'm not going to quit until I drink myself into drunkenness or, I think the Big Book says, oblivion. Then I have to be isolated, hospitalized or whatever to sober up."

It wasn't the consumption of alcohol that put him into AA, Buddy said, but the over consumption.

For those who are consuming too much alcohol, AA offers a membership into their society with one requirement — the person must have a desire to stop drinking. Buddy suggests anyone who thinks he may have a drinking problem should attend an open AA meeting and do research on his own. Visitors to meetings should feel free to ask questions before and after the speaker.

"We're interested in adapting ourselves to ones that have a drinking problem like Ron and I... adapting ourselves to the everyday way of life without being drunk, without being under the influence of alcohol," Buddy said.

AA suggests that new members go to 90 meetings in 90 days. At an open meeting one night, Ellen gave her history as an alcoholic. In her speech she told of a man who wanted her to attend an AA meeting every night. She told him she didn't have time. He looked at her and replied, "You have time to get drunk every night."

AA also teaches that alcoholics are not giving anything up.

"You're getting rid of a problem. It's a change in attitude. I still have problems, but I don't have a drinking problem. That helps me with the rest of my problems because I have a clear head to deal with them," Ron said.

If you have to ask yourself if you have a drinking problem then you probably do, he added, because a social drinker can take it or leave it. He continued saying that most families are ecstatic when someone begins AA. Then he began to speak of his own family.

"They're proud of the number of things I've done, but the thing that they are proudest of is that the fact that I don't drink."

Ellen said in her speech that when she came to AA she gained her relationship with her family again and her happiness.

She explained her feelings to members at the meeting.

"I saw happy people. You love each other and you loved me. I didn't have to do anything for it. I've never been happy before AA. I was always looking for something. I'm just really thankful for each of you."

Buddy said he chose the AA way of life as a manner of living which requires rigorous honesty.

"I lied about my drinking. Today I'm not ashamed to admit that I've been a drunkard part of my life. I saw this shoe was fitting me. I read the Big Book. I started working the steps. I found a better way of life."
Although Bowling Green clings to a traditional style of dress, a few extra touches help to give the city a look all its own.

While consumers seem to be more fashion conscious, the watchwords are still value and quality. Comfort is also important for shoppers looking to add only the basics to their wardrobe. Tailored separates are big items among older clientele.

Teenagers tend to follow national trends more closely. They buy Esprit, Guess?, print oversized sweaters and denim products. Any item with a namebrand, like the Coke collection, usually sells well. Younger children follow the styles set by their older brothers and sisters, trying to dress older than they are, wearing stirrup pants and calf-high boots.

Accessory items, such as barrettes, scarves, gloves and costume jewelry are a welcome addition to any outfit for women.

Formal wear comes in many fabrics and styles. Women are wearing silk blouses, sweater dresses and longer skirts. For men, a conservative suit is favored for business and the tweed jacket for comfort.
Accessories can dress up otherwise simple outfits. Women are attracting attention with hats and gloves accented by bracelet watches and oversized brooches and earrings. Traditional items such as pleated pants, suspenders and bow ties have been updated and can be seen on men all over town.
The word for the day is sweaters — big, baggy, bright and beautiful. All patterns and colors are available from the conservative to the outrageous in styles which include turtlenecks, crewnecks, vests and cardigans.
Denim, everyone's best friend, has finally grown up. A preoccupation with the old west has diversified this industry and updated such old favorites as jackets, skirts and overalls. Although basic blue is still popular, jeans now come in a wide selection of colors, patterns and styles.
Local merchants

Developers begin local race
to build more shopping space

By Chip Polston

As Bowling Green grows and develops into an industrial center, steps are being taken to make the city and county more attractive to big business. Industrial growth brings economic growth, and small businesses grow and prosper in this climate. In an attempt to house the new small businesses that are developing, the race to build shopping space is on.

Within the 1/4 mile radius of the existing Greenwood Mall on Scottsville Road, four new malls are being built — Thoroughbred Square, the Greenwood Courtyard Shopping Center, Greenwood Square and the Tower Place Center.

Jim Holton, commercial development director for the Bowling Green/Warren County Chamber of Commerce, attributes part of the new shopping developments to the geographic location of the area.

"The fact that Bowling Green is the largest metropolitan area between Louisville and Nashville makes us very attractive to retailers," he said. "We can offer shops and businesses access to the same area as Nashville, but at a much cheaper price."

Citizens Bank is providing the financing for many of the new malls, including Thoroughbred Square and the Greenwood Courtyard Shopping Center. Tommy Cole, vice president for the Citizens Corporate Banking Division, estimates that the bank has invested more than $7 million on the ventures.

"We foresee a good and continued interest in working for shopping centers in the region," Cole said.

Cole said that Bowling Green needs new retail centers in order to be able to effectively compete in the quest to attract large industry.

"We must have the availability of products and services for incoming businesses," he said.

Some of the new malls are going exclusively for the high-quality shopper. An example is the Thoroughbred Square development, located on Scottsville Road behind Rafferty's. Once all the tenants have moved in, the mall will contain everything from high-fashion dresses to frozen yogurt. Commercial developments such as this can be selective in the shops they house by setting rent scales higher than usual. According to Rebecca S. Thompson, vice president of operations for the Webb Co., the developers of Thoroughbred Square, have set their rent at $10 per square foot per year.

"This way we can attract quality businesses because they know the other tenants will also be quality establishments because of the price," she said.

Traffic problems also have to be taken into consideration with the new malls opening so close together. Holton says the city has compensated for this by eliminating the isle on Scottsville Road near the malls and converting it into a turning lane. Future plans also include widening Campbell Lane and Lovers Lane to help ease some of the heavy traffic from the main road.

Thompson also sees no problem in the influx of malls opening in the area and thinks that all developments have an excellent chance of succeeding.

"Bowling Green real estate has a tendency to go in surges," she said. "Once everything is full, a building boom will take place, eventually that will fill up, and the cycle keeps repeating itself."

"Retailers are notorious for wanting something yesterday," she added. "It's very difficult to attract new shops and businesses unless they can find retail space to move into immediately. There will be vacancies, but if the economic climate continues in a healthy direction, it will fill up."
get slice of the pie

New growth brings life to established facilities

By Diane Dooley

Amidst the clouds of dust and the rumble of bulldozers, construction sites are dotting the city. Much of this new growth comes in the form of shopping areas—the new malls. But shopping facilities that are already in Bowling Green are also showing signs of growth.

The two major malls in Bowling Green, as per square footage, are Greenwood Mall and Bowling Green Mall Shopping Center. The Bowling Green Mall, despite the fact that much of its space is vacant, is experiencing some new growth. Greenwood Mall on the other hand is at capacity and is in the process of major expansion plans.

The downtown area, the oldest shopping facility in Bowling Green, has lost some business to the larger, more modern shopping areas, but it still retains a substantial clientele.

Citizens National Bank has been at Bowling Green Mall as long as the mall has been open. In fact, it was the first business to open in the mall, which was built 20 years ago. Soon after the bank moved in, a Woolco and an A&P grocery store opened.

"The mall filled up very quickly," said a retired employee of one of the businesses at the mall. "Within a year and a half, it was full."

He said the mall prospered for years. "We had a good mall. Most of the time people will tell you they would rather shop at the old mall than the new mall," he said. He explained that the mall was very convenient to shoppers and there was not as much repetition of stores.

"There was a good variety of stores, but you didn't have, say, ten shoe stores. We had a tremendous business out there," he said.

It was not until seven years ago when the Greenwood Mall opened that the mall's success was threatened, he said.

"When Castner Knott pulled out, the mall just sort of drained out. You've got to have your big anchor stores," he said.

Recently, however, several new businesses have opened at the mall. The opening of Schnucks, which later sold out to Kroger, brought more cars to the parking lot, but most of the barren storefronts still posted rental signs.

"The grocery store brought people to shop, but when most people go to the grocery, they just get their groceries and go home," said a former mall businessman. "Grocery stores don't traditionally help malls." He explained that when Schnucks opened, it closed the entrance at that end of the mall. That didn't help to draw grocery shoppers into the mall.

Within the past year, the old mall has experienced more new growth. Two businesses have opened there: Big Lots, a discount department store that sells everything from stationery to children's toys; and Deep Discount which sells health and beauty aids.

"They have everything," one woman customer said. "I'm glad to see that some new stores are moving out here."

A representative of one business currently at the mall said more businesses are supposed to be opening there in the near future.

"There's been a lot of businessmen walking around out here lately," she said. She was not sure what kind of stores would be opening, however.

"We don't know what—or if anything—is going to be out here," she said. The mall office is withholding information about new prospects until it receives confirmation from them on opening at the mall.

"It's coming back alive," a mall businessperson said. "It's just a matter of time."

Growth Continues at Greenwood

Greenwood Mall, on the other hand, knows exactly where it's going—outward. The mall has already announced expansion plans including an important move by Sears from downtown.

(Continued on page 18)
The mall currently has 105 stores open. That is 96 percent of capacity, according to Del Weyer, mall manager.

"The expansion is based on the success of the mall. We have reached a growth level that will enable us to accommodate the expansion. We're ready to expand," Weyer said.

The expansion will come in the form of 47,000 square feet of added space. A whole new wing of stores, located between Snyder's and Penneys will connect Sears to the mall.

"We have 42 percent (of the new space) committed right now," said Weyer. He said he feels Sears will bring more volume of business to the mall. "Sears is the number one retailer in volume in the U.S. We feel really good about that."

The tentative date for the Sears move from downtown to Greenwood has been set for August 1987. The actual decision to move came from the national level, according to William Long, the Bowling Green Sears manager.

The new Sears store will be created with a "Store of the Future" concept, according to Weyer. It will cover 85,000 square feet. The store will be more modern, providing service in several new departments: a complete jewelry department; custom drapery shop; carpet department; photo studio; optical shop; candy shop and a record and video section. There will also be an auto center.

With this move come more career opportunities with additional positions available, Long said. One Sears employee said she hoped that the move would provide an opportunity to move up in the corporation.

With the addition of Sears, Greenwood Mall officials hope to attract a more regional group of customers, according to Long.

"Greenwood Mall is the place to be. Shoppers that come for a variety of stores will come to the mall for convenience; and now, Sears will hopefully benefit from the move. We hope the mall will continue to grow," said Long.

**Downtown Holds Its Own**

The loss of Sears from the downtown area is not going to make that big of a difference, according to Cheryl Mendenhall, manager of the Downtown Business Association.

"We're disappointed that they're leaving, but I believe we will be able to replace Sears, hopefully within a year," Mendenhall said. She noted that the Sears location is an excellent facility with lots of parking and should be able to attract a new business.

Mendenhall explained that downtown will continue to draw customers because of several factors. Many of the stores downtown are home-owned.

"We don't have many retail stores," she said. "Retail stores are more attracted to areas such as malls, where there are larger crowds, she explained.

Downtown has its own clientele of sorts.

"Most of the people who shop downtown have done so for years," said Mendenhall. People who work in the banks and offices in the downtown area shop on the square during their lunch hours for convenience. Also, senior citizens who live in Bowling Green Towers on College Street are not able to get to the mall and shop downtown instead, she explained.

"Most of the people who shop downtown have done so for years."

—Cheryl Mendenhall

"I think downtown is 100 percent better than it was six years ago," said Mendenhall. The Landmark Association, a group which works with the preservation of buildings has helped with renovation and building on the square, she said.

"They have helped to make it really pretty down here," Mendenhall said.

Parking downtown has also improved. City employees who used to park on the square will be parking elsewhere now that the new Justice Center has opened.

"We will have three times the parking," Mendenhall said.

Downtown has a lot to offer, according to Mendenhall, and she feels that the growth and expansion at the malls and also the Sears move will not ruin their business.

"The people that come downtown are going to come regardless," she said. "There is an aura downtown that you just can't get anywhere else."

**Farmer's Market celebrates 10 years**

By Diane Dooley

It's called "truck patching," and it's a way of life.

At the farmer's market on State Street, across from the Bowling Green-Warren County Chamber of Commerce, the people sell produce—homegrown produce of the finest quality. "Truck patchers," as they are called, get their name because of the way in which they bring goods from the garden "patch" to the market where they often sell right from the "truck."

Usually they set up tables to display their goods. There are tables with baskets of squash, bushels of lima beans, and bouquets of country flowers. There are hulled nuts, Indian corn and fresh honey in jars.

Fontis D. Emberton, one of the sellers at the market, collects and strains honey produced by his own bees. 'I've got it with the comb and without it," he said.

A Mennonite woman and several others in "traditional" dress pull bakery racks from a battered grey van. They wear plain, dark dresses, and their hair is neatly fixed under small, white bonnets. The group set up a display of fresh cakes, cookies and other baked goods.

The variety at the market changes with the season. In the early part of the summer, watermelons, cantaloupes, peppers and tomatoes are plentiful. Carrots, radishes and corn are more prevalent at mid-summer.

The farmer's market is the main result of the South Central Produce Association.

The association's members come together Saturday and Tuesday mornings to display their wares and hope to make a few dollars to supplement their incomes. Not all of these men and women are solely produce growers. They are teachers, retirees and industry workers who do this in addition to their other work. Many are college graduates.

Edgar L. Mills, market manager, was a teacher in the Warren County school system for 35 years. He is also a graduate of both Western Kentucky University and the University of Kentucky.
All the pleasure without the guilt

By Beth Eaton

"The Country's Best Yogurt" is the only way to describe the new frozen yogurt store that opened in Bowling Green over the summer. The new TCBY store is located in Thoroughbred Square on Scottsville Road. The store has a wide variety of frozen yogurts. The flavors range anywhere from chocolate to aloe pina colada.

"People who have milk allergies are thrilled to death with it because it is hard to find ice cream without milk products," said Mary Jean Peter, manager of the Bowling Green store.

The yogurt is 96 percent fat-free. The calorie content varies from around 29 to 42 calories per ounce. It has half the calories of premium ice cream.

"It's not so much the calorie content that sells. Parents are especially pleased about it being 96 percent fat-free," added Peter.

"I like it because I don't feel near as guilty as I do eating ice cream," said customer Laura McCormack.

All of the yogurt is produced by American Foods, which is a subsidiary of TCBY in Dallas. The yogurt arrives frozen and is then used in various ways: on waffles made at the store; on waffle cones; in crepes; in milkshakes; in sundaes; and in banana splits.

"It's just like ice cream. You can get milkshakes and everything. It's great," said Scott Graybill, a Western student.

The store just had its grand opening and will soon begin a "Winter Warmer Campaign" to run through Jan. 31.

"So far sales have increased since the cooler weather so we don't feel the cool weather will be a problem," Peter said.

"In fact, our stores in Alaska do great."

The TCBY store has customers of all ages.

"We have a lot of older people and college students," Peter remarked. "We're going to try and work something out with the city and county school board like edible bookmarks to encourage the kids to read." TCBY is also working on some different programs with the libraries and various organizations at Western.

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Local truck patchers display their goods at the Farmer's Market on State Street. Items include bakery goods, melons, honey, fresh fruits and flowers.

With a budget of $1,800 to $1,900 a year the market carries a low profile. Its frequenters, however, don't seem to mind as they browse from display to display squeezing tomatoes and apples to make sure they are ripe. There are regulars coming to the market and there are the newcomers. The market draws many people who, because of the fresh quality of the goods and friendly conversations that comes with every sale, come back again.

The market runs during the five-month growing period, June to October. The sellers get there early and set up so they can be ready to open at around 7 a.m. The market remains open until 10 or 11 a.m., depending on the crowd and how fast things sell.

There are 30 sellers on the average each market day and about 15 in the off seasons, including fall. Early and midsummer are the best times to sell.

The market collectively sells their goods between retail and wholesale prices. Some people may not feel that it is worth the trouble to get up and save a few cents. But the bargain, according to Mills, is not the only enticement to the "early bird".

"We have quality," Mills added proudly.

As a requirement of the Warren County Health Department and to insure quality products, sellers can only sell cold-packed--no heat cured--canned goods. Shoppers can get a good variety of relishes and honey, but they'll have to go elsewhere for jams and jellies. The Mennonite woman has had her kitchen approved by the health department for selling baked goods. A representative of the department explained that the market is inspected by their office and has a permit under the retail market.

Baked goods are not as common at the market as are the seasonal fruits and vegetables.

"Everybody wants corn and beans," Emberton said. They are popular items throughout the market season. Other produce such as turnip greens don't sell well.

"They don't sell --period," Emberton explained. "They weren't worth the trouble for the price I could get for them."

The changes of season have a lot to do with the day-to-day success of the market.

"Some days are good and some not as good as others," said Donny McKinley, president of the market.

Mills said he believes that this is one of the oldest farmer's market in Kentucky. Farmer's markets, where growers brought their goods to the city, have been in existence for hundreds of years. However, this Bowling Green market has lasted longer than most--10 years to be exact.

"A lot of them (markets) come and go--we've stayed," Mills said.

It looks like quality, despite technology, will always have its place in our society.
The natural beauty of a cave can mask potential hazards such as ground water contamination and toxic fumes.

By Steve McCoy

The process has been going on for more than 10 million years, slowly carving a tunnel through the rocks, like a mole burrowing its way through the soil.

Its complexity attracts scientists from all over the world. They come to study its mysterious dark passages. It's considered by some to be the world's eighth wonder.

What is it?

It's that complex labyrinth only mother nature could create, the cave system, and it's located below the city of Bowling Green.

Bowling Green possesses a unique landscape called a karst region, which is shared by 14 percent of the United States.

Karst is a landscape characterized by a well integrated, sub-surface drainage system, with very few surface streams and an abundance of sinkholes.

Here is how a cave system such as ours is made.

Ordinary rain water that picks up carbon dioxide as it falls from the sky forms a mild carbonic acid.

After filtering its way through the soil, the acidic water begins searching for a place to go. It can no longer penetrate anywhere, because now it is on an impermeable rock layer—limestone.

The water cannot be absorbed into the limestone, but the fluid can dissolve this type of rock. The water keeps searching for a place to go.

Finally it reaches either a vertical crack called a joint or a horizontal crack called a bedding plain. These cracks may be smaller than a person's thumb, but over the years they become larger as the acidic water continues to dissolve the limestone.

While it may seem as though the water will just keep trickling down through the earth and come out somewhere in China, eventually it does stop. Beneath the limestone there is a layer of flint-like rock called chert, which the water cannot dissolve.

The flint layer acts as a base for the running water. The Lost River that runs under the city of Bowling Green is perched on a layer of chert. It's been flowing along this layer for millions of years, dissolving the limestone and creating this fascinating system of caves beneath the city.

Caves are an amazing creation, having an enchanted array of colors and shapes. One cannot help but to wonder how the rock becomes so smooth and oddly shaped, like the pyramidal shaped rock hanging from the ceiling and jetting up from the floor of a cave.

These icicle-like pendants are called stalactites and on the cave floor they are called stalagmites.

As the carbonic acid dissolves the limestone, it becomes saturated with calcium carbonate. By the time the water reaches the cave atmosphere, which is very much like the normal atmosphere, it has become a super saturated calcium carbonate.

Caves exchange air through a "breathing" process. Because of this exchange, degassing has to occur. The water has to give off carbon dioxide and in this process the liquid rock changes back into its original form as it slowly drips from the ceiling of the cave, creating these shapes.

Small quantities of moving water slightly alter the physical structure of the caves. Larger amounts, like the Lost River, make more drastic changes in the cave system.

The Lost River is not the only underground stream in Bowling Green. The city has only one surface stream, the Barren River, but there are many cave streams.

"We have just as many streams as anywhere else, but they're underground and we don't know where they are," said Dr. Nick Crawford, professor of hydrology and karst studies at Western Kentucky University.

The many streams lead us to another phenomenon common to this part of the state — sinkholes.

Sinkholes make up the basic characteristic of this landscape. Bowling Green is sitting on what is called a sinkhole plain. There are hundreds of sinkholes throughout the city. In fact, there are 20 within a half-mile radius of the Greenwood Mall.

A sinkhole is a collapse in the soil, but the rock itself does not collapse. The water flows through the joints; as it does it takes the soil above the rock with it, eroding from the bottom very much like an hourglass. Only the soil on top remains, leaving a gap or arch between the joint (crack) and the top soil. This arch will eventually collapse creating a sinkhole.

Many homes and businesses in Bowling Green are built in sinkholes. Most of the ponds throughout the city are
actually filled-up sinkholes.

"In urban areas we've been lucky not to have more damage from a catastrophic sinkhole collapse," Crawford said.

"Man causes most of these collapses. Man changes the hydrology, altering where surface water goes underground, which causes collapses to occur," he said.

Sinkholes act like giant funnels, sucking in storm water and directing it into the cave system below.

This erosion created what WKU rests on today — a big hill. The hill is called an outlier — it is an outlying hill that one time extended out over the city of Bowling Green. The escarpment has been eroded, leaving a 200-foot hill once held up by a resistant sandstone layer called the Big Clifty.

Even the streets in Bowling Green have been affected by this type of landscape. Everyone that drives in the city has gone over the humps that are at just about every intersection.

They were purposely installed because the streets were built without storm drains. These humps direct storm water so it will drain down and go into a sinkhole or into one of the 500 drainage wells the city drilled to funnel the storm water into the cave system.

The water moves rapidly and in a matter of minutes it is underground, flowing beneath the city. If water can find its way into the cave system that fast, then any other liquid substance can do the same, including gasoline or any number of toxic chemicals.

In landscapes other than karst, the water moves very slowly through a porous media at a rate of about 100 feet per year. In some places it moves two or three feet per year.

In Bowling Green, time of travel tests have shown that the Lost River flows at about one half mile per hour. This swift movement creates a situation where residents and industry have to be very cautious about ground water contamination.

"Karst topography is the most vulnerable landscape in the world to ground water contamination. No one else has to worry about this like we do," Crawford said.

In other areas of the world if some-thing toxic spills, it will move at a very slow rate, so the clean up process is concentrated near and around the source.

Since all the water for about thirty miles of the sinkhole plain drains toward Bowling Green, a toxic spill in another county would have the same effect.

If the substances are one that volatilizes, like gasoline, changing from a liquid to a gas, the cave system will fill with gas fumes. These fumes cannot be diluted by the atmosphere, because there are no winds to break them up.

In 1969, five homes on Riverwood Street were found to have gasoline fumes in their basements. Again in the spring of 1981 the same homes had to be evacuated because gasoline fumes reached explosive levels in the basements. In December 1983, potentially toxic and explosive fumes became a problem in the Forest Park area, affecting the residents of approximately ten homes.

The fume problem is nothing new to Bowling Green. There have been re-occurring instances for 30 or 40 years, that never reached dangerous levels.

In the past three years, the Environmental Protection Agency came to Bowling Green on two occasions with super-fund emergencies.

In this area, a single tanker truck accident, a leaking underground gas tank or one irresponsible person that dumps something toxic into a sinkhole, can contaminate the entire cave system in a matter of days.

"When you contaminate the ground water so bad that explosive fumes rise up out of it, you're talking about the worst groundwater contaminations in history," said Crawford.

It has been said that man is his own worst enemy, but in this instance he seems to be mother nature's enemy as well. One small accident could destroy what took millions of years to create.
Round arches of different stone from the walls make the State Street Methodist Church a perfect example of the Richardsonian Romanesque style, popular in the U.S. from 1860-1890. Generally large and of simple form, Richardsonian buildings seem heavy and massive because they consist completely or partially of rock-faced masonry.
Bowling Green is a city filled with pleasures for the eye. Perhaps one of its most noticeable pleasures is its diverse architecture.

Throughout the years, Bowling Green has seen many trends come and go. The same is true with architectural styles.

The trends have long since faded, but the architecture has remained to line our city’s streets with history.

In his book, “American Architecture Since 1780: A Guide to the Styles,” Marcus Whiffen describes some popular architectural styles and explains their history. Some of these styles can be seen in the buildings of Bowling Green.

The rock construction of the State Street Methodist Church is one characteristic of the Richardsonian Romanesque period.

And along upper 10th Street and upper Main, many examples of Victorian homes decorate the area.

The greek Revival style is seen in the design of the First Baptist Church on State Street.

Many architectural styles are represented in Bowling Green. Just take a look around, and enjoy the history.
Landmark: preservation and more

By Rebecca McCormick

Ten years ago, 20 individuals with a fervent belief in a cause formed an organization. But that isn't unusual. What makes this organization different, however, in that today it is still a thriving presence in our community.

Many times excitement over a cause or belief dwindles after three or four years. Its lasting ability is one reason that Richard M. Pfefferkorn, executive vice president of the Landmark Association, feels that his organization is special.

This year, Landmark celebrates its 10th anniversary — which shows that people in the Bowling Green area think it's special, too.

Landmark is located in the Turpin Building at 914 1/2 State Street. Its brochure states that it is a non-profit organization established as a community advocate for preservation, protection and maintenance of architectural, cultural and archaeological resources in Bowling Green and Warren County. In the past 10 years, membership has ballooned from 20 to 340 individuals.

Pfefferkorn feels that the community interest has always been strong, but that Bowling Green lacked an organization to pull that interest together. He sees a continued growth in the future: "I think the interest is increasing every year proportionate with our involvement."

Over the last five or six years, Landmark has focused a great deal of its efforts into Bowling Green's Main Street Project — a complex project concerned with preserving and renovating older buildings in the downtown area.

The Landmark Association received funding for that program, according to Pfefferkorn, and although the project is still a very important one, Landmark will not be involved to the extent it was earlier.

"I think a lot of the things we've learned in downtown can be transferred to the residential sector," Pfefferkorn said.

And indeed, the residential sector of Bowling Green has been receiving much of Landmark's attention these days.

This summer the organization conducted a survey of homes and buildings in Bowling Green to record any which were of historical significance.

To be considered historically significant, Pfefferkorn said that basically two factors are involved.

First, Landmark looked at the architectural style of the building, whether it was Victorian, Italianate, Greek Revival, etc.

The second factor is the historical association of the property. For an example, Pfefferkorn used the situation "if George Washington slept in one of the houses."

Since that time Landmark has been keeping a list of those homes that needed additional documentation in the historical districts. It also looked at a new historical district in the Magnolia and Nutwood area.

The age of the home is also a factor, of course. The house needs to be at least 50 years old. However, Pfefferkorn said that there are some unusual cases where the home can be less than 50 years old, i.e. unusual design, etc.

Landmark found 240 sites within the city. These were added to the 400 found originally in a 1978 state survey.

(Continued on page 25)
Next summer Landmark plans to survey the county for those homes and buildings that were missed in the state survey. "It was a somewhat inadequate survey at first," Pfefferkorn said.

Another new project is Historic Home Help, which will offer many of the same services offered in the downtown project: architectural design, technological assistance, and workshops and seminars for historic homeowners interested in the upkeep of their historic homes.

Pfefferkorn explains that technological assistance may range from advice on building materials, paint schemes, appropriate designs, and interior layouts, to researching old photos and deeds to find out a home's age and its original uses. "Whatever is necessary," he said.

"Historic preservation is a wide-ranging ethic which involves a number of elements. The education process is probably the most important facet. The more you know, the more you do."

That's why Landmark spends so much time and effort educating the public. It works with neighborhood groups and civic clubs. It also sponsors many walking tours of downtown, upper Main, and Smiths Grove for groups and classes that show an interest.

"I think people should be exposed to these things — to history — to see the quality, care, and skill that went into making these buildings."

A common problem that Landmark encounters is people modernizing buildings to improve them. Unfortunately the remodeling is often inappropriate — whether from the fabric or materials chosen, or the design.

If these people would ask the questions, Landmark would provide the answers. "Good design is a part of what we're trying to promote."

Since January, Landmark has been working on a historic preservation ordinance to protect historic properties in the area. It is reviewing a draft now and will continue revisions on it until everyone is satisfied.

Pfefferkorn said the ordinance could be either regulatory or advisory. "I'm not quite convinced we need something regulatory, for most people would welcome suggestions from a committee," he said. "It needs to move slowly; you need to think it out — see what is good for your community."

Besides drafting an ordinance, Landmark is planning a tour of homes next fall. This tour is the first of its kind in the seven years that Pfefferkorn has been at Landmark.

Holding events for the committee is one aspect of Landmark, but it also holds many events for its members. Each year, members of Landmark are treated to a Christmas open house, held at one of the member's homes. This gives members the opportunity to see the work that other members are doing.

Also for members, a quarterly newsletter is put out through efforts of volunteer members. Pfefferkorn added that everything that comes out of Landmark is the work of the staff — one full-time and one part-time — and volunteers.

Every other year, Landmark sponsors the Decorator Show House with Arts and Alliance to raise money and interest for both organizations, as well as to recruit new members.

"The fact that we're still in existence after 10 years is great; the vast membership, money raised, and time spent is tremendous," Pfefferkorn said.

"I'm pleased to be a part of it. I enjoy my work — enjoy what we're doing. We need to keep it up. I think the activities and involvement of Landmark are limitless."
A little touch of magic

By Greg Maddox

Don McQuire sat down in his music room, started a tape and stared at the walls covered with pictures and plaques. His memories began to wind like a cave through his mind.

"I took them all down one time," McQuire said. "One of my friends came over and said, 'Don't you realize that other people do like to look at them?' I guess I never got all the make-up of show business off after that last performance."

McQuire was, and in some ways still is, part of one of the most popular singing groups of the '50s. They were called the Hilltoppers, and they represented the rags-to-riches story that so many people dream of writing.

The group was made up of three Western Kentucky State College students and a Derby Underwear employee who wrote songs in his spare time. Their road to success was a short one, and it all began right here in Bowling Green.

"Jimmy Sacca, our lead singer, was at Western from Lockport, N.Y., on a football scholarship, and I came from Hazard, Ky., on a basketball scholarship," McQuire said. "Seymour Spiegelman was here because a friend told him about Western, and Billy Vaughn was already here. I guess Bowling Green was just the right place at the right time."

"It had to be a Godsend," said Dee Gibson, director of Community Affairs and Special Events at Western and a long-time Hilltopper fan. "The odds against them ever getting together were astronomical."

"But no matter the odds, they still got together."

It all began one afternoon at the Goal Post, a college hang-out across from Gordon Wilson Hall on Western's campus.

"Jimmy (Sacca) came up to me one day and asked if I wanted to form a new group," McQuire said. "Singing was popular back then and everybody was in a group. But I took a chance on these new guys."

Vaughn, now a famous and well-respected composer, had been writing songs for many years before. He composed most of the first songs the Hilltoppers recorded.

"We took a $40 tape recorder and a song Billy wrote called 'Trying,' and taped it in Van Meter Auditorium with just a piano accompanying," McQuire said. "It was a real tear jerker. It sounded real good on amateur equipment, too."

The Hilltoppers sent the tape to WLBX, where a late night disc jockey named Bill Stamps liked the song and played it on his show.

"One of the best feelings in my life was the first time I heard the group on the radio," McQuire said. "Some of our friends kept calling in and the darn thing was played five or six times before the night was over."

Stamps talked the Hilltoppers into sending a copy of the tape to Dot Record, a young label headquartered in Gallatin, Tenn., at the time.

"They listened to it, liked it, and loaded up their equipment and came to Western to record," McQuire said. "So in April 1952, 'Trying' was professionally recorded."

Not much happened with the record at first. It was played at stations around the country with little response until the summer of 1952. Then "Trying" began to get attention. It reached the top 100 in Billboard Magazine. Five or six months later, their dream of fame became a real-
A lot of people thought we were a black group until that night,” McQuire said. “That was the night we walked onto the ‘Ed Sullivan Show’. By then “Trying” was in the top five nationally.”

“Mr. Sullivan took Billy’s copy of “Trying” and wrote on it ‘You don’t have to keep “Trying” — you made it. That’s a great souvenir.”

As a result of this fame the quartet developed a stage act with the costumes of a red sweat-shirt with a big white “W” on the front and a red and white Western beanie. Newsweek took a picture of the group in their outfits and it caught on and hung on as part of the act.”

“I left Western in 1948, but I kept up with the Hilltoppers’ progress,” Gibson said. “I was proud of the boys because they were proud of Western. They showed it in the clothes they wore.”

“P.S., I Love You” was the next big hit for the Hilltoppers in 1953. It was another tear jerker that sold over one million copies. On the backside was a song written by Vaughn called “I’d Rather Die Young” that made it big in the South. By then, another Hilltopper ballad, “Till Then” was climbing the charts and the group was sitting on top of the world.

“Our first year, we were the number six group of about 20 big groups in the country,” McQuire said. “We reached number one our second year, and stayed at one or two for about five years.”

During 1953, the Hilltoppers appeared on the “Perry Como Show” and continued to travel not only in America but in Germany, France, Japan and England. They were a very popular group in other countries and had a big distribution in the foreign market. Then came the biggest trip of their career, the Korean War.

“We were in school year round and that kept us home until the draft finally started to include college students.” McQuire said. “Jimmy got out early, so he formed a new band until we could get out.”

After the war, Vaughn made the decision not to travel with the group and went on to become the musical director for Dot Record Company. The Hilltoppers made their final stand with “Maraine,” the last big hit for the group before the brief yet brilliant career came to a close.

“It all kind of died out quickly,” McQuire said. “We had our families and we traveled so much. It just wasn’t the same as it was before.”

“Also, rock ‘n’ roll started to gain popularity, which hurt our business. We were in our late 20s, except for Billy. It was just time to make a choice.”

McQuire had mixed emotions about the rock ‘n’ roll craze. He felt the popularity was a result of the louder, more upbeat style of the Elvis’s and Bill Hailey and his Comets of that time.

“In our time, what came out of your mouth was what the people heard,” McQuire said. “Today if you voice isn’t so great, the loud music will cover for you. Another problem, is the drugs and alcohol associated with rock music. Not one of our group ever touched drugs or much alcohol in five years of traveling. Things have really changed in the past 30 years.”

Indeed they have changed. The Hilltoppers have spread north and south, but all live in the eastern part of the U.S. Sacca now owns a booking agency in Jackson, Miss., which finds places for acts to play in the southern U.S. Seymour Spiegelman is living in New York and is sales manager of a record business. Don McQuire recently retired from publishing and is now working in real estate.

Billy Vaughn is still very active in music. He arranges and records with his band and travels a couple of times a year. In the spring, Vaughn will take a large band and tour Japan.

As you can imagine, the Hilltoppers don’t see each other very often. McQuire said that they keep in touch by phone, but the opportunity to get together seldom arises.

“The last time we were together was at a Western Homecoming in the early 70s,” McQuire said. “The whole thing revolved around us. They got a 180-piece band together to accompany us. A lot of tears were shed and a lot of memories were rekindled. That was a very special day.”

Many “Golden Oldies” radio stations around Kentucky still play the Hilltoppers’ music and get many requests for their songs.

“People are always coming up to me and saying how they heard the Hilltoppers on the radio last night,” McQuire said. “It’s good to know they still enjoy our music.”

McQuire also said that MCA Records had acquired many of their original cuts from Dot Records, and they have contacted him with plans of releasing a new album of the Hilltoppers’ most popular songs.

The Hilltoppers represented Bowling Green well and left behind an era that many people won’t soon forget. Was it a Godsend? Was it a miracle? Was it a fluke?

“No, it wasn’t a fluke,” McQuire said. “Many factors lead to our success. We had a good promoter. Jimmy was a good lead singer and Billy was a great writer. We had the sound the kids wanted and a chemistry that worked. We had Kelly Thompson and Western Kentucky State College standing behind us. And, we had a little touch of magic.”

In the early ’70s, the Hilltoppers regrouped for a Western homecoming. From left, Spiegelman, Vaughn, Sacca and McQuire.
By Tammy Perkins

The ball heads for the left back corner and Mark hits it as he bounces off the wall. "Hey, I hit it!" Mark says. "All luck!" John yells as he dives on the ground after a low ball. "Not bad for a big guy, huh?"

This is a racquetball game between two Bowling Green policemen. This is just one of the ways Bowling Green police and firemen are getting in shape.

The city has started a program designed to get these city personnel in better physical condition.

Mark Williamson, a Bowling Green police officer, said, "The city was concerned about the health of its workforce as several major heart attacks and other health related problems plagued the city."

The fire department began its fitness program about two years ago. A year later the police department began a similar program.

Capt. George Scott of the Bowling Green police department is the fitness coordinator for the program. He and a police officer from each shift and each division are in charge of the quarterly fitness evaluations.

"When we ran the first of the quarterly evaluations, we found two men needed immediate open heart surgery," Scott said. "Massive heart attacks are the leading cause of death among police officers, not gun shot wounds as one might think."

"Right now the only mandatory thing that is being enforced is just that all officers are required to participate in the evaluations," Scott said. "There is nothing being done if the officers don't improve." He said that he sees the day when there will be definite repercussions for officers that do not improve or maintain fitness levels.

The program has only been in effect a year, Scott said. "We can't go in and tell a person who is 60 pounds overweight to lose 40 pounds by next week because that would be considered arbitrary and unfair. If it is arbitrary and unfair the officer's termination wouldn't hold up in court," he added.

Robert Roberson is the fitness coordinator for the fire department. The firemen are also evaluated on a quarterly basis. Their evaluations are basically the same as the police department's except firemen are evaluated on a point system.

The firemen have mandatory exercise requirements on duty. They are required to exercise at least 30 to 40 minutes each day. "Most of the men exercise well over that amount, usually around a couple of hours," said Trent Madison, a Bowling Green fireman.

The fire stations are equipped with weights, a rowing machine, a cycling machine and exercise mats for situps and pushups.

Madison said each fireman keeps a daily log of his exercise activities. The logs are turned in at the end of the month to be evaluated.

To help the police officers achieve their fitness goals the city has purchased all officers a basic membership in Lovers Lane Racquet and Sports Centre. There is a sign-in sheet for these officers at the door to help evaluate how many are taking advantage of this program.

"Of the 65 to 70 officers, about 15 work out at the racquetball club regularly," said Williamson. "I feel this is a pretty good number, considering it's hard to get a big percent of any group involved in anything."

The firemen can join the club at a discount. "There are quite a few of our men that have joined the club in addition to the exercise they get while on duty," Madison said.

"The program has made everyone on the force more aware of their health," Williamson said.

"As for the fire department, most of the men are very positive about this mandatory exercise and I'm glad that the city is concerned with our health," Madison said.

Bowling Green firemen work out while on duty.

New aerobics eases into the city

By Tammy Perkins

"OK class start jogging in place... come on now keep it up. Now 30 jumping jacks... Come on now don't quit on me. OK, now twist from left to right; let's keep it moving! Remember no pain, no gain!" yells the aerobics instructor.

Thanks to aerobics, millions of previously sedentary people have gotten out of their homes to tone up and trim down. This movement has helped people look better physically and feel better mentally.

Continued
But because of this 'no pain, no gain' mentality, numerous injuries occur. A recent study sponsored by Reebok and conducted by the National Injury Prevention Foundation, found that 76 percent of the aerobics instructors sustained or aggravated at least one injury.

There have been an alarming number of back, shin, knee, calf, foot and ankle injuries. For this reason, a new movement of low-impact, non-jumping aerobics has been surfacing around the country.

"I've been in traditional aerobics classes where I've seen men and especially women who get in there and do every bit of exercises and just will not fall back and take it slow," said Susan Lechnor, a low-impact aerobics instructor at Tennistown in Bowling Green. "They look miserable and after class they are so sore and fatigued that they never come back."

Lechnor moved to Kentucky from Pennsylvania where she taught low-impact aerobics. "In Pennsylvania, low-impact aerobics is the dominant type of exercise class; there is hardly even a choice," Lechnor said.

Low-impact aerobics are great for overweight, elderly and beginning exercisers. While still accelerating the heart rate, this kind of aerobic exercise reduces the stress on the joints and muscles. The exerciser keeps one foot on the ground at all times.

In traditional aerobics there are jumping and running exercises. These cause great stress to muscles and joints. Hopping, jogging and jumping have been replaced with marching, dance-walk steps and side steps.

Low-impact aerobics classes are also for people that are already in shape. "Using lots of arm movements during the exercises get the heart rate up just as high as in traditional aerobics without as much chance of injury to the joints and muscles," Lechnor said. "I use light weights in some of my exercises in my classes to add to the workout which increase the heart rate."

"I also use dance-type exercises which are fun and which also give you a very good workout," Lechnor said.

"I think low-impact aerobics is becoming the trend of the future," Lechnor said. "In Kentucky and especially Bowling Green I think the reason it is taking longer to catch on is that people really don't know much about it and its benefits."

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**Pedaling to fitness**

By Gordon Allen

An old trend is hitting Bowling Green in a big way. It involves the sport of cycling. If one were to drive around Bowling Green today, numerous people could be found riding bicycles. Some are competitive riders, others ride for exercise and some for a form of recreation.

According to Scott Willis, sales clerk and bike manager for Nat's Outdoor Sports, bike sales are at their highest level in 10 years. This means there are more people riding than ever before.

"People are buying higher quality bikes, especially if they are seriously riding," said Willis. "We have bikes ranging from $150 to as much as $1,200." Many riders use other equipment including protective helmets, riding gloves, special padded pants and shoes made to connect to the pedals on the racing bikes.

Several reasons can account for why people are becoming interested in cycling. The number one reason is for exercise. With the health conscious society, people are searching for enjoyable types of physical activity. Bike riding works several of the body's muscles in addition to the cardiovascular system.

Because of the toll that running takes on the legs, many runners have switched to cycling, Willis said. The continuous pounding that a runner's knees and joints take can eventually cause health problems.

Another reason people have adopted bikes is for their convenience. It is not as hard to find a place to park a bike as it is for a car. Bikes are also inexpensive in relation to a car. Maintenance is often little or nothing. For this reason and the convenience of parking them, they are especially becoming very popular with college students.

The competition that cycling can provide is the motivation that compels many to ride. Several races are held in the area including Nashville, Knoxville, TN, St. Louis and one in Bowling Green. These races are usually from eight to 20 miles and have prizes up to $1,500 that are split among the different categories.

Willis has also raced competitively. "There is nothing like the feeling you get when you win a race," Willis said. "I get the feeling that no one else can accomplish what I have..."

Whether you are looking for a source of transportaion, a form of exercise, or some tough competition, cycling can be an enjoyable experience.
History seeker serves state

By Kevin O'Bryan

Dr. Albert Petersen is the kind of guy everyone hates to see on a country road. A slow-driving sightseer on a two-lane highway. But this Sunday driver does more than cruise down a country road. Petersen travels through Kentucky's counties searching for history.

Eventually, he will drive his pickup down every road in a particular county, surveying the land and its architecture. His job is to look for historical bridges, churches, schools and homes to be nominated as historical landmarks.

Petersen, a specialist in cultural geography, travels so much because he is Kentucky's official state Geographer, appointed by Gov. Martha Layne Collins.

Petersen, a Colorado native who grew up on a cattle ranch, earned his doctorate in 1970 and has taught at Western Kentucky University for 16 years.

Petersen's love of nature is evident in most facets of his life. He lives in a log cabin and his favorite pastimes are chopping wood, building stone walls and working in his garden.

Don't be fooled by the backwoods lifestyle, though. He has a knowledge of the environment that puts him a step above the rest.

Petersen is a key investigator in the boundary dispute between Kentucky and Illinois along the Ohio River. He is an expert in this field and the attorney general's office has turned to him for help.

Although Petersen is busy making Kentucky history, his main goal as a state geographer is to help the educational system recognize the importance of geography. Petersen wants to work with educational officials to add more geography classes in the curriculum of public schools.

"There is a lack of geographic knowledge, not just in Kentucky, but all over," Petersen said.

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Madame Kennedy

Working with the problem at hand

By Paula Quinn

The grey shingle bungalow at 2553 Russellville Road looks much like other homes on the street.

Black wrought iron furniture sits on a porch covered with bright green outdoor carpeting. A plaster of Paris elf smiles from the steps.

The yard is generous, the grass nearly trimmed. The trees are large and old.

What distinguishes this house from others along the road is the large sign out in front. It is painted bright red and reads:

Palm Reader
Card Reader
Spiritual Adviser tells
Past, Present, Future.
Phone 842-9919

In the upper left corner is an open yellow hand, in the upper right, three cards — The Queen, King and Ace of Diamonds.

The sign is a beacon to the curious, to the anxious, to the superstitious. Many have called the number, many have parked in the stony driveway, many have rung the doorbell.

A young, barefoot woman who looks Eastern European with her flowing black hair and dark eyes and skin opens the door.

"Madame Kennedy?"

No. She is not Madame Kennedy.

She leads the client down a short hallway and into an ornate living room where the crystal, the gilt, the blue plush, the intricately carved wood, the plethora of figurines collide in a feeling of Spanish provincial.

It is here that visitors await Madame Kennedy, Bowling Green's resident seer, with feelings of anticipation and dread. What will she tell her client with the northern accent and the Ohio plates about the past, the future? What will she touch upon? Love? Career? Money? Travel? Health? Longevity?

Madame Kennedy glides into the room. The taffeta and chiffon of her pale blue dress rustle softly as she walks.

"How may I help?"

Her eyebrows, penciled thick and black, raise slightly as she gestures toward a chair.

"Put your palms up, like so," she instructs. "No, bode of dem. I need to see dem bode."

The fortyish seer, who can read a person's past, present and future in the palm of a hand or a shuffle of the cards — separate fees and appointments for each — gazes momentarily at the outstretched hands, palms up, before her.

She does not sway, croon or chant. She wears no turban, has no crystal ball.

She sits serene and aloof, her heavily mascaraed eyes studying the roadmap of lines running crisscross over the palms.

Finally, with an unwavering gaze, in her firm, clear Yugoslavian-by-way-of California accent, she begins...

"There are two people who love you very much. One you feel mostly sorry for. But that person loves you and will wait for you. The other is the one you care for very deeply. But you feel distant at present. Do not worry, that will soon resolve itself.

"You are fairly new to Bowling Green, maybe here only a few months at most. You are going to school or perhaps are starting a new job here and feel strange. Do not worry, you will get used to it and make many friends.

"I do not see any great wealth in your future. You will make a nice living, but you will never be rich..."

Continued
Dr. Joseph Cangemi, professor of psychology at Western Kentucky University, believes that even a fairly non-specific reading may comfort the types of people who are likely to consult clairvoyants.

Cangemi said that it is his perception that such people are searching, often troubled, and sometimes desperate individuals who have a high degree of trust and who are often quite naive.

"Let me emphasize searching," he said. "Maybe these people have gotten no satisfaction by using the usual channels — church, God, a psychiatrist, a social worker — and so because they are searching, they turn to these others for the answers, for the explanations they are seeking."

Cangemi said the mother of a kidnapped child who is dissatisfied with the police investigation might turn to a seer for insight into her child's disappearance.

"In that instance a palm reader might be a real comfort," he said.

But why do people who are not desperate visit psychics? Who keeps the tea leaf and palm readers, the astrologists in business?

There's Janet Logsdon, for one.

"Madame Kennedy is a dear, dear friend," Logsdon said. "I would never say anything against her; she has helped me many times."

There's Isis Garcia, for another.

The sophomore from Panama said that she and two friends visited Madame Kennedy out of curiosity. Each woman saw the palm reader separately, but found their experiences to be similar.

"She asked each of us right away why we were there, and if we were worried about anything," Garcia recalled. "It was the beginning of the semester and I was worried about my classes, so that is what we talked about."

Then, Garcia says, Madame Kennedy made a prediction based on what they had been discussing.

"She told me that I would have a hard time this semester, and that I would flunk my classes. She said, 'But don't worry, Isis, you won't fail again.'"

Garcia passed each of her four, three hour classes that semester.

Rita Tinsley also visits psychics.

The WKU junior said she has consulted clairvoyants from time to time partly out of curiosity, partly out of anxiety, and in part because she wants to maintain control over her life.

What she looks for in a psychic is low prices and specific information. The more detailed the reading, the more credibility the seer has in Tinsley's eyes.

So her reading in Benton, Ky. was a success — it cost only $10 and it enabled Tinsley to do a little advanced planning.

"The psychic told me I would take two trips; one to Florida in August, and one out of the country," Tinsley recalled. "I knew about the Florida trip, only I had already made plans to go in May."

But circumstances forced me to postpone the trip — until August. And the Caribbean cruise she took in September was not in her plans at all when the reading was done.

"The reader also told me that someone I was very close to had the initials BWW, and drove two vehicles, one white, one red. I was seeing a man at the time. Those were his initials, and he drove two vehicles — a white truck and a red Cougar."

Madame Kennedy once again bends to the problem at hand. She pushes a strand of long, dark hair back over her shoulder and concentrates. The room is very, very still.

"I see some travel in your future," she says. "A trip by car in cold weather, but not so very far away. Some short trips, yes, several, also by car. And then you may travel some place warm in the spring. You think about putting it off but then you go..."

While prophets date back to Biblical times and played a fairly prominent role in the Old Testament, Dr. Ronald Veenker, professor of religious studies at Western said that to think of them mainly as fortunetellers is incorrect.

"A prophet in the Biblical sense of the Old Testament was someone who said that he'd heard the voice of God," Veenker said. "His job was to pass it on by
judging the righteousness of a group of people right at that moment.

"Foretelling the future was really a very small part of what they did. The judgments were moral and the prophecies were usually short term. They had to be fulfilled within the prophet's lifetime; otherwise, there would be no way of verifying the prophet's abilities."

Veenker says that prophets today get a lot of press, and that society in general seems to give a great deal of credence to psychics.

"We see them on T.V., we have them solving crimes," he said. "Sometimes people want more from religion than they get, so they turn to those who say that they can foretell the future."

The religion professor predicts that interest in psychics will continue to grow.

"Just look at the headlines in the grocery store scandal sheets," he said. "If it's in the Enquirer, you know that lots of people are thinking about it."

"Any questions?"

Madame Kennedy sits back, her hands clasped before her on the table. The visit has lasted 12 minutes. The fee is $25. Her business license costs $500 a year.

The client squints at her palms, trying to make sense out of the frenzied network of lines.

"I haven't been feeling too well lately; anything about health in there? And what about longevity?"

Madame Kennedy takes one last look.

"I see nothing in your palms about health, so I wouldn't worry, but for your own peace of mind, you might consult your doctor. And as for lifespan? Ah, yes, here it is. You will live to be 87."

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