Winter 1981

UA68/13/4 Bowling Green

Kelly Thompson Chapter, Public Relations Student Society of America

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FMC’s Bowling Green plant manufactures a line of Link-Belt® rope-operated truck cranes.

FMC Corporation, Cable Crane & Excavator Division is one of the world’s leading manufacturers of rope cranes and hydraulically operated excavators. FMC’s Bowling Green plant, one of seven cable crane & excavator division manufacturing facilities in the United States and four foreign countries, was designed and built specifically for producing FMC’s Link Belt wire rope-operated truck cranes. These big truck cranes are shipped to virtually every corner of the world. In addition to the upper machinery marketed for use as pedestal cranes for offshore applications, the crane carriers, tubular booms and jibs are all manufactured in Bowling Green.

FMC Corporation
Crane and Excavator Division
Bowling Green, Kentucky 42101
The Briarpatch has always been a favorite of Kentuckians because of our savory fare and pleasing atmosphere. To better serve our friends in Bowling Green we have been busily remodeling the Briarpatch located on the new Fairview Avenue. Enjoy your favorite cocktail with lunch from 11 am to 1:30, and dinner from 5 until 10:30. Our banquet facilities are excellent for the business luncheon or dinner, accommodating up to 100 people with no extra charge for the room. Our decor has changed but our appetizing selection of aged choice rib-eye, prime rib, strip and filet are still as tasty as ever. Not to mention our broiled Gulf Shrimp, garden-fresh salad bar, and our unique daily specials. We may have changed our image, but we have not changed our style. The Briarpatch, better than ever!

956 Fairview Avenue
Bowling Green, KY 42101
Phone: 502/781-2045

Bowling Green
Winter 1981

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Bowling Green Magazine is produced by a senior seminar class in public relations with the Kelly Thompson Chapter of the Public Relations Student Society of America and students in the Department of Journalism. Address inquiries and information to Bowling Green Magazine, Academic Complex 321, Western Kentucky University, Bowling Green, KY 42101.

There's a shining example of confidence and pride out there at #1 Fruit of the Loom Drive. Union Underwear Company's modern new Headquarters office building is the nerve center of the international sales network for Fruit of the Loom®, BVD®, and Underoos® brand underwear.

Union's long experience in Kentucky, and its close association with the fine people of this State, convinced them that Bowling Green would be an ideal location for Corporate Headquarters.

Bowling Green, Kentucky. Union Underwear. All growing together today and planning for growth in the future.

© Union Underwear Company, Inc.
#1 Fruit of the Loom Drive
Bowling Green, Kentucky 42101
(502) 781-6400
an operating company of Northwest Industries, Inc.
Reflections

Students Produce Magazine

With the publication of this magazine, Bowling Green joins an elite group of between 100 and 200 cities in the nation that have their own magazines. Nearby publications of this sort include Nashville, Louisville, and Atlanta.

This magazine joins another, and even more elite, group—city magazines produced by university students. There are two other universities that produce such publications. The University of Alaska publishes Alaska in Anchorage, and Ohio University publishes the quarterly, Athens.

Senior seminar students at Western Kentucky University along with the Kelly Thompson Chapter of the Public Relations Student Society of America, have planned, prepared and produced this magazine.

BOWLING GREEN aspires to provide comprehensive coverage of community interests. It will project to the readers a Bowling Green and Warren County community that is economically sound, culturally aware and socially responsible.

The magazine will not attempt to be a source of "hard" news. Residents will continue to get hard news from newspapers, radio and television. Instead, the magazine will take topical events and blend them with a look into the past and the future in hopes of giving insight into the community—its people, its heritage, its potential.

The first issue of BOWLING GREEN includes six departments and four features.

Departments include Business—providing information about business, industry and agriculture in this area; Community Service—designed to relate information about people in governmental, civic and service organizations and their contributions to citizens of this area; Entertainment—covering restaurants, night spots and recreation; Reminiscing—a look at interesting historical facts about Bowling Green and the surrounding area; and Curiosities—bits of information about unusual things that make our community unique; and Arts—which will provide an update on the arts, crafts, theater, and music.

Feature articles in this first issue detail the move to Bowling Green of two major U.S. corporations—Union Underwear, actually no stranger to Kentucky, and General Motors, soon to be the only plant in the world to build the sleek, smoothly aerodynamic Corvette.

Another feature explains in laymen's terms services to be provided by the area's cable-TV company, Storer Communications. Interest in the cable franchise is perhaps exceeded only by the myriad of questions about it. The personnel director of an area corporation suggested, "I wish somebody would summarize what this new franchise will involve." We hope the article is an adequate response.

The magazine focuses on women entrepreneurs in a series of features that investigates the attitudes of these women toward their businesses and the rewards of being their own bosses.

We sincerely hope this issue reflects both the spirit and content of, as our departments editor Anna White has said, a city founded on tradition and moved by contemporary thought.

What do you think? We welcome your comments and invite you to share your opinions by completing and returning the survey questionnaire in this issue. Also, we solicit appropriate information about your organization and people. Send it to Bowling Green Magazine, Academic Complex 321, Western Kentucky University, Bowling Green, Ky., 42101. The next issue will be distributed in May. Subsequent issues are planned for November 1981 and February and May of 1982.

Dr. Robert Blann, Adviser Bowling Green magazine

Providing Energy
Is What We Do Best
Only You Can Use
It Wisely!

Bill Howard’s &
Jimmy Bryant’s
1-65 Liquors, Exit 22
Old Fort Liquors, Exit 28
Scottsville Rd. Liquors,
Scottsville Rd. &
Covington
Business

BG State’s Development Center

Every Kentuckian knows that the grass is greener in Kentucky. Many may not be aware that the grass in Bowling Green may be greener than in other parts of the state.

This at least is what Gov. John Y. Brown Jr. suggested to community leaders at a banquet during the Chamber of Commerce Industry Appreciation Week. Gov. Brown called the Bowling Green-Warren County area “the development center of the state.”

A skeptic in the crowd responded, “I’ll bet he says that everywhere he goes in Kentucky.” Another in the crowd quickly retorted, “No, the governor says everywhere in the state that Bowling Green is the state’s development center.”

The governor’s statement came as no surprise to city fathers, many members of the Chamber of Commerce and its Industrial Foundation. In a coordinated community effort, they have been wooing business for at least 20 years, and for each of the past 10 years have attracted one and one-half new industries. We thought our readers would be interested in the details.

The past year has been a banner year. The Bowling Green-Warren Country area in the past year became the world headquarters for two enterprises. Union Underwear, with a long tradition of manufacturing in Kentucky, moved its world administrative headquarters to Bowling Green. Union Underwear has manufacturing facilities in Bowling Green, Campbellsville, Frankfort, and will this fall open its Jamestown plant.

Also this year, Bowling Green will become the GM Corvette capital of the world. Warren County will be the only place in the world where the sleek, aerodynamic Corvette automobile -- America’s only true sports car, many suggest -- will be manufactured.

Although not overlooked, perhaps in the shadow of these two world operations, is another newcomer that Bowling Green celebrates. The second largest retailer of its kind, Kroger Co. is constructing on Pioneer Drive a baking goods plant at a cost of between $25-30 million. The Kroger plant will employ up to 200 full-time personnel, as many as 400 including part-time.

Why Bowling Green, instead of the many other places in Kentucky and the nation? Twelve-year Bowling Green resident and Union Underwear Vice Chairman Joe Medalie-admitting that it may sound corny--said the reason for Union’s move and long tradition of Kentucky manufacturing, can be summed up in one word--People! Medalie explained, “This area provides the kind of people we want to work for Union Underwear.”

Corvette plant Personnel Director Eugene Sullivan is highly complimentary of the many people and organizations of the state and area. In the automobile industry, which is probably not known for its amiable relationships with the federal government, it is interesting to note, according to Sullivan, how state and local governments, institutions, and concerned individuals got together to accomplish a common goal. He said, “I hope we can infect the rest of the country.”

Reasons Kroger selected Bowling Green over 27 other locations, according to Senior Vice President Jack Cornett, are accessibility to distribution points, city officials, the Chamber of Commerce and its Executive Director Harold Huffman, and Kentucky Commissioner Jack Segell.

Dr. Robert Blann, Adviser
Arts

Making Dolls a Way of Life

To many people, dolls are just something else on Santa Claus’ list. But for Ellavene Taylor dolls and dollmaking are a way of inventing life.

For the past seven years the 45-year-old Mrs. Taylor has been making dolls. Mrs. Taylor lives in a small three-bedroom home with her husband, Gary, her son, Gary Fred, and her daughter, Kathy.

“It all started a long time ago,” she said. “When I was five, after much encouragement from my grandfather, I started sewing. He gave me a sewing machine and it’s been that way ever since.”

Mrs. Taylor makes a variety of dolls, but the most popular are Raggedy Ann, Raggedy Andy, Little Red Riding Hood and Goldilocks.

“My reversible dolls sell real well, too. A reversible doll is a doll on both the top and bottom.”

“Here is Red Riding Hood,” she said, pointing to the doll. “Pull her hair over to the other side and you have grandmother. Now turn the doll upside down and you have the wolf.”

“Every one of my dolls is just a little different from the rest,” she said. “I give each doll a little different personality.” However, she does make a doll exactly like another when someone requests it. “I’ll do it, but I’ll hate every minute of it. I want each one to be a little different.”

Mrs. Taylor has served on the Southern Kentucky Guild of Artists and Craftsmen for two years and the Governor’s Council on the Aged for one year. She also teaches a summer class on dollmaking at the Bowling Green Library.

“I furnish all the materials, hoping someone will be there who otherwise would not be there because it costs too much,” she explained.

Mrs. Taylor also goes to nearby county schools for two-week periods teaching children how to make dolls.

In addition to business in this area, she also makes dolls for a store in Lewisburg and a store in New York. She’s had dolls sent to Germany and England.

Mrs. Taylor sells her dolls for $7 each.

“I’m not in it for the money. Seeing a little girl’s face that has received a doll, is more than money,” she explained. “You can’t put a price tag on that.”

Dennis Smith

Capitol Arts Center Reopens

The Capitol Arts Center in downtown Bowling Green is now open, and is being prepared for a grand reopening this fall.

According to the Gerri Combs, director of the Bowling Green-Warren County Arts Commission, most of the work is complete with the exception of the 850-seat theatre, elevators for the handicapped and a few other details which should be finished by fall.

Some features of the Capitol that will be in operation this spring are the art gallery, the three multipurpose meeting and rehearsal rooms, the movie projection room and the storage space areas.

The Capitol Theatre is also the
permanent home of the Arts Commission since its offices moved in January.

The first phase of the renovation completed this month was funded by a state, city, county and private package that amounted to $900,000, Mrs. Combs said.

The state portion was $500,000 taken from a $1 million grant awarded to Bowling Green and Warren County for a convention study program, Combs said.

The city pledged $150,000 and the county pledged $50,000. The other $200,000 came from private pledges from the community, Mrs. Combs said.

The Arts Commission will borrow some funds for the "extras" that are needed to finish the sheer renovation of the Capitol, Mrs. Combs said.

County Attorney Mike Caudill worked with five local lending institutions and the city of Bowling Green on an arrangement whereby the Arts Commission will borrow up to $500,000 through lower-interest, short-term loans.

The extras that are needed include lighting, rigging, a sound system, seating and operable walls for the balcony and meeting rooms, Mrs. Combs said.

A Capitol Arts survey determined that the types of entertainment the community would most like to see are plays, musical comedies, art exhibits, movie classics, craft exhibits and popular music.

The Commission will try to focus on four major areas: the Capitol "Pops" series, individual performances, and exhibits and education.

The "Pops" series will have at least five main events. This series will combine the "big band" sound, vocalists, jazz groups, light musicals and theatrical productions. A few of the entertainers being considered are The Lettermen, Buddy Rich and band, Ella Fitzgerald, The Glenn Miller Orchestra and Victor Borge.

The Youth Outreach series is a program that the Commission hopes will boost area youth's interest in music and theatre. The program will involve transporting county and city students to events at the Capitol Arts Center during the school year. The youth series will feature WKU Theatre performances, and possibly the Franzini Circus and Bits n' Pieces Puppets to name a few.

In the survey that was completed the major interests in music were determined to be Gospel, Bluegrass/Country Western and Jazz. Thus, some of the individual acts being considered are the Cross Family Singers, the Turner Family, the New Grass Revival and the Stony Creek Boys.

Classes for adults will be held in areas such as sculpture, painting, photography, wood-carving and folk arts.

Classes for youth, kindergarten through grade 12, will be in areas such as drawing, painting, doll-making and other types of traditional folk arts.

Randy Runk
Union's many skylights allow sunlight to filter throughout the building. This natural method of lighting also helps heat the new headquarters.

A BRIEF View Inside

By Cindy Weddle

If you look at just the right time and you know just the right place, you can catch a glimpse of it while driving south on I-65 before you get to the U.S. 231 exit. Of course, if you don't know what you're looking for, then it's possible that all you will see are the many oak, cedar, American Walnut and Kentucky Coffee trees that surround it. But if you know when to turn and look, you'll spot the new Union Underwear world headquarters, nestled comfortably among its natural setting on Middle Bridge Road.

The headquarters houses one of Bowling Green's and one of the world's leading industries. Known for its quality men's and boys' underwear and its "talking fruit," the company has grown dramatically since its founding father, Jacob Goldfarb, first began production in 1926.

Since that date, more than 50 years ago, changes in management, production, sales and location have occurred within the company as they have been demanded by both the consumer and expanding developments in industry.

Probably the most noted of these changes has been the move of administrative offices from the "Big Apple" to a gently-rolling, 80-acre tract just south of Bowling Green. The transition, which began about five years ago, brought to Bowling Green all of Union's corporate offices, including their computer banks and their finance, customer service, credit and collections, and sales and marketing divisions.

Several executives from Union's New York City offices have joined those already in Bowling Green. Others are expected in the near future to add to the more than 300 already employed at the new offices at, of course, No. 1 Fruit of the Loom Drive.

The building itself is "something to behold." Its design, by the architectural firm of Harry Weese Inc. of Chicago, was planned with much care in order to maintain the beauty of the surroundings.

The building itself is "something to behold." Its design, by the architectural firm of Harry Weese Inc. of Chicago, was planned with much care in order to maintain the beauty of the surroundings.

The exterior walls are encased with a stainless steel mansard roof, which will fade to a medium shade of tan in a couple of years. All of the windows are framed with an unbroken line of natural cypress wood.

On the inside, two atriums, 65 feet long and 15 feet wide, greet visitors as they enter the front doors. Rippling brooks with recirculating streams combine with several mature trees, native rock formations and hundreds of live plants to lead visitors to believe they are standing in the middle of a garden rather than an industrial headquarters.

According to Joe Medalie, Union's vice chairman, "There's a rumor going around that some turtles were found in the pond."

"Someone found them necking," added Lester Schwartz, vice president of advertising. "This is how we got the turtleneck," he chuckled.

Another interesting feature of the new building is the mezzanine, 20,000 square feet of office space overlooking the ground floor. There are also 13 skylights, two of which are inverted and catch the rain water than runs into the indoor streams.

A most distinctive aspect is the structural support system, visible throughout the building. It contains 36 blue "metal trees" with
“limbs” branching out to connect with laminated yellow pine beams. The beams reach out to other “limbs” and support the entire building.

At a cost of roughly $7 million, Union Underwear has now managed to move all of its vital functions to Bowling Green. It is headquarters for 17 Union plants that employ 14,000 persons in North Carolina, South Carolina, Alabama, Louisiana, Mississippi, Oklahoma and Kentucky.

The future of Union Underwear looks bright. Medalie projects the sale of 32 million dozen underwear this year. And the company which has spent $100 million on plants and equipment in the past five years, is expected to spend about $8 million more in the next four years for additional capital improvements.

Union Underwear operates under vertical integration, a process by which the entire production of the merchandise is handled by the company, from purchase of the yarn to distribution of the final product.

The company has a seat on the Cotton Exchange, which enables it to buy yarn well in advance of need. The plants operate their own spinning, knotting, weaving, bleaching and dyeing facilities. After these processes are complete, the underwear is cut and sewn and then wrapped in plastic, boxed and shipped directly to the retailer.

One of the reasons for Union’s move to Bowling Green is because the people here are “resourceful and skilled,” said Medalie, who has lived here for 13 years.

One of the company’s greatest strengths is its advertising. According to Schwartz, “Quality at a low cost is the message.”

About 70 percent of the advertising is aimed at women between the ages of 18 and 49. Although men are the eventual consumers, it’s usually the lady of the household who buys the product.

Several considerations are taken into account during the advertising process but Union’s most successful effort has been the use of a little humor to reach the potential customer.

Union’s Fruit of the Loom brand is an example. The use of the Fruit logo by Union began about 1938, but the label itself dates back to 1851 and the Fruit of the Loom Corp. in Pontiac, R.I.

The daughter of a Rhode Island dry goods merchant, who happened to be an amateur artist, hand-painted pictures of an apple and pasted it to bolts of cloth. She attached her design only to cloth she admired for its quality.

This was the first use of a mass-produced logo anywhere. The trademark, numbering 418 on the list of registrations, was one of the first. This list, at present, includes around four million trademarks.

The design was soon modified to include an apple, grapes and currants. Although currants have been a member of the fruit cluster since its licensing in 1895, many people have assumed the golden “leaves” to be fig leaves instead.

The company acquired the BVD (Bradley, Voorhees, Day) line of men’s underwear in 1976 from Rapid American. This line of premium-quality, yet modestly-priced, underwear offers the consumer value while giving the retailers a good mark-up.

Union is now in the process of introducing a new Great Looks line of men’s underwear as part of the Fruit of the Loom line. It will be more fashionable; it will incorporate color, contemporary cut and fit and will be competitively priced.

Union’s Fruit of the Loom products have premiered on the European market and can now be purchased in Italy, Germany, the United Kingdom and France.

The label is considered “part of the costume” to the young and ac-
The widely recognized "talking fruit" guys (upper) have helped lead to the success of the "Fruit of the Loom" label. Union is the country's largest mass producer of t-shirts (lower) as well as one of the giants in quality underwear.
Goldfarb -- A Man With A Dream

Union Underwear is the story of a man with a dream.

It's the story of Jacob Goldfarb, a Polish immigrant, who in 1906 came to this country at the age of 12 to live with his married sister in New York.

His first job was with Western Union delivering telegrams. He was paid 2 cents for each telegram he delivered and 1 cent for each he attempted. He earned $9 a week picking up and delivering stocks at his second job as a Wall Street runner.

Jack's third job was with Ferguson Manufacturing Company, an underwear manufacturer in the garment district. He began work as a clean-up boy and gradually advanced to the position of production superintendent.

During World War I Goldfarb served as a quartermaster in France. Upon his return to the states, he went back to Ferguson Manufacturing, only to watch the company fold.

Goldfarb then moved to Indianapolis and went to work for the Drexel family, whose manufacturing operations produced union suits in six girls' convents. Goldfarb was a jack-of-all-trades; one day he was a mechanic, the next day a salesman.

After a few years Goldfarb bought the business and in 1926 he formed Union Underwear.

His pajama-checked nainsook union suit was the beginning of success of Union Underwear and the beginning of the company's new motto, "The best for the least."

Goldfarb took his "Union" suit to wholesalers in the Indianapolis and Chicago area, and sold it to chain stores, mail-order houses and large independent stores.

In 1932, Goldfarb moved his plant to Frankfort, Ky., where he introduced a new product — tie-side, button-front shorts made of broadcloth. The plant required more than 400 employees to keep up with orders on this new product which was sold directly to the retailers.

Goldfarb needed a brand for his product, and in 1938 rights to the famous Fruit of the Loom trademark were secured.

Along with the new trademark came a new way of marketing underwear. Underwear companies had always sold their products decorated with specific patterns ordered by the merchants. Goldfarb decided to sell underwear with assorted patterns, giving the retailer no choice in pattern selection. The customers then could select from the assorted styles. Today the entire industry operates this way.

Goldfarb brought the Derby plant to Bowling Green in 1940. The company was looking for a change in distribution, and the Bowling Green Industrial Foundation sold Goldfarb on the location.

Goldfarb, who died in 1978, created, in a little over 50 years, a company that is the largest in its field. His philosophy of "shoemaker, stick to your last" — do well what you do — made it possible for Goldfarb to truly live the American dream.

Cindy Weddle

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tive in Europe. People are seen wearing jogging suits with the Fruit emblem and logo sweatshirts and pants, as well as the popular oversized t-shirts, are worn at school, shopping or just running around town.

In 1978, Union introduced a new line of boys and girls underwear — Underoos. "Underwear that's fun to wear" hit the market and became an instant success.

Patterned after costumes of major cartoon and comic book characters, the underwear consists of a brief and t-shirt for boys and a bikini and vest top or bra for girls.

The impact of television promotion has been vital for Underoos. The company consulted with child psychologists about Underoos advertising before taking it to the market. They wanted to assure that no child would think he had attained super powers from wearing the underwear.

Union Underwear has recently acquired a contract with the U.S. armed forces for underwear. During World War II 85 percent of the output of the Bowling Green and Frankfort plants went to the armed forces. Union, the military's No. 1 underwear supplier at the time, provided soldiers with 50 million pairs of shorts.

For a time, government regulations prohibited the military from buying labeled underwear, but now under new regulations, Union has been able to attain the military as a customer once again.

Union also does a lot of business with discount stores. Locally they supply underwear to Wal-Mart, Kings, Big K, Roses, TG & Y, Pushins and Spot Cash.

In 1980, Union won its third Suppliers Performance Award by Retail Category award. The honor was based on a vote conducted by Discount Store News, the publication of the discount department store industry. They were recognized for high achievement in the areas of self-serve packaging, new product innovation, quality control, on-time delivery and advertising support.

The success that Union Underwear achieves today was destined from the beginning. The motivation and perseverance of Jacob Goldfarb was contagious and spread to those he included in close-knit family. If achieving is important in today's industry, then it's important to Union; as business changes, so does this company.

Cindy Weddle is a senior public relations major from Liberty.
City of Bowling Green

Maintaining a high standard of service to the people of the community is the goal of the City of Bowling Green. Presently, we cover an area of over 26 square miles, and have a population of almost 40,000; and we continue to grow. With this growth comes the need for more extensive and modernized public services. The City of Bowling Green is the financial, cultural, and recreational center of South Central Kentucky.

Mayor Harold A. Miller
Commissioner. Pete B. Hobbs
Commissioner. B.L. Steele
Commissioner. Clyde G. Poag
City Manager Charles Cooper

"A Construction Company With Management in Mind."

1228 Ashley Circle
Bowling Green, Kentucky
502-782-3388
Fred McCoy, left, and James Morgese, producer-directors for educational TV at Western, work in the department's master control room. Cable TV will permit ETV to distribute programming to the community. (Photo by Brian Pickerill)

How would you like to be a TV star? You can, and you don't have to be discovered by a big network producer to do it.

Soon, you will be able to go down to a local television studio, use their equipment, get "air" time, and appear on television sets throughout the community at no charge.

Sound farfetched? Perhaps, but the fact is that a "public access" studio and channel is just one of the many services to be offered by the Storer Communications Inc., now constructing a cable television reception system in Bowling Green and Warren County.

Storer Communications won out over eight other cable companies for the right to provide cable television service to our area. To do so they offered a substantial number of community services in addition to a state-of-the-art, two-way, 35-channel home cable network.

As Ron Paulson, general manager for Storer said, "People don't have a good feel for what all they'll be getting with the new system." From all current indications, Bowling Green will be getting quite a lot once the system is built.

According to the franchise agreement hammered out between Storer and the city and county governments, the cable company will practically be giving a complete television station to the community in exchange for the rights to provide cable service to the community in exchange for the rights to provide cable service to the community.

This station will be the source of at least six channels of locally produced television programming.

The most interesting to budding television stars is the public access channel. This channel is open to any non-profit group or individual that has something to say, except -- fortunately, many say -- political candidates.

The only restrictions on program content stated in the franchise agreement eliminates material that is obscene or inflammatory or designed to promote a lottery or the sale of a commercial product.

After that, free speech is the rule.
Bowling Green’s Plug-In Gives Chance at Stardom

The company is going to provide a television studio complete with color cameras, videotape machine, editing equipment and devices to show movies and slides on television. There will also be portable video-recording equipment that public access users may check out. Storer will also have a complete mobile production van capable of originating live programs from anywhere in the county.

In order to use the public access channel the interested group must fill out an application describing what they plan to do. Studio time and channel time will then be allocated on a first come, first served basis.

Storer will conduct workshops to teach participants television production skills. Anyone who wants to check out the rather expensive portable equipment must take at least six hours instruction.

The cable company will have a staff of skilled television production personnel primarily committed to assisting access users and conducting the workshops.

A second local-origination channel will be used by city and county governments. Two free television modulators and character generators will be given to the Warren County Fiscal Court and the Bowling Green City Commission. These devices will enable the governmental agencies to originate programming on their own.

According to Charles Coates, Bowling Green city manager, “There is a whole realm of possibilities for the use of this channel. We can cover city commission meetings, make public service announcements and public notices, solicit job applications, have meetings in front of the camera for city employees, and announce recreational programs.”

Bill Booth, public relations officer for the city of Bowling Green, will be taking day-to-day charge of the city programming. “Booth has had television experience and is currently preparing to handle the new program,” Coates said.

“We are really excited about this program,” Booth said. “In addition to the city commission, there are all sorts of groups associated with the city government that we want to get involved, such as the community education program, family planning and others. This new program will probably double my work load but it will be worthwhile.”

The county’s use of the access channel will be coordinated by the county attorney’s office.

Western Kentucky University will also be granted a channel on which it will originate programming.

According to Dr. Charles Anderson, director of the WKU television center, “We will use the channel for a number of things including coverage of fine arts programs, music, dance and lectures.” Plans are to use a bulletin board approach for announcements of news and upcoming events here at Western.

A second educational access channel will be granted to the city and county schools.

Dr. Dennis Lacy, assistant superintendent of Warren County Schools, has been working with Storer to develop a program of utilization.

“We can have instructional programs, in-service programs for teachers, sports coverage, coverage of student activities, programs originated by our librarians and department heads and hopefully, in the future, we can develop a dial access retrieval system for educational shows,” Lacy said.

Dial access retrieval is a system that would allow a teacher to request or “dial” for information from a computerized data center. The information would then appear on a television screen in the classroom.

The Bowling Green city schools will be making use of television production facilities currently existing at Bowling Green High School. Mike Dawes coordinates the television program at Bowling Green High. Jerry Wright, mass communication instructor at Bowling Green Junior High, will be coordinating their programs.

There will also be a religious access channel which can be used by local churches and religious groups. Use of the channel will be controlled by a representative religious organization such as the Bowling Green Ministerial Association. Programs on this channel will include bible study programs, live church services, choir programs and a host of other possibilities.

In addition to the public, governmental, educational and religious access channels there will be channels on which people may buy time. Political candidates and advertisers may negotiate with the company about rates for use of the equipment. But, the leased access programs will probably be just a small part of Storer’s local origination. This is to ensure fulfillment of Storer’s public access programming commitments, and according to Ron Paulson, “We don’t want to impinge on WBKO’s advertising function.”

There are several other community services the cable company will provide.

One is a 23-mile institutional network which will link public buildings such as schools, governmental offices, hospitals, fire stations, police departments, libraries, Western and sports arenas to the cable system.

This network will enable any of about 50 buildings in the county to be the source or the recipient of television programs on the cable network. This institutional network will be connected to the regular subscriber network so that programs originated in those 50 institutions can be carried directly into the home.

Storer Cable also plans to equip four community viewing centers for the elderly and the economica-
**What's Available on Cable-TV?**

<table>
<thead>
<tr>
<th>Cable Channel</th>
<th>Description</th>
<th>Monthly Charge</th>
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<td>Local origination/Leased Access/Color Bar Test</td>
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<td><strong>ECONOMY SERVICE OPTION</strong></td>
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<td>WSM-TV Nashville NBC</td>
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<td>WGN-TV Chicago Independent (Late night only)</td>
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<td>WTBS-TV Atlanta Independent</td>
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<td>Local Religious Access/PTL Club/Trinity Broadcasting</td>
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<td>Leased Access/Public Access/Future Use</td>
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<td>HBO Take 2 P-PG Movies</td>
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<td>Consumer News/Comparison Shopping/Want Ads</td>
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<td>23</td>
<td>Cineamerica (Sr. Citizens channel)</td>
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<td>24</td>
<td>UPI-Slow Scan News or Cable News Network</td>
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<td>Local, State, National, World Newswire/Music Audio</td>
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<td>26</td>
<td>Business News/Stock Market/Music Audio</td>
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<td>27</td>
<td>Madison Square Garden/Thursday Ballgames/Race News</td>
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<td>28</td>
<td>NCAA Sports Network/Entertainment Program Network</td>
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<td>29</td>
<td>Network Pre-empt Channel/TCS Sports/Modern Talking Pictures</td>
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<td>30</td>
<td>Black Entertainment Network/KET Cable Network</td>
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<td>31</td>
<td>Appalachian Regional Network/English Network</td>
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<td>32</td>
<td>Storer's Classic Family Movies</td>
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<td>33</td>
<td>Children's Channel-Nickelodeon/Callepe</td>
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<td>Satellite Program Network</td>
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<td>RESERVED FOR FUTURE USE</td>
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<tr>
<td>36</td>
<td>Home Box Office (Current Movie Release)</td>
<td>$6.95</td>
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<td>37</td>
<td>Show Time (Current Movie Release)</td>
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<td>38</td>
<td>The Movie Channel (Formerly Star Channel)</td>
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<td>39</td>
<td>Reuter's Instant Data Retrieval</td>
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Any household paying the initial installation fee receives the Universal Service Option, listed below. Other options listed require a monthly fee. Least expensive is the Economy Service Option at a monthly charge of $5.25. In addition, one may subscribe to Home Box Office Take 2 movies. The HBO movie is the only additional option available under the Economy Service Option.

If a household wants additional options, it must subscribe to the Full-Service Option. This entitles the household to all services listed at a monthly charge of $6.95 and the opportunity to subscribe, at an additional monthly charge, to three other movie options—as well as HBO Take 2—and to Reuter's Data Retrieval service.

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* Pending changes in FCC regulations over importation of distant signals. Storer may offer full-time programming from WGN (Chicago), KTVU (Oakland) and WORO (New York) at regular published rates.

**This is a one-time installation fee that precedes the monthly charges. Other services that are available are: radio service, $10 installation fee plus $2 monthly charge; emergency alert signal, $10 for installation; Reuter's data retrieval service, $99.95 for installation.
National Collegiate Athletic Association channel, a children's channel, a racing wire, the Appalachian Network, Kentucky Educational Television, classic family movies and three premium movie options.

The pay movie options include Home Box Office for a $6.95 monthly charge, Showtime movie channel for $6.95 a month, the Star Channel for $6.95 a month, and Home Box Office Take Two for $3.95 monthly.

Television sets will be connected to the system by a device called a converter. This box-like instrument will enable the 12-channel set to handle the 35 channels of programs. The converter will have the ability to make a television "buzz," even when the set is off, to alert subscribers to an emergency message on television.

Additional subscriber services available include a 37-channel FM radio hookup for a $10 installation fee and a $1.50 monthly charge. The FM hookup will offer a variety of music originating from stations as far north as Chicago and as far south as Nashville. Also a financial data retrieval system can be obtained for a $99 installation fee and a $35 monthly charge.

From all of these services Storer plans to gross around $682,000 in the first year of operation, a net loss of $375,000, after expenses, taxes and depreciation. Storer projects the system will become profitable within four years of operation and in the tenth year will gross more than $2,696,000 which will translate into an after-tax profit of $366,000.

When will all these things come to pass? Not as soon as some would like, but soon enough.

Storer is committed to have 60 percent of its system operational within one year after the time the franchise was awarded. The franchise was granted Sept. 1, 1980. Construction began on Nov. 4, 1980, and is due to be completed by this summer or fall.

Storer will provide service within the Bowling Green city limits, to Smiths Grove, Rich Pond, Richardsville, Rockfield, Oakland, Sunnyside, Bristow, Plano and Alvaton, plus a few other areas in the first year.

Construction on the Storer operations center, dubbed "the Storer Cable Communications Complex" by Ron Paulson, began in November 1980 and will be completed this spring. The location of the complex is on Double Springs Road in north Bowling Green. The complex will house Storer's access studios, channel broadcast control, satellite reception systems, a 250-foot reception tower and general offices.

Storer plans to have a Bowling Green staff of around 20 full-time employees, headed by the general manager Ron Paulson. Florida native Brenda Johnson will be the office manager in charge of administration, billing and customer relations. A chief technician will be responsible for signal quality and maintenance of the 290-mile cable network. A program director will coordinate the local origination programming. Storer is committed to hire as many people as possible from the Bowling Green area. But competition will be stiff for what positions are available, since extensive publicity of Storer's arrival has caused the company to be swamped with hundreds of applications.

It is difficult to predict what impact all these services will have on our community. One thing is clear. In addition to being linked by satellite to the rest of the world, the people of Bowling Green and Warren County will be linked a lot closer to the community as a result of this system. There is no doubt that we will be seeing a lot more of ourselves on television. All you potential television stars, get ready. Your big chance is coming soon!

Ken Cooke is a Bowling Green native with a degree in broadcasting from Western Kentucky University. Ken aspires to a career in the cable television industry.
GM prepares to assemble

A 1981 Corvette (above) in pearlescent white with blue accents is similar to those that will be assembled at the Bowling Green Corvette plant, beginning this summer. Instructor Jack Capps and trainee Gibbey Milliam (right) examine the metal cage around which the Corvette fiberglass body is built. (Training photo by Mike Morse.)
By Nathan Johnson

Jervis Childress set aside her compressed air wrench, straightened her small 51-year-old frame and smiled down at the four-speed transmission that lay on the bright green concrete floor. Working the chassis department of an automobile manufacturer is generally thought of as heavy bullwork, but the diminutive Mrs. Childress had tourists such as loyal members of some 600 Corvette Clubs throughout the U.S.

GM is moving its plant from St. Louis where Corvettes have been made for nearly three decades. Explains Eugene Sullivan, plant personnel director, "The facility in St. Louis was old. The Corvette was built in a huge plant where we also built a passenger car and a truck. To improve production and make improvements, we've have to add to the facility," which had limited space. The new Bowling Green plant will permit increasing production from 10 to 15 Corvettes an hour.

Another principal reason for GM's move was the area's and the state's willingness to help establish a vocational-technical training center and program. Sullivan explained that this program is an example of state and local governments, institutions, and concerned individuals "getting together to do something I hope we can infect the rest of the country."

The half-million dollar training program brought together the resources and expertise of state and city government, General Motors, Kentucky's Department of Vocational Education, the Bowling Green State Vocational Technical School, and Western Kentucky University.

The training takes place in the old Chevrolet dealership on State Street which has been repainted in bright green, red, yellow and white. GM also supplied veteran personnel supervisors and foremen to do the actual teaching. The only problem was that these people from Detroit, St. Louis and other cities were technically competent in manufacturing, but they were not trained teachers. Jeff Crisp and Dwight Cline of Western's College of Education provided 40 hours of instruction over two weeks last summer on teaching skills and learning theories.

Kentuckians have been involved in the training program in all phases of development. Bruce Schafer of the Industrial Education Unit in the Bureau of Vocational Education in Frankfort wrote the instruction training manuals, and state employees at Elizabethtown edited videotapes detailing the St. Louis plant operation.

Nearly 300 persons have completed the program, and an additional 450 are now receiving instruction. Three groups of 150 meet for eight hours a week on different days. All receive a total of 48 hours of instruction and a certificate for satisfactory completion of the training.

There is no charge for the training, explained Martha Raymer, regional director, Region 4 Vocational Education.

Most participants in the program are pleased with it. Robert Nicol, who now commutes from Glasgow to work at a plant in Louisville, said the GM move to Bowling Green was more of a "blessing" than anything else to him.

The new vocational training philosophy has paid off according to Andre Van Oyen, production supervisor in the chassis department. "We never got training like this before," he said. It was easy to get the idea that Van Oyen was one of those career people who is proud of his part in producing his company's product.

The new Corvettes will be two-toned: silver and blue, silver and charcoal, beige and bronze, and red and dark red.

The trainees are taught a new process developed for the Bowling Green plant. The car's finish, when checked on a gloss meter, reads 95 percent. Paint supervisor Andruin Cato explained that a mirror is 100 percent.

Steve Young, supervisor for education and training, said that the painting was a good example of how the training will help people even if GM doesn't hire them. "If nothing else," he said, "you know how to paint your own car."

Nathan Johnson is a senior journalism major. He's worked for the College Heights Herald for three semesters both as a reporter and as arts editor.
Soundin' Good at WKYU-FM

In these days of spiraling inflation and deflating dollars Bowling Green's National Public Radio station, WKYU, may be the cheapest way of bringing news and music from around the world into our homes.

WKYU-FM is linked with the Washington, D.C.-based NPR and its satellite, West Star 1, to help listeners throughout the Western Kentucky area keep in touch with the world.

Elaine Kelsey, promotion manager for WKYU-FM, said, "The network programs will have traveled a minimum of 22,000 miles into space to the West Star 1 satellite and then back again to Western's receiving disc located outside the Academic Complex on campus. This will enable listeners to enjoy beautiful, clear stereo sounds from around the world."

WKYU-FM will reach 250,000 persons in Kentucky in Northern Tennessee. The station is on from 6 a.m. till midnight everyday and offers in-depth news, analysis and public information programming in addition to the jazz, folk and classical music.

"WKYU-FM is the source of the most complete presentation of news and informational programming," Kelsey said. WKYU-FM regularly calls upon the expertise of Western's faculty and the many leaders in business, government, science and humanities throughout Kentucky.

"In addition to airing performances by nationally and internationally renowned artists, WKYU features musicians from the smallest towns to the largest cities of Kentucky, including the Western Kentucky Symphony and musicians on the Western campus," Ms. Kelsey said.

Frank Mankiewicz, president of NPR, said during the station's opening broadcast on November 8, said.

Seven broadcast professionals, augmented by a staff of paid part-time and volunteer workers from the campus and community are staffing the station.

Subscriptions to the station's monthly program guide can be obtained by sending a donation of $15 minimum to: Academic Complex 248, Western Kentucky University, Bowling Green, Ky. 42101.

Lisa Herrick

Tax-Aide Serves Elderly

The 1980-81 tax season is just around the corner and a new community service program has been developed to aid the elderly in preparing their tax forms.

Tax-Aide, a cooperative venture of the National Retired Teachers Association and the American Association of Retired Persons, will provide free income tax preparation assistance for the elderly.

Volunteer counselors are needed who would be interested in serving older adults, who have a knowledge of tax matters, and who would be willing to participate in an Internal Revenue Service five-day free training period.

Those who are interested should contact Russell Willoughby, Route 3, Scottsville, or Pauline Dillon, 665 Hampton Road.

Lisa Herrick

Community Service

Mark Volgelzang, WKYU-FM music director operates the controls

“One of the last and best live variety shows can be heard every Saturday night on WKYU-FM, The Prairie Home Companion." Kelsey described The Prairie Home Companion as having a southern home orientation.

Ms. Kelsey stressed the advantage of NPR over Public Broadcasting System. She said, "NPR differs from PBS in that PBS is all encompassing, including television and film, whereas NPR is strictly radio."

At the opening broadcast Dr. Donald Zacharias, Western's president, said "NPR along with the West Star 1 satellite is the world's most advanced radio program distribution system, and Bowling Green is honored to have the opportunity to bring this service to the people of Southern Kentucky and Northern Tennessee."

“Western is a comprehensive university with programs in virtually all academic areas and we consider this operation an important extension of our goals and mission in serving the people of this area,” he

Answering the needs of a progressive community.

Since opening in 1972 Greenview Hospital has distinguished itself as a high quality medical facility and health care service. Keeping in stride with Bowling Green's growing needs as a community, Greenview Hospital dedicated its $2.5 million expansion in November 1980. The hospital now has 6 operating rooms, 157 beds and departments in Nuclear Medicine, Endoscopy, Pathology, Physical and Respiratory Therapy, along with its Laboratory, Pharmacy and Out-Patient facilities. The staff includes a broad range of medical specialties. Greenview Hospital: People Caring For People.

GREENVIEW HOSPITAL

"PEOPLE CARING FOR PEOPLE"
Reminiscing

IT WAS THE RAGE

Potter Opera House brought cultural entertainment to Bowling Green

By Rick Wright

"Odeon Hall, we must see and examine its stage,
You know as a playhouse, it is the rage;
They are passing some bills for a cheap matinee,
And perhaps it is "The Two Orphans," Kate Claxton will play;
Or little Lizzie Evans in "Foggs Fairy" will sing;
Either these or "Nat Bangs" in his great "Silver King";
But no: We are dead wrong, all our guesses absurd,
For we will see Edwin Booth in his "Richard The Third."

C. Minor Moore - 1913

In this brief ode to the Bowling Green Opera House, originally called Odeon Hall, C. Minor Moore pays tribute to one of this day's most beloved landmarks. For nearly sixty years, this building, at Main and College where Bowling Green Bank is located, served as a cultural mecca for local townspeople.

The Odeon Hall stage played host to myriad forms of entertainment. Patrons would come from miles around to see and hear piano recitals, choirs, plays, light operas, minstrel shows and in later years, silent and talking movies.

Between 1885 and 1919, scores of world famous actors and actresses performed here in touring productions of Broadway shows. Big name thespians of the day, such as Edwin Booth, Thomas Keene, William Collier, Fritz Scheff, Rose Coghlan, Blanche Bates and Jane Cowie, thrilled audiences with flawless performances.

"Richard III," "Hamlet," "Flora Dora," "Girl of the Golden West" and "Smilin' Through" were only a few of the many smash hits to play Bowling Green during the heyday of the Opera House.

Bowling Green's good fortune was primarily the result of geographical accident. This city, conveniently located between Nashville and Louisville, was a natural stopover for traveling acts. From 1885 to 1920, Nashville and Louisville were principal sites for touring New York shows. Local laws at the time restricted playing dates in Louisville to three days and in Nashville to only two days.

Producers wanting to complete a week's run for their shows found it convenient and profitable to make one night stands in Bowling Green. Thus, Park City residents became direct beneficiaries of their town's location.

For the first twenty years after its construction, performances in Odeon Hall were given primarily by local amateurs. Students and other members of the community entertained Bowling Green residents on a regular basis. They offered a variety of acts ranging from plays to concerts to dances.

Gradually though, Odeon Hall gained a widespread reputation for being one of the most excellent performing arts facilities in the country. At the same time, Bowling Green audiences were becoming notorious for their enthusiastic support of live stage productions.

In 1884, Odeon Hall attracted its first nationally renowned names to its stage. It was in that year that Edwin T. Booth and Thomas Keene came to Bowling Green to perform Shakespeare's "Richard III." Booth and Keene were already legends in the American theatre. Their visit to this south-central Kentucky town ushered in a new era of national acclaim for Bowling Green.

An unconfirmed rumor about Odeon Hall suggests that Jenny Lind followed Booth and Keene into town. Internationally acclaimed as the "Swedish Nightingale," Miss Lind was an immortal singer of her day. It is a fact that Miss Lind appeared on stage in Louisville and Nashville several times. Because those two cities were linked by the same railroad that used to run through Bowling Green, it is entirely possible that Jenny Lind did perform in Odeon Hall.

One production that captured the fancy of Bowling Green in the 1890's was a presentation called "The Robert E. Lee." Thousands flocked to the Opera House to witness a mock race between two model riverboats called the Natches and the Robert E. Lee.

The race itself took place inside a canvas tank that was 8 feet wide, 25 feet long and 18 inches deep. It took the Bowling Green fire department three hours to fill this tank with water. The miniature boats, com-
An 1894 view of the cultural center of Bowling Green, the Potter Opera House, located at Main and College.

plete with paddle-wheels were pulled across stage in a dramatic, nail-biting race to the finish line.

The man most responsible for the original construction of the Opera House was John Cox Underwood. In 1866, the Underwood family was very prominent in Bowling Green. In addition to serving as mayor at this time, Mr. Underwood was also a skilled architect. He is credited with designing Fountain Square in the city's downtown area and under his guidance the Opera House was erected in 1866. It is not known why Mr. Underwood called the original brick building by the name of Odeon Hall, a name it retained until 1887.

The main entrance to the opera house was from the city's public square. In the front was a cross hall from which were entrances to the auditorium, a gallery, ticket office and several reception rooms. The auditorium seated up to 2,000 persons in folding chairs that were hooked together to form settees. Also, it accommodated some 40 musicians in the orchestra pit. The stage, painted glossy white, was decorated with statues of tragedy and comedy on either side of the opening and with a bas-relief of Shakespeare's head in the center of the stage arch.

In 1887, Pleasant J. Potter purchased Odeon Hall and from 1887 to 1906 the building was called Potter's Opera House.

It was during this period that Bowling Green achieved its zenith as a big-name theatre town. The city took on a decidedly cosmopolitan air. Its citizens relished the reputation of living in one of the leading cultural centers of the country. From October to May, residents packed Potter's Opera House to see and hear the greatest shows and concerts of the time. Who could ever had imagined that catastrophe was imminent.

Tragedy struck on July 3, 1899. In a fire that the Louisville Times called "the biggest conflagration in the history of Park City," the Potter's Opera House, along with several nearby businesses, was destroyed. What only hours before had been a magnificent edifice became only a pile of burned rubble.

The people of Bowling Green clamored for the old theater to be promptly rebuilt and the Potter family graciously responded to the public's enthusiastic appeal. Within one year the Opera House had been completely renovated and was more spectacular than the original.

One Park City Daily News reporter wrote: "Once more the Opera House was mentioned in directories from coast to coast and once more national road shows played to capacity crowds, who now felt a more personal intimacy for the building since they had seen it weather a storm, indeed had weathered the tragedy with it."

In 1906 the Potters sold the Opera House to a group of local businessmen and it became the Bowling Green Opera House. The Opera House continued to attract some fine stage shows, but gradually these shows became less frequent. More and more movies began appearing at the Opera House during this era, but they never achieved the broad appeal of the live shows.

Talking movies in this city were first shown on the Opera House stage. The earliest ones, primitive as they were, did not meet with much appeal in Bowling Green. The first movie accompanied by sound in Bowling Green was about an unhappily married couple. Most of the sound effects consisted of breaking dishes and rolling pins being thrown about.

After 1920, several other theaters moved into Bowling Green and they soon monopolized the city's movie business. The live stage shows were infrequent and the old Opera House was on the verge of its swansong. In 1925, the city passed a series of ordinances against the use of a building's upper floors as a theater. These laws spelled doom for the Bowling Green Opera House as an entertainment center.

The Bowling Green Opera House for more than sixty years played an integral role in the city's history. It brought national acclaim to this tiny Kentucky community. It provided tens of thousands with untold hours of top flight cultural entertainment and put Bowling Green on the map as one of the finest theater towns of the day.

Rick Wright is a graduate student pursuing a masters degree in communication. A native of Portland, Maine, Rick works as an assistant fraternity advisor in student affairs.
Curiosities

Preparing a Paradise for Pets

A pink, blue-fringed bedspread lined a two-by-three foot coffin. A tiny black and white spotted face protruded through the bundle of bedspread. But this is hardly unusual to Peggy and John Cook at the Bowling Green Pet Cemetery office on College Street.

The Bowling Green Pet Cemetery is the only one in Kentucky, and people come from throughout the state and Tennessee to make their pet's funeral arrangements, which may be as elaborate as plans made for a loved family member.

"For a couple without children, pets are just like a couple's children," Ms. Cook said.

Some request a simple field burial which is done in a specified place in the cemetery, located off of Cemetery Road. The pet's owners then receive a certificate stating that their pet has been buried somewhere in the cemetery.

Others may request complete arrangements. These include visitation in a ten-by-six foot sitting room where the family may view their pet in the coffin which the family has chosen. These coffins come in a range of sizes to accommodate birds, hamsters and even St. Bernards.

One may bring in the pet's favorite blanket or toy to be buried at his side, and may even request a minister or one of the Cooks to say a prayer for their deceased pet.

The family may also purchase a marker for their pet. "That one over there is for Ron Ford's dog," Ms. Cook said pointing to a tombstone that was engraved: "Raga 1978 - _____. The love she gave us will always be remembered." Ford is the owner of the pet cemetery.

So far, the largest pet buried at the cemetery is a pony. Another pet which may find its final end at the cemetery is a large boa constrictor, owned by a young boy who first gave some thought to how he was going to bury his pet when it became ill. The boa constrictor has since recovered, but Ms. Cook still seems to be giving some thought to a casket large enough to hold the pet.

Many clients are referred to the cemetery by veterinarians. Pets are picked up and then placed in a large freezer in the back of the office. The pets are moved from the freezer to the coffin. According to Ms. Cook, it takes hours for the animals to thaw. When the pets are buried, a tape-like sealer is placed around the coffin making it waterproof.

William Shakespeare once said, "Praising what is lost makes the remembrance more dear." This is now becoming a reality for the many devoted pet lovers that the Bowling Green Pet Cemetery serves.

Susan Crook

KOEHRING

Introduces A New Product

Koehring Atomaster, one of Bowling Green's leading manufacturers, has recently introduced an exciting new heating product to its market. Comfort Glow portable wick heaters are designed to conserve energy and reduce heating costs, due to their ability to use clean-burning kerosene at nearly 100% efficiency.

Atomaster, already established as one of the world's leading manufacturers of portable forced air heaters, has gradually expanded its market from a primarily industrial and construction heater producer to a manufacturer of products appealing to garage and workshop handymen as well. Now, with the introduction of the Comfort Glow line of portable wick heaters, Atomaster has broadened its consumer market to include heaters of interest to everyone.

Comfort Glow heaters can be used for primary heat, supplemental heat, emergency heat or as a "go anywhere" heater.

Consistent with the Koehring tradition, Comfort Glow heaters are of the highest quality, craftsmanship and engineering.

Atomaster anticipates a bright and glowing future for itself and Bowling Green.

Comfort Glow
The idea of women owning and operating their own businesses in Bowling Green is not new. At the end of the 19th century, Mrs. A.H. "Carrie" Taylor operated a $50,000-a-year business on Main Street that catered to customers in every state and many foreign countries and made Bowling Green the women's fashion center of the South.

Several Bowling Green business women follow this tradition. We thought you would be interested in reading about a few of them.

The Pop Shoppe

"I'd rather be a woman than a man," Audrey McPhail said. "There are so many choices—so many things we can do if we put our minds to it."

Mrs. McPhail, the owner and president of the board of the Pop Shoppe Inc., opened the Scottsville Road store two years ago.

The Pop Shoppe is "a discount beverage store," she said, selling beer and soda at reduced prices. It is an international franchise with stores in Canada, Australia, and in every state but Georgia.

McPhail, her husband and their five children moved to Bowling Green from New York about five years ago. She said owning a business was always a long-term goal for both her and her husband.

Although the Pop Shoppe is a family-operated business with only one recently hired employee, it is Mrs. McPhail's store.

"People go to my husband when they want the boss," she said, "and he tells them 'There's the lady right over there.'"

Being a woman created some initial problems in opening the store. Mrs. McPhail had no credit rating of her own, so her husband, William, had to get a loan for her.

"The first thing I did when I opened the business was to pay back a loan in 90 days to establish a credit rating," Mrs. McPhail said.

She is very careful to distinguish her credit from her husband's now, using separate checks for business transactions.

A year ago, when the business was incorporated, Mrs. McPhail encountered another sex-related obstacle.

"The lawyer almost insisted my husband be named president of the board. We insisted that was not the way we wanted it," she explained.

Yet when the first contract came to them, Mr. McPhail was listed as president and she was the secretary-treasurer. The McPhails wouldn't accept it that way, and the lawyer finally reversed the contract.

Audrey McPhail

Mrs. McPhail works 40 to 45 hours a week in the store, and she also takes care of the bookkeeping, inventory control and ordering for the shop. Although she had some college at New York State University, "there is nothing like hands-on experience" for learning to run business, she said.

Being a woman has not been a disadvantage as far as running the business is concerned, she said.

"As long as you deal with people with a sense of humor and a smile, it (being a woman proprietor) doesn't matter," she said.

When she is not busy at the store, Mrs. McPhail is at home, supervising the household. Her children range in age from 7 to 21. Their reaction to her as a working mother? "They love it," she said.

"The only negative thing is that they have had to help in the home,
As for the future of women in the business world, Mrs. McPhail said, "I'd like to see women helping women. I think we have vast resources—we're just beginning to get the tip of the iceberg. I think in time we may even see a woman president."

She nodded her head. "Why not?"

Vicki Berling

The Fashion House

A few blocks down the road from the Pop Shoppe is another female-owned and operated business, the Fashion House.

The Fashion House has occupied the small house near the corner of Scottsville Road and the 31-W ByPass for more than 27 years.

One of the current owners is Kay Willis, a Greenville native who has lived in Bowling Green for 15 years.

She has a bachelor of science degree in home economics with a concentration in merchandising from the University of Kentucky.

She said she jumped at the chance to "draw on my experience in merchandising" by joining the Fashion House partnership. Now she, Shirley Wilson, and Kay Payne own the Fashion House and employ two full-time workers and a part-time bookkeeper.

For this small group, keeping up with the fashion world is a big job. The three owners take buying trips four times a year to Dallas, New York and Atlanta.

"You have to stay a couple of seasons ahead of yourself," Mrs. Willis explained. They do this by reading fashion trends reported in research materials, magazines and newsletters.

"Sometimes you get forecasts a year ahead of time," she said.

The women must be able to assess this area's fashion needs when they're on these buying trips. Willis said Bowling Green women participate in a lot of sporting events, but "not too much that warrants extravagant clothes."

"But people do like quality merchandise," she said. "They are leaning toward clothes as investment items instead of fad clothes—the classics, I mean."

For Mrs. Willis, buying is not a task—it's a pleasure. "Even in grade school I used to draw clothes as a pastime and sometimes imagine being in the clothing business," she said.

But Mrs. Willis hasn't always been wrapped up in the business world. She met her husband when she was in the seventh grade, and they've been together ever since. When they first married, she was not interested in a career.

"At that time I did think a woman's place was in the home," she said. "All I could imagine was being married and having children. I still feel strongly about a woman fulfilling her duties at home."

Mrs. Willis has three children, ages 11, 14 and 17. She spends as much time as possible with her children.

The family has adjusted well to their working mother. "They like it because I guess I'm a more interesting person now," Mrs. Willis said. "It's broadened my views and ideas. I'm able to talk to the family now from a different angle."

Her two daughters have especially enjoyed their mother's new role.

"I think it's developed a closeness, in that we have a common interest—clothes," she said.

Mrs. Willis' husband, Terry, has been a source of great strength for her in this endeavor. "Something I think I have learned from my husband is to be your own self and be independent," she said. "But still, I'm always proud to be known as 'Terry's wife.'"

If she became the chief breadwinner for the family, Mrs. Willis says her husband would be "delighted."

"It would allow him more time to play golf!" she laughed.

Vicki Berling

Counseling

There are no massive mahogany desks with tall leather-back chairs in which therapists sit feverishly taking notes. In fact, there are no
There are couches, but not the stereotyped Freudian versions. Rather they are cushiony designer couches. And like the inviting surroundings, the attitude of Christine Sowders and Evelyn Turek toward their profession is equally inviting.

Mrs. Sowders and Mrs. Turek, both of whom have master's degrees in social work, practice individual, marital and family counseling. The two are the only full-time women therapists in the 10-county area surrounding Bowling Green.

The women offer a variety of services. Their educational groups cover topics such as stress management, psychology of overeating, relaxation training and divorce adjustment. Mrs. Sowders and Mrs. Turek also offer managerial and supervising consultation and training to area businesses and organizations.

The therapists have found that private practice has distinct advantages. "One of the most important things that a private practice offers is flexibility," Mrs. Sowders said. "We're not just open eight to five. We work things out with our client's schedule."

"It's a happy kind of busy—according to your own schedule," Mrs. Turek said. "The only pressures of the job are those that you build into it."

Aside from personal rewards, there are areas vital to professional development which a private practice provides.

"You feel that you are able to develop your own area of expertise," Mrs. Turek said. "I've especially enjoyed working with adolescents. I might refer someone to Chris that she could feel more comfortable with due to her expertise in a certain area."

"We also have one another to confer with about various aspects of our profession and I find that helpful," explained Mrs. Turek.

"A therapist in private practice offers a certain amount of privacy that an agency may not be able to," the women said.

"The people we see on the whole would never go to an agency. The anonymity is terribly important in a town this size," Mrs. Sowders said. "One of the initial problems that I encountered in setting up the business was in choosing a location."

Their offices are in a building near the Greenwood Mall.

"Location is just a practical consideration in this business," Mrs. Sowders said.

And Mrs. Sowders and Mrs. Turek, indeed, look upon their practice as a business.

"This practice is a business," Mrs. Sowders said. "Anytime anyone, not necessarily a woman, goes into business it offers a challenge...and the challenge is one of the most exciting parts of being in this business."

"It's a pride type of thing that spills over into your therapy. Not that you didn't always try to do the best therapy that you could; it just seems easier to do in this setting," Mrs. Turek said.

Susan Crook

Barbara Stewart Interiors

Interior designer Barbara Stewart believes there are a lot of opportunities for women in her field.

"As long as she's willing to really work for it, the sky's the limit," said Mrs. Stewart, who has been an interior designer in Bowling Green since 1962.

And work is something that Mrs. Stewart knows about. Walk-in hours at Mrs. Stewart's combination decorator business and antique shop, located at the corner of Main and State Streets, are from 10 a.m. to 4 p.m. But she and the six designers she employs often work 12-hour days.

Mrs. Stewart's hard work has paid off. "At the time we don't have to actively seek business," Mrs. Stewart said, "that is advertise and promote Barbara Stewart's Interiors." She said that she has many customers who prove their satisfaction by their continuous loyalty to her firm.
Mrs. Stewart said that on certain occasions she has had to turn down customers. "We go out and meet the client—see if we have a common meeting ground," she said. Ninety-nine percent of the time they are able to do the job, but there have been a few cases that she and her designers felt they could not handle because of an extreme difference in taste.

Mrs. Stewart’s family—her husband and four children—are extremely enthusiastic about her career. Her husband is retired and often goes on buying trips with her.

Two of her daughters are also designers. “This creates a close mother-daughter relationship,” she said.

Mrs. Stewart began her career as a portrait painter in the Lexington and Louisville areas. She graduated from the University of Kentucky with an art degree, but she said she wishes she had a business degree as well.

Mrs. Stewart said her work has given her a knowledge of business through practical experience in areas such as finance, marketing and public relations.

“It’s been fascinating,” she said.

Dawn Lampert

Craftown

“We’re going to make Bowling Green the silk-flower capital of the world,” chuckled Mary Holman. Although she laughed when she said it, something behind her wide, blue eyes hinted that she was very serious.

Mrs. Holman is the president of two Bowling Green corporations: Century Crafts Limited and Craftown. The names suggest bright, flowery arts-and-crafts types of businesses; the actual set-up is much more complex than that.

County Garden Mfg., a subsidiary of Century Crafts Ltd., is one of four corporations in the country that produces silk petals for flowers. Century Crafts Ltd. is a wholesale distributor for these petals and other craft supplies. Craftown is a retail craft shop located on Broadway Ave.

And all three are the creation of Mary Holman.

Holman said she became interested in crafts during college. She was a home economics major at Western Kentucky University and a 1961 graduate. After she got her degree, however, she held a series of secretarial positions. (She had had plenty of experience in that area since she worked her way through school as the first secretary in WKU’s physical plant.)

But owning a business was always her real goal.

“From the time I was a small child I used to dream of owning my own business,” she said. She recalled as a child planning how she would buy items and how she would sell them.

Her husband, Bob, helped her realize that dream in 1972 when he co-signed for the loan to open Craftown.

“We get along very well as far as management goes,” Mrs. Holman said, and she says her position as president of the board does not create any tension between them.

One of the projects Mrs. Holman is most excited about involves setting up booths in the bridal shops of department stores to encourage brides to make their own flowers from Country Garden’s silk flower creations.

“It’s a way of expressing yourself through the way you do your bouquet,” she said. “It can save you a lot of money,” she said, “but the sheer beauty of what we have to sell is more important.”

Mrs. Holman said instructions are included with the bridal kits. Craftown also offers classes on assembling a wedding package.
The bridal shop project got underway last summer when Mrs. Holman and her 18-year-old daughter, Kay, went to a workshop in Minneapolis. She said they were carrying the bouquets they had made onto the plane when one of the stewardesses stopped them. The young woman was planning her wedding and when she saw the flowers she said, "That bouquet right there is the one I want."

Mrs. Holman laughed. "Between Minneapolis and Chicago at 30,000 feet we sold our first wedding."

"Business is booming!" Mrs. Holman said. Customers come from across the United States and Canada, and there is a lot of interest in Country Gardens growing in Australia and other foreign countries.

"I think it's just a matter of time till we will be exporting to faraway places," she said.

Being a woman in charge of a company and all of its operations does occasionally create some problems, Mrs. Holman said.

"I guess every week I encounter occasions when I feel if I were a man talking I would probably have more impact," she said. Mainly her problems stem from her initial meetings with people in businesses who are not familiar with her company, she explained.

In 1976, she was pregnant with her son, Rob, when she and her husband applied for a loan. Mrs. Holman had prepared a presentation, and they made an appointment to see a man at a bank.

"Well," she said, "the man walked out to greet us and he looked at my husband and said, I was under the impression that there were going to be two of you. I looked at him and I said, 'There are two of us.'"

But Mrs. Holman insists, "Once you become known in the industry, it doesn't matter much if you're a man or a woman."

Vicki Bertling

Skillet's Potatoes and Poets

Along with a wide variety of steaks, sandwiches, seafood and salads, the Iron Skillet offers a unique appetizer known as Jerome Fries.

The fries are named after the head chef, Jerome Williams, and are prepared quite differently than French fries. The potato is already baked; then it is quartered and deep fried. To top it off, Jerome Fries are served with a choice of Green Goddess dressing or sour cream.

Besides the main dining room and two bars, the Skillet has added a separate dining room known as the Green Room. The atmosphere is subdued; the menu is gourmet.

Another unique contribution that the Iron Skillet has made is to provide a meeting place for about 25 businessmen who call themselves "Poets."

The businessmen meet every Friday for two hours at the restaurant. Although they don't recite poetry or study other literary works, they do serve a purpose.

These community-oriented businessmen vary in occupations from lawyers, doctors and accountants to environmental engineers and auto-parts store owners.

Donations have been made by the Poets to several civic organizations, to Western's athletic recruiting program and to politicians whom the club supports.

Reminiscing at Mariah's

If you enjoy a cozy atmosphere and the chance to think back to the old days while enjoying dinner or drinks, then Mariah's should fit your style.

Mariah's 1818 is the oldest brick structure in Bowling Green and is
listed in the National Register of Historical Places.

The building has been remodeled to keep closely with the same style as its original. Antiques, a stuffed zebra and moose adorn the walls of the restaurant.

Entrees include filets, shrimp, chicken, quiche, omelettes and a selection of burgers.

John Lane

The Hines' Taste Test

You can bet when you pass a restaurant's window bearing a sign that reads, "Duncan Hines recommends this restaurant," that that restaurant is well worth your money. Restaurant entrepreneurs used to shake like leaves on a tree in a fall wind when Duncan Hines would come to judge their dishes, according to his high standards.

Duncan Hines was respected all across America as a connoisseur long before his ever-popular cake mixes came on the market. Hines was a native Kentuckian and a long-time Bowling Green resident. His taste in a "good meal" was distinctively American and wholly independent of European gustatory standards.

Hines, and his wife, who still resides in Bowling Green, traveled all across America looking to discover restaurants with superior meals. Restaurants in the southwestern region of Kentucky that earned his approval were the Mammoth Cave Hotel-Restaurant, the Old Talbott Tavern in Bardstown and the Beaumont Inn in Harrodsburg, to name a few.

Lisa Herrick

Spirits Shoppe Specialties

Nine hundred ninety types of wine, one hundred seventy five kinds of cheese, twenty five kinds of domestic and imported crackers. That would seem like plenty to start any party. But that is not all that the Greenwood Spirits Shoppe on Scottsville Road has to offer in the way of party fare.

There are also sardines, nuts, caviar, chocolates, soups, brook trout, smoked oysters, baby clams, cheesecakes, spices and the list of unique party foods goes on and on.

Serving breakfast? Then there are mushroom and ham quiches, breads, Tennessee honey and maple syrup from Vermont. And the "must have" of any breakfast-coffee, the Spirits Shoppe has seventeen blends to choose from.

Accessories for your party can be found at the Spirits Shoppe too. Cookware, glasses, aprons, baskets are just a sample.

But the specialty of the store is wine and cheese.

With the largest wine selection in southcentral Kentucky, the wine connoisseur can find wine from $2 to $200 a bottle. There are wines from all over the world including France, Italy, Germany, Japan, Romania, Hungary, New York and California.

To go with the wine, cheeses from the four cheese families-cheddar, Swiss, Tilsit and blue vein. The Spirits Shoppe does cheese catering under the guidance of Cherry Houchens.

John Lane
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