

# The EVERGREEN NEWS

A Neighborhood Newspaper Sponsored by Vollintine-Evergreen Community Action Association



## Carnival

When the fireworks exploded over the festivities on the river front, signaling the start of the Cotton Carnival, the congregation at Little Flower was already in full swing preparing its own version of a merry-month-of-May celebration.

Within a short three years, the Little Flower Carnival has become the biggest fiesta in the neighborhood. It opened at 11 a.m., May 28, a warm, bright Sunday morning and lasted until sunset, continuing into the night in the form of a bingo game.

Bingo, however, was just an adult bonus. The carnival proper was a family affair, with fun and games for every age. There were action games, such as basketball pitch and football pitch, and bottle and doll knock-downs; there were shooting galleries, a general store, parcel post, dart games, and games of chance; for the wee ones, Oscar the Grouch and the Cookie Monster held the greatest fascination; a special attraction for the children was the pony ride, while many adults got a kick out of Madame Tamara's fortune telling or Miss Dichtel's palm reading.

Games were 10¢ and 25¢, and there were prizes for everyone and everything, many of them donated by local businesses, and many, such as the pretty toy animals, made by the ladies of the congregation. Perhaps the most beautiful prize was an Afghan shawl made by Sister Nancy. The biggest prize was the color TV that was raffled off.

While the school yard echoed with the noise of a happy throng, the rasp of barkers and loudspeakers, the school auditorium upstairs was a crowded, odor-filled Italian restaurant where a busy staff served hundreds of tasty ravioli and spaghetti dishes not to mention countless cups of cool and foamy ale.

As all events and activities at Little Flower, the carnival was a congregation-wide undertaking. John D. (Dev) Kinney served as the general chairman, responsi-

ble for the organization and coordination of the affair. He was assisted by several co-chairmen. Francis Bradley, for instance, was in charge of security, insurance and "quarter master" duties; Joe Hough was the coordinator of the 22 booth chairmen who, in turn, were responsible for the help in their respective booths; Charles Tracy was the prize chairman; Leo LeBlanc was the construction chairman; Mrs. Jesse Turner and Gene Brady handled publicity; Laverne Dhuy and Toni Evangelisti were chief cook and bottle washers; and Fred Wimmer counted the loot.

Most of the profit went toward alleviation of church expenses, with small shares going to the school, the scout organization, the altar society, and the home and school association.

A parish festival is an imaginative way to help support the church, and the neighborhood's children — and many adults — are already looking forward to next year's fiesta.

## Parents Take Initiative

On 17 May, forty parents gathered at the home of Dr. and Mrs. Arnold Fridland, 1804 North Parkway, to be informed about the court-ordered transfer of grades 1-4 from Snowden School to Vollintine this fall.

The gathering, initiated by Dianne Smith of the Memphis Urban League's Unitary School System Assistance Center (USSAC) and Genevieve (Mrs. Arnold) Fridland, was just one of thirty-two similar "community involvement groups" throughout the city, fourteen of which are active in the center city area, including the group that meets at Little Flower and is concerned with the integration at Northside High. By separating facts from rumors, these groups work at easing "the strain, tension and hostility which continue to retard the smooth and orderly desegregation process in the Memphis City Schools."

The group that met at the Fridlands' home is primarily concerned with the academic program their children will have at Vollintine. The parents want assurance that the children will enjoy the same excellent instructional program they became accustomed to at Snowden. They would also like to see the open-space teaching method continued in those classes that were privileged to have it at Snowden, and have the music programs transferred as well.

Mr. Rochester Neely, Sr., Vollintine's principal, and Mrs. John Barlow, an officer in the P.T.A. answered questions and assured the Snowden group that the instructional program at Vollintine was excellent. Mr. Neely said he would like to see the special programs continued. He promised the group to do everything he could to facilitate the transfer of the Snowden students to his school.

Before the meeting dissolved, the group elected a "committee of five" to function as an executive. These five are Dr. Julius Melton, Mrs. Amy Jobs, Mrs. Bar-

At the next VECAA meeting, June 19, 8 p.m. in McLean Baptist Church Fellowship Hall, JOHNNY JOHNSON from the U.S. Attorney's Office will speak on blockbusting tactics. This will be the last meeting until September!



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**INITIATIVE continued**

bara Monaghan, Mr. Ed Yeger, and Mrs. Genevieve Fridland. They set the date for another meeting on May 28. Anyone interested in learning more about the "Fridland" group, please call Genevieve Fridland, 274-2312, or Dianne Smith, 527-8529 or 274-1928.

It may be of interest to many of the parents who feel somewhat uneasy about sending their children to Vollenline this fall that 25 Southwestern professors will send their children there. They too have a stake in their children's education and will support any effort to make Vollenline the kind of school Snowden has been for their children until now. For the children who live north of the L&N tracks, of course, Vollenline has been this kind of school all along.

**Pets**

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**Business Opportunity**

For 2 hours per month earn personal satisfaction as a volunteer for a worthy cause. Call Cornelia Morris, Evergreen News circulation manager, 274-1278.

**Tutors Wanted**

Three summers ago Evergreen Presbyterian Church, matched with Hollywood Elementary School through the Fund for Needy School Children began a volunteer reading program for first graders who were being promoted to second but still lacking in necessary skills. This year 10 such programs are being held around the city, two of these sponsored by black churches.

Each tutor works with only two children, two hours a day, three mornings a week, for six weeks. Tutors need not be experienced. Training is provided the week before the programs begin. Tutors must be incoming 10th graders or older. Young men are especially needed for some of the children have not had a positive male image at home.

If you do not have a job for the summer, consider giving your spare time to two children. Since the pupil-tutor ratio is so low, many tutors are needed. The nearest school in which one of these programs will be held is the Evergreen program at Hollywood school.

Dates: Training sessions: June 13, 15, 16. Program begins June 19 and ends July 28. For further information call Mrs. M. J. Williams, Jr., 274-4131 or Mrs. A.A. McLean, 274-6429.

**New PTA Slate**

The May 23 P.T.A. meeting at Vollenline School was attended by a large number of parents from Snowden whose children (grades 1-4) will attend Vollenline under the new pairing order this fall. Mrs. Joanne Barlow presided, and Mr. Frank Farino, Sr., Principal at Snowden and Mr. Rochester Neely, Sr., Principal at Vollenline answered the many questions from the floor.

After an orderly, informative and enthusiastic meeting elections were held. Mrs. Charles MacArthur was elected President. Mrs. Fanny Edwards, Mrs. Berlin Rizer, Mrs. Queenie Shields, Mrs. Linda Alexander, Mrs. Teresa Thomas, Mrs. O.L. Foster, and Mrs. Judy Ferguson were elected Vice-Presidents. Mrs. Fara Starks is the new Recording Secretary, Mrs. Ernestine Hunt Corresponding Secretary, Mrs. Robert Richardson Treasurer, and Mrs. Nancy Feild Parliamentarian.

**Wanted to Rent**

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**Sports**

As the neighborhood's schools close down, the final tallies for spring sports are coming in.

Southwestern was the scene of the May 11-13 Spring Sports Festival of the College Athletic Conference, with the Lynx hosting Washington University, Washington and Lee, Centre and Sewanee. For the third straight year the Lynx captured the track trophy by a good margin and went on to place second (tie) in baseball, third in golf and third in tennis. Despite losing overall records in baseball and tennis, Southwestern finished third in conference competition this year.

In junior high play Cypress finished 8-0 in track which was good enough for district and city titles. Although posting a 3-5 record in baseball, Cypress held on to place third in their division. Snowden fared well also, ending up with 6 wins against 3 losses in baseball and first in most track competition. Little Flower ended the baseball season with a record of three wins and twelve losses.

In high school action Northside finished the spring with losing records in both baseball and track.

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**B I N G O**



## Summer Fun

As the weather turns from warm to hot, anxious parents begin to look for activities to occupy their young ones during the summer. VECAA residents do not have to look far for, again this year, the neighborhood abounds with programs for toddlers and teen-agers alike. Fun is offered by churches, schools and playgrounds, as well as by government-sponsored programs.

Perhaps the widest variety of summer activities is sponsored by Evergreen Presbyterian Church. The recreation building here will be extensively utilized during the day and will be open for general use from 4 - 6 p.m. daily and from 12 to 6 p.m. on Saturday. Evergreen summer activities include softball for girls, baseball for boys, youth and adult tennis, swimming for beginners, advanced beginners and intermediates and basketball for both boys and girls. There will also be a new Youth Golf Team and the Evergreen Open Golf Tournament is scheduled for July 15.

Evergreen will also operate Camp Pinecrest throughout the summer. Students in grades 4 - 9 are eligible and the total cost for a week is \$36.

On the Church's grounds the Park Commission will operate a day camp for ages 6 - 10 from 9 a.m. to 3 p.m. daily.

McLean Baptist Church will continue its day school and Head Start programs during the summer and sponsor volleyball games for young people every Thursday at 7:30 p.m. The match will be followed by a Bible study class. McLean will also sponsor a summer camp at Siloam Springs, Arkansas for grades 7 - 12.

Jackson Avenue Church of Christ will sponsor a resident camp for young people 9 - 16 years of age. The camp is near Shelby Forest and contains cabins, a lodge, a pavillion, a swimming pool and a lake. Activities such as tennis, crafts and swimming will be supervised by professional coaches. The cost is \$40 for a two-week session and \$25 for a one-week session.

Springdale Methodist Church will sponsor a summer children's program called "Something New in '72" every Wednesday from June 7 to July 12. Activities are open to children from pre-school age through sixth grade and include art, games and Bible study.

Vacation Bible School runs from June 12 - 16 at Open Door Bible Church and Evergreen Presbyterian Church.

Southwestern will be the site of a National Summer Youth Sports Program, a federally-funded program starting June 12. This free program is for ages 10 - 18 and lasts six weeks. For boys activities will include football, basketball, track, wrestling and tennis. Activities for girls will be swimming, volleyball, track, softball and dance.

Another neighborhood activity will be the Forrest Avenue Play Group conducted for the third year by Janet Conrad. Activities for walkers to first-graders include

art, games, stories and snacks. The play group meets from 9 to 12 a.m. on Monday, Wednesday and Friday. The cost is \$1.25 per day. For further information call 278-9559.

Southwestern's Adult Education Center will sponsor another summerful of activities for those who wish to continue their education. For specific programs call 274-1800.

## Vocational Fair

On May 3 and 4 the first annual Northside Vocational Fair was held in the school courtyard. The event allowed Northside students the opportunity to show off their newly-acquired skills, as well as exposing community members and potential employers to the training programs at the school.

Guides were provided by the school and visitors were treated to numerous displays of technical skills running the gamut from sewing to auto body repair. The following departments participated in the fair:

Auto Body	Cosmetology
Auto Mechanics	S.P.A.N.
Woodwork	Clerical
Printing	Secretarial
Commercial Foods	Electricity
Child Development	Drafting
Clothing Services	Radio-TV Repair
Food Services	Distributive Education

Among the guests who viewed the displays were four members of the school board and two city councilmen. They were joined by representatives from the Mayor's office and the Board of Education. Prospective employers who attended included representatives from Plough, DuPont, U.S. Postal Service, Pryor Oldsmobile, American Airlines and Goldsmith's.

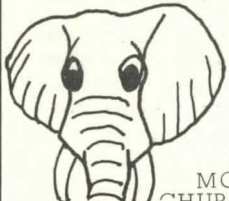
## VECAA News



WHBQ TV Channel 13 will feature VECAA representatives on its program "Dialog", Saturday, 7:30 p.m.

Last month, the long-awaited brochure promoting the Vollintine/Evergreen neighborhood became a reality. Created by Louis Silver and Rick Thomas and printed at cost by Wimmer Bros., the brochure advertizes our community as a full-service neighborhood, describing in concise paragraphs its spirit, location, types of housing, schools, recreational and shopping facilities.

The handsome one-page document is now being distributed by the Real Estate Committee to Memphis realtors and other interested parties. Residents who have a chance to promote the neighborhood and would like copies of the brochure please call Joe Hough, 274-5551.



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## Gossip

Best wishes to the Reverend George Archer of the United Methodist Church at 1086 Chelsea who will be transferred to Bemis, Tenn., June 8. The parsonage at 919 University that has been the home for the Reverend, his wife Wansa, sons Wesley and Mark, and daughter Andrea will become the new home of the Reverend J.W. Darby, Reverend Archer's replacement.

Another Reverend being transferred this month is Father Tom Kirk of the Little Flower Church. Father Kirk will start at his new post, Saint John Parish on Lamar Ave., June 15. Father Kirk is one of VECAA's founding fathers. He may rest assured he will be remembered by a great number of people for a long time. Father Kirk has the community's congratulations and best wishes in his new job.

Congratulations are also in order for Bruce Sells, chairman of VECAA's education committee. After a decade with St. Jude Research Hospital where he headed an investigative unit in bio-chemistry, Dr. Sells has accepted a position with Memorial University in St. Johns, Newfoundland, Canada. Ready to brave the North Atlantic gales with Bruce are his wife, Bernice, and their children, Jennifer, Monica, David and Lisa. The Sells' lovely home at 1925 Jackson Ave. was sold immediately.

Bernice Sells was honored at a luncheon May 29 at the Four Flames Restaurant by the Faculty Wives and Women of Memphis. Bernice is the founder of this altruistic organization that has left its mark on the Memphis school system for years to come.

Congratulations to Mrs. Dino (Alba) Chiozza and Mr. Gerald P. Brannon who were elected to the Little Flower Board of Education last month.

June 11, Tony Ciaramitaro of 1588 Jackson will visit the Joseph Boosten Family in Maastricht, Netherlands, whom he met as a G.I. 28 years ago. Besides his wartime friends, Mr. Ciaramitaro will visit the Dutch countryside and Aachen, Germany. Granddaughter Toni, 10, will accompany him.

David Elion of 994 Hawthorne is running for state representative for district 17.

Richard Lowry of 913 Dickinson won the Kodak Medallion of Excellence nomination at the recent Mid-South Scholastic Art Awards Exhibition. Richard is a senior at Northside.

Jack Hough of 929 Garland, a 1971 Memphis State Law School graduate and former claims adjuster with Allstate Insurance Co., is now employed by the Shelby County Public Defenders Office. Mr. Hough finds his new job as a public defender both challenging and gratifying.

Congratulations to sister Gwen McMahon who has been appointed superintendent of parochial schools for the Diocese of Memphis, effective June 15. Sister Gwen, a supervisor of elementary schools in the diocese, will be the first non-priest superintendent of parochial schools. The Sister lives at Little Flower Convent on Belvedere and will continue to live there.

At the second annual Memphis Music Awards celebration June 3, Larry Shaw (see Meet the Neighbors, this issue), 2119 Hallwood Drive, won the award for the outstanding album cover design for his design of Enterprise Records' "Black Moses".

## Meet The Neighbors

### Image Maker

by John Bruhwiler



Lawrence Shaw, Jr., vice-president of Stax Record Co., gives the firm creative direction, handles the political, economic and cultural relationship with the community, and sells such stars as Rufus and Carla Thomas, the M.G.'s, and Isaac Hayes.


Mr. Shaw was born in Memphis but spent part of his early childhood and early adult years in New York City where he became "urbanized". After graduation from Manassas High School, back he went to the big city, this time to Chicago to earn a degree in education from Chicago State University. He stayed on in Chicago as a high school teacher, furthering his own education at I.I.T. studying engineering graphics. Simultaneously he got involved in Reverend Jesse Jackson's Operation PUSH as a consultant. He also became a consultant on Afro-American thought as well as a consultant on experimental schools. Today, Mr. Shaw is still a consultant with PUSH.

Gradually, Mr. Shaw moved from the field of education into the field of promotion. He became a free lance commercial artist, advancing the idea of black advertising. This line of work prepared him for his present position with Stax Record Co. and the responsibilities he has in fashioning its corporate image. Stax, he says, can take credit for initiating the first black film venture, the very successful film "Shaft", a movie that apparently started a wave of black Hollywood productions.

Mr. Shaw serves on various corporate boards and is a member of the Advertising Federation of Memphis. As is to be expected with his background, however, he keeps at least one eye on the local education scene. His comment on the recent busing order was "they ought to bus the schools, rather than the students." He does some busing himself, however, sending daughter Kimberly, 12, to St. Mary's, Ingrid, 10, and Larry, 8, to Colonial. Perhaps the concern for his children's education is due to his widower status. Mr. Shaw describes himself as an inadequate mother and an "awkward" father, a statement hardly borne out by happy and well-behaved children and a home at 2119 Hallwood Drive complete with Afro art and swimming pool.

Mr. Shaw is happy to be back in Memphis and in the South, away from the "devious ways of discrimination" in the North. In the South, he says, there is a "down to earth honesty" which allows for confrontation and therefore speedier solutions. And in Memphis, Lawrence Shaw enjoys the friendship of talented and prominent people, and he makes decisions in a company that keeps exploring new fields of endeavor and is establishing a market throughout the world.

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