

# The EVERGREEN NEWS

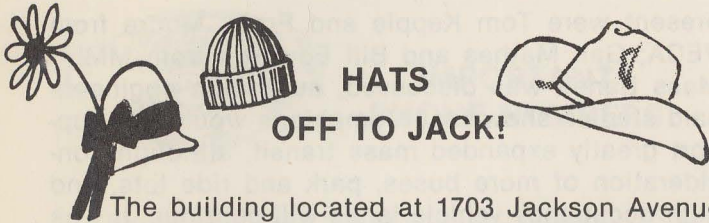
A Neighborhood Newspaper Sponsored by Vollintine - Evergreen Community Association

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April 1981



The building located at 1703 Jackson Avenue was erected in approximately 1925. Today it is known as Borg Rexall Pharmacy. Chief pharmacist Jack Borg has been in business there for sixteen years. Although not a VECA resident, Borg has a sincere interest in the community that surrounds the pharmacy. He and one other full-time registered pharmacist work around the clock to fill countless prescriptions and provide information about the medications for their customers. In addition, they try to promote the concept of good health maintenance by offering such services as blood pressure and diabetes screenings, eye testings and so forth. Borg's is truly a family business as his wife does all the bookkeeping and his two daughters work there on a regular basis; one aspires to become a pharmacist.

Over the years, many people have come to know and appreciate Borg and the pharmacy. A slogan on the outside of the building states, "Treat yourself, trade with us." Upon entering the building, one can't help but become absorbed in the warm friendly atmosphere. The pharmacy hours are from 9 am to 8 pm Monday through Saturday and 10 am to 5 pm on Sunday. The pharmacists are always there with a sympathetic ear.

Borg has a keen community awareness. He is happy to see a continuing influx of people into the Midtown area and finds that his customers represent a wide variety of people of various races, colors and creeds. He cites VECA's central location makes it attractive for residents: everything is within easy driving distance, medical center, business and shopping centers, an important point with the increasing price of gasoline. Borg offers a delivery service but jokingly admits that it may become impossible with the predicted \$1.50 per gallon rates. In addition, he feels that the neighborhood offers an assortment of houses at a variety of prices. He also makes the point that the residents have a strong sense of community belonging, awareness and involvement that make VECA uniquely special.

Jack Borg is proud to be a business part of a stable and strong neighborhood. And we're proud to have his continued support.

By Susan Helms

## BURGER KING HELPS E/NEWS

The Burger King located at 319 N. Cleveland is sponsoring a fund raiser for *The Evergreen News* in the way of coupons to be used for food items at the store. Staff members of the *E/News* will be selling these coupons for one dollar starting in April. With each one sold, the purchaser gets one dollar's worth of Burger King goodies and the *E/News* gets 50 cents. Keep your neighborhood newspaper in business and buy the Burger King coupons. For information on how to get yours, call 276-2933.

## PUBLIC INPUT SOUGHT FOR I-40 CORRIDOR PLANNING

Despite the recent official removal of the segment of I-40 between the Summer exit and I-240 Midtown from the interstate system, the city continues to plan to build highways in this corridor. It appears that there are now no plans to build anything between Cleveland and East Parkway, but a study is underway to decide what new roads are needed to better handle traffic going through the corridor.

The City has hired the firm of Allen & Hoshall, for \$100,000 to study alternatives and their impact on the environment, including neighborhoods. Their study is well underway, but public input continues to be sought. A public meeting was held by A & H, the city, and the state at Snowden School on February 17, and about 200 persons attended to hear a presentation of the alternatives being considered and to comment on them. Officers of VECA, Hein Park, MMIA, CORC, Council of Midtown Neighborhood Associations, and other groups were among the many neighborhood residents present, and many oral statements were made. Many persons questioned the assertion that Midtown has a transportation problem and questioned the need for any construction at all. Others opposed the construction of ramps at Cleveland and E. Parkway, and others pushed for alternative routes to divert traffic away from E. and N. Parkways.

A follow-up meeting was held at A & H's office on March 3, and representatives of several neighborhoods and Sears were invited to discuss informally a refined list of alternatives. Among those

(Continued on page 2)



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Morning Service - 10:45 a. m.

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**VECA NEWS**



The current VECA executive committee met for the last time March 10 at Lindsay Memorial Presbyterian Church and discussed the following topics:

**Nominations for VECA officers.** Dennis Heitzmann and John McGee agreed to run for president and vice-president for the coming year.

**Security Patrol.** Various expenses incurred in printing and distribution of the flyer were discussed, and interested people were encouraged to get their money in as soon as possible.

**Realtors Clean Up.** The Memphis Board of Realtors requested VECA suggest a possible site for clean up similar to the project on North McNeil last fall. Suggestions were made and sent to the board.

**I-40.** Discussion on what to do with the east and west ends of I-40 continues with input from community organizations affected. No immediate solution is expected.

**Yard Sale.** The date was set for Saturday, May 2 at the Southwestern Gym parking lot for the spring yard sale. Anyone interested in helping or in more information should call Dorinda Smith at 276-2933.

**City Beautiful Committee.** Ann Moore volunteered to be the VECA representative.

**Vollintine Courts Fund.** Various ideas were expressed on what to do with money donated (to protect VECA interests in the Vollintine Courts project) now that the issue has been resolved. It was agreed that a letter will be sent to the donors with options listed for them to return to VECA.

By Dorinda Smith

**I-40**

(Continued from page 1)

present were Tom Kepple and Frank Moore from VECA; Gail Mathes and Bill Edwards from MMIA. Mass transit was discussed, but traffic engineers said studies show that Memphians would not support greatly expanded mass transit, although consideration of more buses, park and ride lots, and high occupancy vehicle lanes will continue. It was revealed that projections for the year 2000 show that the number of vehicular trips through the corridor will increase only 6%, even with the construction of a roadway into E. Parkway. Jim Allison of the Midtown Council urged the use of creative imagination to improve the Cleveland business area while planning a limited roadway from I-40 into, but not beyond, Cleveland. All neighborhood representatives present agreed with this position.

It now appears that A & H is leaning toward: on the east end, a freeway-type roadway over the railroad into E. Parkway without ramps; and on the west end, a roadway into Cleveland, with ramps not excluded yet. Because of the deadline to obtain federal funds for these projects, there are severe time constraints on this planning process. The Alternatives Screening Report is to be released in early Spring, with a second public hearing to be held at an as yet undetermined time shortly thereafter, but later than previously announced.

Allen & Hoshall is to be commended for its presentations and attitude at these two meetings. It has given every indication of being sincerely interested in receiving suggestions from the public and including such input in its planning decisions. Direct your comments and suggestions (preferably in writing) immediately to Mr. David Nicholson, Project Manager, Allen & Hoshall, Inc., 2430 Poplar Ave., Memphis, TN 38112 (327-8222).

By Frank Moore

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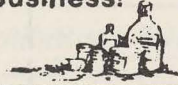
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R. Craig Jordan, Pastor

324-5812



**IMPORTANT PHONE NUMBERS**

The following is a list of telephone numbers which you should call when you have a complaint or a request about the indicated subject matter.

**ALLEY RESURFACING**

Public Works Dept. . . . . 528-2722  
 or Asphalt Plant . . . . . 528-2911

**ANIMALS**

Abandoned or Stray (Animal Shelter)  
 (name kept confidential if requested) . . . 362-5310  
 dead . . . . . 528-2908  
 or 528-2737  
 Injured or abused (emergency) . . . . . 272-7548  
 or Animal Emergency Center . . . . . 323-4563

**AUTOS** and other vehicles

Abandoned or inoperable  
 (City Streets) . . . . . 528-2345  
 (Private Property) . . . . . 528-2514

**CURB REPAIR** (Asphalt Plant) . . . . . 528-2911

**DOGS** - not on a leash or fenced . . . . . 362-5310  
 Noisy (ask for West Precinct dispatcher) 528-2222

**GARBAGE**

Collection (Mayor's Action Center) . . . . . 528-2500  
 not contained properly or scattered by dogs  
 (Health Dept. litter control) (name kept confidential if requested) . . . . . 528-3856

**HOUSING IMPROVEMENT**

(neglected houses) (Joe Sohm, VECA) . . 278-6962


**MEDIAN MAINTENANCE**

(Park Commission) . . . . . 725-4444

- MOSQUITOES** and other insects  
 (Health Dept.) . . . . . 324-5547
- PICK-UP** (on alley) - Lawn trimmings and leaves (must be bagged or boxed) . . . . . 528-2500
- PICK-UP** (on curb) - Lawn trimmings and leaves (must be bagged or boxed) . . . . . 528-2500  
 small limbs, prunings, appliances, furniture . . . . . 528-2500
- SEWER AND DRAIN MAINTENANCE** . . . . . 528-2917
- SIDEWALKS** and driveway aprons broken or damaged (owner's responsibility) (Side-walk Dept.) . . . . . 528-2703
- STREET REPAIR** (Asphalt Dept.) . . . . . 528-2911
- STREET LIGHTS OUT** (MLG&W) . . . . . 523-0711
- STREET LIGHTS**  
 (privately leased from MLG&W) . . . . . 528-4421
- TREE CUTTING** (interfering with power lines) (MLG&W) . . . . . 523-0711
- TREE CUTTING** (center of street median strips) (Park Comm.) . . . . . 725-4444
- WEEDS**, uncut (Weed Dept.) . . . . . 528-2716
- YARD IMPROVEMENT** (tall grass, debris) (City Beautiful Comm.) . . . . . 528-2718  
 or (Joe Sohm, VECA) . . . . . 278-6962
- ZONING VIOLATIONS** (Joe Sohm, VECA) . 278-6962
- ALL OTHER MATTERS** (Mayor's Action Center) (keep dialing until you get through) . . . . . 528-2500  
 By Frank Moore



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1981

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ADDRESS \_\_\_\_\_

Membership: \$5.00, family  
\$2.50, individual  
Make Checks Payable to VECA  
Send to: Ms. Martha Heinemann  
705 N. Belvedere  
Memphis, TN 38107



**THE NEW OLD BURGER KING**

About 15 years ago the first Burger King in Memphis was built and is still doing a booming business at 319 N. Cleveland. Since the store was first opened, it has undergone many changes; the latest renovation was completed early this year. Today, people interested in a quick and inexpensive meal can go to the Burger King and find a cozy and comfortable atmosphere, expanded menu line, landscaping, and extra lighting.

Mike Morrison, store manager, has been connected with the location on and off for over 10 years. He commented that Cleveland used to be a bustling thoroughfare even at night before Sears closed evenings and the Crosstown Theatre shut its doors for good.

But Burger King changes haven't only been inside the store. In the last three or so years, it has encouraged its store managers to get out from behind the counter and become more involved in the community. These days Mike Morrison is busy sponsoring a pitch, hit and run baseball contest in conjunction with the Memphis Park Commission. Another project deals with teaching fire prevention to children using a talking fire engine named Snuffy.

**EVERGREEN NEWS STAFF**

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**Address articles to THE EVERGREEN NEWS, 668 Stonewall, Memphis, TN 38107**

School tours of younger grades are not uncommon in the Cleveland store.

A particular interest of Morrison's is helping neighborhood organizations with fund raisers. He said, "I've always liked fund raisers," and is helping the *E/News* by sponsoring coupons for the staff to sell (see additional story). Other ideas he has for Burger King in neighborhood involvement include a possible discount for senior citizens at the Lewis Center and cleaning up trash on Cleveland. "We feel like if we do our fair share the neighborhood will want and need us as we want and need it."

It's easy to see why people want to move into the VECA neighborhood when we have the support and enthusiasm of people like Mike Morrison and Burger King.

By Dorinda Smith

**NEWS BRIEFS**

- Congratulations — to Don and Madeleine Estes of 735 Maury on the birth of their daughter, Lauren Austin, February 7.

**CLASSIFIED ADS**

**PIANO LESSONS**—\$5.00 per 1/2 hour in my home at 770 N. Avalon or \$7.50 in your home (VECA area) - Mrs. Ginny LeBlanc, Bachelor of Music Degree, 725-9222.

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