

The EVERGREEN NEWS

A Neighborhood Newspaper Working With Vollintine - Evergreen Community Association

Memphis, Tennessee

Circulation 5,500

Volume XIX, Number 9

December 1983/January 1984

FUTURE OF NEWSPAPER DEPENDS ON YOU

By Kathie Jarmon Kerr

The Evergreen News is still searching for volunteers to fill some key staff positions. We have announced the openings in previous issues of the paper, asked local churches to make note of them in their newsletters, put up signs and made appeals at recent VECA meetings. Still, no one has stepped forward.

It brings us to ask a painful and soul-searching question: Has *The Evergreen News* outlived its purpose? For 13 years now the newspaper has spread the good news about the quality of life in the Vollintine-Evergreen community, only occasionally breaking its monthly publication cycle. Produced and distributed by volunteers, it has informed and entertained us; made us laugh and made us angry, angry enough to make us initiate change within our community.

Do we no longer need *The Evergreen News* as an instigator? Before answering, let's look at the issues which face the community now. An abandoned railroad track has the potential of becoming a neighborhood dumping ground and a zoning battleground between developers and residents. The controversy over what to do with the former I-40 corridor land along Overton Park still exists. Crime in our neighborhood hasn't disappeared.

The Evergreen News was originally started by the founders of the Vollintine-Evergreen community in their efforts to stop white flight and improve race relations through a common communication tool. Yet few blacks have ever volunteered to be on the paper staff. Why? Have we reached the point where race relations are so good we no longer need *The Evergreen News*? An honest evaluation of the black and white ratio in our local public schools and even our neighborhood churches tells us different.

All these questions could just as well be asked of the Vollintine-Evergreen Community Association. Membership numbers more than ever, yet VECA's meetings are poorly attended. And the VECA executive committee, the body which initiates actions and decisions for the group as a whole, has seen few new faces over the years.

But a community association, unlike a community newspaper, can survive periods of apathy, because the association is always there when you need it should a crisis occur. It takes nothing more than calling a meeting. A newspaper, once it folds, takes a miracle to start up again. Advertisers must be recontacted, a new staff must be formed, distributors solicited, printing contracts must be renegotiated. It takes more work than several

SPECIAL EDITION

This combined December/January issue of *The Evergreen News* is dedicated to the newspaper itself, telling you how, why and who puts the paper out. The first issue of *The Evergreen News* was published January 25, 1971. Will the January 1984 issue be its last? Please read the article concerning vacant staff positions.

volunteers can muster.

It's ironic that the newspaper is facing its demise after what is probably its most successful year of publication. Advertisers increased to the point where three special six-page editions were produced, the paper held its first photography contest and readership is high.

The Vollintine-Evergreen community and VECA can survive without *The Evergreen News*. Whether they want to or not can only be answered by people responding to this plea for volunteers. The editor or any member of the staff can give you more information about the positions which are described here. (Please see staff box for phone numbers.)

In order for *The Evergreen News* to continue in its present format, these positions must be filled by the newspaper's January 5 meeting. That meeting will be held at 7:30 p.m. at Lindsay Memorial Presbyterian Church.

Advertising Manager(s): Responsible for maintaining advertising revenue to pay for publishing expenses of *The Evergreen News*. Lately, we've had advertisers on a waiting list and it has been a matter of first come, first served. However, some solicitations for ads might be required in the future. The low cost of our ads, \$10 for a small ad and \$20 for a large ad, makes marketing rather easy. The ad manager(s) stays in touch monthly with advertisers on running their ads again or making revisions. This is great experience in sales and marketing or for those who want to keep active in this field. But volunteers considering the job should be aware that it might require 10 hours per month and some travel expenses if they need to visit a neighborhood business. The ad manager(s) would also be responsible for coordinating the efforts of accounts managers.

Assistant Advertising Manager: In order to lessen the work load of the advertising manager this year, the position of assistant advertising manager was formed. That person is responsible for designing ads. Designing ads, deciding what art work goes where and what size to make the type can be challenging and fun. Again, valuable experience can

(Continued on page 6)

NOT TO BE PLACED IN MAIL BOXES

**SPRINGDALE UNITED
METHODIST CHURCH**

751 N. Trezevant St.

Church School— 9:30 A.M.
Morning Worship—10:50 A.M.
Wednesday Fellowship Dinner
and Prayer Service— 6:15 P.M.
• Thursday Mother's Day Out •

Rev. Martha B. Wagley, Pastor

324-5812

7 P.M.
Every Sunday Evening
BINGO

1666
Jackson Avenue

**LITTLE FLOWER
SCHOOL CAFETERIA**

Lighted and Guarded
Parking Lot

Carl and Marie Koppeis'

OLD FASHIONED GOODNESS

CARL'S BAKERY

1688 Jackson
276-8431



Our Own Recipes
Everything Baked From Scratch

THANK YOU, CARRIERS

About 150 pictures are missing from this issue. You would recognize them immediately if you saw them. They're pictures of your neighbors who volunteer to deliver *The Evergreen News* each month. Through the cold of winter and the heat of summer, they're dedicated to getting the "E" News to your door. Some have been delivering *The Evergreen News* since the paper was founded 13 years ago. And they do it for no reason other than their community's best interest. Some of the carriers, when they're not feeling quite up to par or the weather is too difficult, will even pay a neighbor's teenage son or daughter to deliver the newspapers for them.

The editorial staff of *The Evergreen News* thanks the carriers and district managers heartily for allowing your work to be seen by more than 5,500 families each month. Next time you see your *The Evergreen News* carriers, tell them how much you appreciate it, too.

What follows is a list of names of *The Evergreen News* carriers. If you're a carrier and your name has been left out, please forgive us for the error and call so we may insert it in the next issue.

Also, distribution manager Fran Griffin says these routes need carriers:

Vacant Routes

- McNeil, both sides from Henry to Vollandine
- Garland, Both sides from Jackson to Henry
- Watkins, both sides from Jackson to Henry
- Monticello, both sides Brown to McLean
- McLean, both sides Vollandine to Cypress Creek
- University, both sides Vollandine to Edward
- Charles Place, both sides Jackson to north end.
- Faxon, both slides Stonell to Watkin
- Watkins, from No. Parkway to Overton Park
- Overton Park Avenue from McNeil to Avalon, including Business
- Avalon, from Forrest to Overton Park Ave.

DISTRICT MANAGERS

Mike Bursi
Jim Martin
Joyce Faux
Van Harris
Charlie McKelroy
Joe Sohm

Julie Borys
Carl Chando
Debbie Monroe
Nancy Harris
Tim Mashburn
Franklin Moore

CARRIERS

- Thelma Spotswood • Carolyn Mitchell • Mrs. Hanna Bobo
- Brenda Shaw • Tom Turley • Mrs. Kathryn Pokorski
- Mrs. Ann Oglesby • Mrs. Laverne Dhuy • Ted Krausser
- Theo A. Dinas • Gladys Harris • Jack Hough
- Mary Jane Collins • Barb McKee • Irene Burgess
- John Emery • Mrs. Josephine Heyser • Mrs. Leoda B. Gammon
- Mrs. Fannie Whitelow • Tom & Danie Kepple • Frances Joyner
- Helen Evers • Josie Johnson • Tom Fagan
- Dick Borys • Charlotte Phelps • Beverly Berry
- Horst Dinkelacker • Betty McKee • Chuck Fox
- Mr. W. J. Lowe • Jerry Jones • Carl Simkevich
- Rick & Marty Thomas • Sue Fagan • Leroy Coleman
- Mrs. Mary Blanchard • Mark Lindstrom • Kathy Junkin
- Warren Garner, Sr. • Mrs. Rosemary Brown • Jim & Marilyn Paavola
- Malcolm Sharp • Sallee Bruhwiler • Ed Wingfield
- Shauntel Murphy • Betty Jennings • Jeffrey Griffith
- Martha Heinemann • Verna Bartee • Leo LaBlanc
- David & Kay Hillard • Horace Stegall • Bill Scudder
- Melissa Graham • George & Nancy Tiller • Rebecca Richardson
- Mrs. M. M. Johnson • Steve Glover • Mrs. Earl Shannon
- Brant Smith • John Stuart • Dr. Robert Armstrong
- June Neal • David Brown • William Veaser
- Grace Wallace • Mike Richards • Harriet Smith
- Sarah White • Ann Johnson • B. J. Conner
- Thomas Koffman • Nancy Brown • Carl Holmes
- Mrs. Kenneth Kubitz • Sheila McLellan • Madelyn Conrad
- Cynthia Taverna • Marcia Heitzmann • Jarie Hackett
- Norwood Paddison, Jr. • Sharon Taylor • Mrs. Clifford Huffman
- Collins Boskey • Mrs. John (Tan) Hille • Joseph F. Corcoran, Jr.
- Albert P. Xavier •

DENTURES

Customised single denture's \$150.00
for upper or lower
Finest cast metal partial \$225
(not plastic)

We offer complete family dental care
We accept all Dental Insurance
Open Evenings & Saturdays by appt.

Call for Free Consultation
**Mid-City Dental
Group & Lab.**
Dr. W.F. Pearson, Director

650 N. McLean

274-7999

649 North McLean

278-5066

Southwestern Hair Care

HOLIDAY SPECIAL

\$2.00 Off Hair Cut
with a Shampoo & Set

with this coupon

**AEROBIC
EXERCISE & DANCE**

Springdale United Methodist
Monday & Thursday
6:00 - 7:00 p.m.

Pat Mitchell

372-3264

WHITEWAY+
Memphis Smartest Suburban Pharmacy

OVERTON PARK AVE. AND CLEVELAND (CORNER)

Corner Cleveland & Overton Park

Telephone 278-0561

Free Delivery (and
Prescription Pick-up)
Same Day Service.

Pay MLGW and Phone Bills

OPEN Mon.-Fri. 8 A.M. - 7 P.M.

Sat. 9 A.M. - 6 P.M.

CLOSED - Sunday

HOUSE of Hays
JEWELERS INC.

WHOLESALE MANUFACTURING JEWELERS
REPAIRING · STONE SETTING · ENGRAVING
MOUNTINGS · DIAMONDS

We Buy Gold & Diamonds

1750 Madison Avenue, Suite 115
Phone 726-0220

274-5851 613 N. MCLEAN

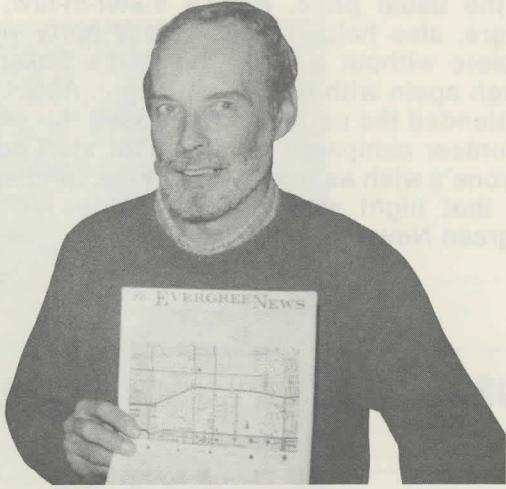
TO FEEL GOOD—LOOK GOOD

University Park Cleaners, Inc.
—SINCE 1919—

**LINDSAY MEMORIAL
PRESBYTERIAN CHURCH**
1633 Tutwiler at Dickinson

Church School — 9:45 a.m.
Morning Worship — 11:00 a.m.
Parent's Day Out — Mon. & Fri.

Church 274-1820 Pastor 323-6400



John Bruhwiler

**EDITOR RECALLS
FIRST "E" NEWS**

by Kini Kedigh

Giving birth means nine months of preparation followed by hours of labor. For John Bruhwiler, "Father of *The Evergreen News*," the labor came first and continued for the next two years.

Bruhwiler, a professor of German at Southwestern, conceived the city's longest published community newspaper in 1970 after volunteering to help at a meeting of the Vollintine-Evergreen Community Action Association. To assist him in publishing a neighborhood newspaper, other volunteers stepped forward: George Bradfute, Rick Thomas, Warren Lowry, Golden Shumaker, Lawrence Anthony, Emma Palmer and Martha Edwards. This team wrote, typed, illustrated, designed and hand delivered door-to-door the first issue of *the Evergreen News* on January 25, 1971.

1984 VECA MEETING

The first general membership meeting this year of the Vollintine-Evergreen Community Association will be at 7:30 p.m. January 23rd, at Lindsay Memorial Presbyterian Church, 1663 Tutwiler. The VECA executive committee meeting will be 7 p.m. January 3rd, at Lindsay.

The first issue featured an editorial introducing the newspaper to the neighborhood; a map of the community noting the churches, schools, parks and shopping areas; neighborhood meeting announcements; and a "Meet the Neighbors" column which focused on Dr. and Mrs. H.C. Maxey, residents of Stonewall for 41 years.

With following issues, Bruhwiler realized the paper needed support if it was to survive, so advertising was solicited. In the beginning, businesses were reluctant to support the newspaper, however, Bruhwiler was successful in convincing Carl's Bakery, Borg Pharmacy, Bill & Jim's Gulf Service Station, and Firestone to give it a try. "They were all smart business men," Bruhwiler says, and once the newspaper was established, advertising increased with many of the original advertisers still supportive of the newspaper today.

Although he is not surprised his "child" has reached adolescence, Bruhwiler says publication was "touch and go" for awhile. He is glad the community still has a voice and is proud of the part he played in bringing that voice to fruition.

"*The Evergreen News* gave then and continues to give to the community today a sense of neighborhood," Bruhwiler said. "the purpose of the newspaper was to let the people of the community know that our neighborhood was a good place to live. I think we did that."

DINO'S SOUTHWESTERN GRILL

TRUE ITALIAN STYLE

RAVIOLI

**Specialties
Ravioli
and
Spaghetti**

645 N. McLean • 278-9127

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Heating & Plumbing

276-6193

*Residential Heating,
Plumbing, and Air
Conditioning Repairs*

License No. 307

**HARE Painting
& Decorating**

Interior - Exterior
Stainwork
Sheetrock & Plaster
Repair
Free Estimates
References

RICKY HARE 278-6359
"VECA Area Resident"

ADVERTISING MANAGER RETIRES AFTER FIVE YEARS OF SERVICE

By Dorinda Smith

(Editor's Note: The most common phrases we hear from people who are asked to volunteer for this position which Susan Fagan is leaving are, "I'm not qualified," or "I don't have the time." Yet Susan, with no advertising experience, and with three children, and recently, a part-time job, has managed successfully these past five years. She welcomes inquiries about the position.)

For the past five years a familiar sight to neighborhood advertisers has been Susan Fagan with her growing family. This issue marks the end of half a decade of hard work as advertising manager for Susan on *The Evergreen News*.

In October, 1978, Karen Tynes, then editor of the *Evergreen News*, asked Susan if she would be interested in being advertising business manager. Being somewhat confined at home with her first baby, Susan agreed thinking it would be a good opportunity to work with people and get to know her neighborhood.

In the course of five years, Susan has made many friends. She speaks fondly of Mr. Porter at the Gulf Station and Mr. Langston at Firestone, both on Jackson. She recalls Tina Dowling at Southwestern Hair Care who offers goodies to her clientele and wears costumes at Halloween.

During those years, Susan has been the most surprised at those advertisers who didn't pay. "You can't judge a book by the cover," she said, adding, "I got where I could pretty much tell who would and wouldn't pay for their advertising."

Her most bizarre experience happened one day when she was out collecting bills. She was told to go to an advertiser's home to get her money. When Susan and her children arrived, the house had broken windows, and the owner yelled from behind a closed door. After telling her children to run should she give the high sign, Susan did manage to collect \$20 out of \$30 owed. The ad manager now is no longer responsible for collecting and billing. Bills are either mailed or money is collected on the front-end.

Susan grew up in Pittsburg and met her husband Tom while studying social work at Kent State in Ohio. Tom is the director of school psychology in the psychology department at Memphis State. Her three junior helpers are Shannon, 7, Lance, 5, and Collen, 3.

Susan is now going to take stock of her life and move on to other volunteer work. She reflects, "Leaving the *Evergreen News* creates a void. There's a spirit that develops in keeping up morale."

And *The Evergreen News* will miss Susan. Who else would call an advertiser from her hospital bed hours before the birth of her third child just because she promised she would?

Trinity United Methodist Church

Galloway at Evergreen
274-6895

Church School 9:30 a.m. K-Adult
Worship 10:50 a.m.
Attended Nurseries Crib-age 4

VOLLINTINE AVE. CLEANERS Sewing Center & Gift Shop

- Alterations
- Monogramming
- Tailoring
- Leather & Suede Repairs
- T-Shirts & Letters
- Scarfs, Caps & Hats
- Soft Sculpture Dolls
- Cross Stitch
- Needlepoint

1570 Vollintine Ave. at Maury
Phone 278-3233

BINGO

Every Monday 7:30 P.M.
3 Cards \$5.00 - 4th Card FREE
16 Games — \$100 Prizes

JACKPOT

\$1000 Min. - \$200 Consolation

BARON HIRSCH LADIES AUXILIARY

Vollintine at Evergreen

Free Nursery Service
Lighted and Guarded Parking Lot

EVERGREEN PRESBYTERIAN CHURCH

613 University

Across the street from Southwestern

• T & Th Mother's Day Out: 274-8076 •

Church School: 9:30 a.m.

Worship: 11:00 a.m.

Wednesday's Supper &
Program 5:45 p.m.

Minister: W. Ned Hollandsworth

Recreation Center 6 Days a Week



EVELYN M. KING

Certified Color Consultant

"Enhance your fashion image
with harmonious colors"

Color Analysis • Wardrobe Coordination
Makeup • Skin & Hair Care • Beauty
Charm • Poise

Personal and Group
Consultations

(901) 278-7679



UNIVERSAL SECURITY SERVICE

VECA Neighborhood Security Patrol

Radio-equipped Patrol Cars;

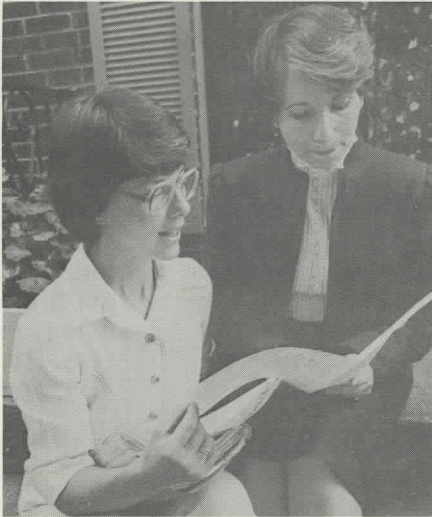
Uniformed, Professional Officers;

24-hour Service, \$18.50 Per Month.

Call 274-1794 for Details or to Enroll

EDITOR COORDINATES STAFF

As editor of *The Evergreen News*, Kathie Jarmon Kerr coordinates the efforts of several staff writers. Those writers include: Susan Helms, a nurse and mother of two sons; Sue Strong, a dental hygienist and mother of one son and Kini Kedigh, a public relations writer at St. Jude's. Kathie has worked on two daily newspapers in Mississippi and is currently a free-lance writer with *Mid-South Business Newspaper*. She is also employed part-time at Ward Archer & Associates, a public relations and advertising firm.



Susan Fagan (L) and Dorinda Smith have made an excellent advertising team, as evident from the ads in each issue of The Evergreen News. Susan solicits the ads and Dorinda designs each one. Both, however, will be retiring from active staff positions this year. Susan, mother of three children and a former social worker by career, has been ad manager for five years. Dorinda, an editor of The Evergreen News for two years, will be moving from our neighborhood soon. Dorinda works at Pappagallo and is expecting her second child in May. The third member of our business team, business manager Jenny Raber Land, is not pictured. Even though Jenny has moved from our neighborhood, she is generously continuing her duties as business manager until a replacement can be found. Jenny's background is in counseling and business. She is expecting her second child in May.



With an assortment of typed-set stories, scissors and rubber cement, Grace Wallace (L) and Beverly Berry create each new issue of The Evergreen News from a dining room table. They lay-out the paper and decide where to put articles and pictures. Other than being very good at jigsaw puzzles, neither Grace nor Beverly have had professional training in lay-out and design. Grace is a retired nursing administrator who is active in a variety of volunteer work and Beverly is a teacher at Evergreen Presbyterian Church's Mother's Day Out program. Beverly is married with two children.



The last Saturday morning in each month finds distribution manager Fran Griffith (R) counting out thousands of newspapers which will be taken to about a dozen district managers. They, in turn, will give them to more than 150 carriers to deliver. Keeping up with a circulation force that large is a difficult job, but one Fran handles well. Helping her out is assistant distribution manager Harriet Smith. Fran, who is expecting her third child in May, is a book-keeper for Pappagallo. Harriet is a homemaker and mother of two.

FUTURE OF NEWSPAPER (Continued)

be gained in the area of printing and design. How much time it takes depends on a number of factors: how many new ads are inserted each month and the experience of the assistant advertising manager.

Account Manager(s): Responsible for helping the advertising manager handle or solicit advertisers. If several account managers are responsible for handling a few advertisers each, it will greatly lighten the job of advertising manager. Account managers would work closely with the advertising manager so accounts aren't duplicated.

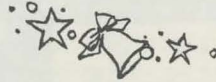
Business Manager: Essentially, the business manager is responsible for all bookkeeping activities. That includes mailing advertisers' bills on a quarterly basis and paying *The Evergreen News's* bills on a monthly basis. Business managers are encouraged to be able to provide financial statements at each monthly meeting, at least to the point of telling us if we're in the red or black. The business manager may also find himself or herself in the position of calling advertisers and nicely, but firmly, reminding them of outstanding bills. The business manager is the only one who can make withdrawals and deposits in *The Evergreen News's* bank account.

EVERGREEN NEWS STAFF

EDITOR: Kathie Jarmon Kerr, 276-5750
 BUSINESS MANAGER: Jenny Land, 276-0276
 ADVERTISING MANAGER: Susan Fagan, 272-3776
 ASSISTANT
 ADVERTISING MANAGER: Dorinda Smith, 276-2933
 PRODUCTION MANAGER: Grace Wallace, 276-6198
 ASSISTANT PRODUCTION MANAGER: Beverly Berry
 DISTRIBUTION: Fran Griffith, 276-9162; Harriet Smith
 ADDRESS: 1663 Tutwiler, 38107
 FILM DONATED BY FOX PHOTO, 726-0092

"E" NEWS BIRTHDAY PARTY

The Evergreen News becomes a teenager this January, having been published for 13 years. To celebrate, a birthday party was held at Dino's Southwestern Grill. Proprietors of Dino's, Dino Grisanti and son Rudy, generously offered their restaurant after hours and provided us with delicious ravioli and spaghetti dinners, at less than half the usual price. Rudy's sister-in-law, Carroll Pellegra, also helped. No birthday party would be complete without a cake and Carl's Bakery came through again with its baking magic. About 30 people attended the party and witnessed the kick off of a volunteer campaign to fill vacant staff positions. Everyone's wish as they blew out the candles on the cake that night was for another decade for The Evergreen News.



1984

Vollintine-Evergreen Community Association
 NEW AND RENEWAL MEMBERSHIP

NAME _____

ADDRESS _____

Membership: \$5.00, family _____ I would like to help VECA by _____
 \$2.50, individual-\$10.00 lifetime _____
 Make Checks Payable to VECA _____
 Send to: Ms. Martha Heinemann _____
 705 N. Belvedere _____
 Memphis, TN 38107 _____

CLASSIFIED ADS

*Let me clean your house
 Reasonable Rates
 726-6611*

SAY "MERRY CHRISTMAS" WITH A GIFT OF KNOWLEDGE

Treat someone special to a gift certificate for a Continuing Education short course in computer programming, cooking or another fun subject. Spring catalog available week of Dec. 12. Call for a FREE copy.

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 state
 continuing
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BILL & JIM'S TIRE STORE

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 278-5022



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 Wheel Balancing by Computer
Special Tire Sale

FREE
 M.S.U. or U.T. Tote Bag
 (a \$6.95 value) with Oil Change,
 Lubrication & Filter — \$21.88
 (While supply lasts)

Revolving Credit for Tires and
 Other Major Purchases

THE PRESCRIPTION HOUSE Discount Pharmacy

1800 Union 726-4444

*"Lowest Average Prescription
 Prices in Mid-Town"*

Computerized Prescription
 Services Including
 Drug-to-Drug Interaction.

Mon-Fri 9 a.m.-7 p.m.
 Sat 9 a.m.-4 p.m.



Lighted customer parking
 Located across from Seessels