

# The EVERGREEN NEWS

A Neighborhood Newspaper Working With Vollintine - Evergreen Community Association

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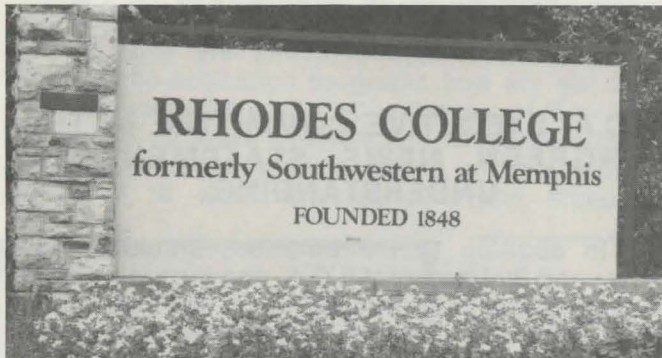


Photo by Shelly Fingerett

## SOUTHWESTERN AT MEMPHIS BECOMES RHODES COLLEGE

By an historic vote of its Board of Trustees, Southwestern At Memphis, a 135-year-old private college of liberal arts and sciences, will become Rhodes College effective July 1, adopting the name of Peyton Nalle Rhodes, the 84-year-old former president and life-time devotee of the institution. Board chairman Frank M. Mitchener, Jr. made the announcement during an afternoon press conference on the campus.

"By their action the trustees have chosen to link the spirit of this college with the inspiration of the man who has helped to give it life for over half a century," said Mitchener. "We do not honor a benefactor in the traditional sense; rather, we honor one who has given his life to Southwestern."

Southwestern, a college associated with the Presbyterian Church, was founded in 1848 in Clarksville, Tenn., and re-located in Memphis in 1925. A year after its move to Memphis, Dr. Rhodes joined the college as an associate professor of physics and soon thereafter became a full professor. In 1945 he was named vice president and in 1949, president, serving until his retirement in 1965.

"Dr. Rhodes embodies the values on which this institution was founded," said Dr. James H. Daughdrill, Jr., president of the college. "His relentless crusade for excellence, his belief in liberal education, and his unflinching love for the college make it altogether fitting that this institution be named in his honor. Much of what exists at the college today is the result of Dr. Rhodes' vision and leadership."

When he retired after 16 years as president, Dr. Rhodes left a legacy of ten new campus buildings, a freshly chartered chapter of Phi Beta Kappa, an expanded adult education program, a modern language lab and an extensive laboratory of atmospheric and optical physics, an art major and international studies department, new research opportunities for science students, and a scholarship and financial aid program more than five times larger than when he took office.

Even in his retirement the former president has continued to serve the college as acting president and later acting vice president and dean as well as building consultant for such campus additions as the Frazier Jelke Science Center complex.

Rhodes, which as a student body of approximately 1000 and some of the highest academic standards in the South, has had "Southwestern" as part of its name since 1879 when it changed from Stewart College to Southwestern Presbyterian University. The "Southwestern" is a throwback to the college's early sponsorship by the southwestern synods of the Southern Presbyterian Church—the Arkansas, Tennessee, Mississippi and Louisiana Synods rather than the synods along the eastern seaboard.

In 1925, when it moved to Memphis, the college was renamed Southwestern or Southwestern, College of the Mississippi Valley. And in 1948, it adopted the most current version, Southwestern At Memphis. Today, Rhodes College is associated with the Presbyterian Church, U.S.A. and supported by the Synods of the Mid-South and Sun.

Rhodes' 100-acre campus in residential Memphis is widely admired for the beauty and consistency of its Gothic architecture. Thirteen buildings on the campus are listed in the National Register of Historic Places.

Academically, the college also ranks among the South's best with its student/faculty ratio of eleven to one, its proportion of Ph.D.-holding faculty at 80 percent, its large number of National Merit Winners per capita—approximately the same as Swarthmore, Amherst and Dartmouth—and the 90 percent or higher acceptance rate of professional or graduate school-bound seniors.

The trustees' vote to name the college for Dr. Rhodes came after several months of research and discussion about a possible name change. From March through June, comments and suggestions regarding the name was solicited from all alumni, students, faculty and friends of the college. A committee representing the various segments of the college community reviewed those responses and recommended that the board of trustees adopt the name Rhodes Colleges.

## PROPOSED CHARTER CHANGES TO BE VOTED ON IN SEPTEMBER

At the VECA September general membership meeting, the following proposed amendment and an addition to the by-laws will be voted on. Both relate to the organizational structure between *The Evergreen News* and VECA. Because the neighborhood newspaper has matured into an important communication function for VECA and the community, *The Evergreen News*

(Cont. on page 2)



(Charter Changes, cont.)

staff and the executive members of VECA have agreed that such an amendment and a statement of understanding is necessary from a management standpoint. If you have any questions about the documents and wish to vote on either, please come to the September meeting at 7 p.m., September 24, at Lindsay Memorial Presbyterian Church at 1663 Tutwiler.

### ADDITION TO BY-LAWS OF VOLLINTINE- EVERGREEN COMMUNITY ASSOCIATION, INC. (ARTICLE XVI)

#### Newspaper

The newspaper of the Association is *The Evergreen News*. The purpose of the newspaper is to further the objectives of the Association stated in its Charter and to serve the area within the Association's boundaries as a neighborhood newspaper. The Association and *The Evergreen News* shall be equally responsible for providing personnel and funding as needed to publish and distribute *The Evergreen News*.

The Editor of *The Evergreen News* shall be appointed by the Executive Committee, subject to the advice and consent of the management staff of *The Evergreen News*, and shall serve a term of one year and thereafter until a successor has been appointed. The Editor may be reappointed to serve successive terms. The Editor shall have the responsibility for the day-to-day management and operation of *The Evergreen News*. The Editor and the President of the Association shall jointly appoint a liaison to attend both Executive Committee and *The Evergreen News* staff meetings.

A written Statement of Understanding shall be reviewed and agreed upon by the Editor, management staff of *The Evergreen News*, and the Executive Committee annually and whenever the appointment of a new Editor is being considered. The Statement of Understanding may be amended by mutual agreement at any time.

The content of *The Evergreen News* shall be determined by its management staff, but shall be consistent with the Association's Charter, By-Laws, and the Statement of Understanding. News and notices of the Association's activities, news from within the Association's boundaries, and news affecting the neighborhood and its residents shall be published in *The Evergreen News*.

### AMENDMENT TO BY-LAWS OF VOLLINTINE-EVERGREEN COMMUNITY ASSOCIATION, INC. (ARTICLE VIII)

#### Executive Committee

The Editor of *The Evergreen News* shall not automatically be a member of the Executive Committee, but may be appointed to the Executive Committee by the President.

### V.E.C.A. EXECUTIVE COMMITTEE — THE EVERGREEN NEWS STATEMENT OF UNDERSTANDING

1. In addition to the purposes stated in the Charter and By-Laws of V.E.C.A., the purpose of *The Evergreen News* is to print as much news as space allows which will affect the greatest number of people living in the area represented by the Vollintine-Evergreen Community Association (V.E.C.A.). This news is to be balanced with human interest stories about people and events in our neighborhood. The goal of *The Evergreen News* is to accurately portray the way life is in our neighborhood now, was in the past, and may be in the future. *The Evergreen News* will attempt to foster a real sense of community in the Vollintine-Evergreen area through the exchange of information which affects residents.

2. The decisions concerning what articles are printed in *The Evergreen News*, the placement of such articles, and other management decisions shall be made by the management staff involved in the day-to-day operation of the newspaper, but shall be subject to the requirements of the Charter and By-Laws of V.E.C.A. and this Statement of Understanding.

3. The V.E.C.A. membership coupon shall be printed in at least every other issue of *The Evergreen News*.

4. Notices of V.E.C.A. general membership meetings shall be boxed and run on the front pages of the appropriate issues of *The Evergreen News*.

5. Responsibility for filling vacancies on *The Evergreen News* management staff shall be shared equally by the staff and the Executive Committee, remembering the importance of *The Evergreen News* to the Vollintine-Evergreen Community.



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**“OPERATION LATCH-KEY”  
 TO OPEN IN SEPTEMBER**

6. An annual joint meeting, perhaps in the Spring, of the Executive Committee and *The Evergreen News* management staff would be beneficial and is encouraged.

7. Executive Committee meetings are open to the public unless stated otherwise. The Editor shall use discretion in reporting discussion of sensitive issues, always placing the best interests of the neighborhood first.

8. The Editorials and Opinions printed in *The Evergreen News* shall be clearly identified as such, by-lined, and state whether they are the opinions of the writer only, or of *The Evergreen News* staff, or of V.E.C.A.

9. *The Evergreen News* shall maintain a separate bank account, through which all income and expenses for the operation of *The Evergreen News* shall be processed by *The Evergreen News* management staff.

10. Publication deadlines and requirements shall be made known by the Editor and must be complied with for timely publication to be possible.

11. In order to insure that staff members of *The Evergreen News* are within the corporate protection of V.E.C.A. from personal legal liability, each issue of *The Evergreen News* shall state in the staff insert: “*The Evergreen News* is the neighborhood newspaper of the Vollintine-Evergreen Community Association, Inc. (1971).”

12. The liaison appointed by the V.E.C.A. President and *The Evergreen News* Editor shall be responsible for providing minutes of the V.E.C.A. Executive Committee and general membership meetings to *The Evergreen News*.

13. *The Evergreen News* management staff is comprised of the following positions: Editor, Business Manager, Advertising Manager, Assistant Advertising Manager, Production Manager, Assistant Production Manager, Distribution Manager, and any other positions designated by the Editor.

Do you know a child who needs a happy, well-supervised place to spend after-school hours, while waiting for parents to finish their work day? If so, you know someone who needs “Operation Latch-Key,” the newest community service of Trinity United Methodist Church. Beginning in September, 1984, the church at the corner of Galloway and Evergreen will offer after school care each day, 3 - 6 p.m. for 15 children in kindergarten through grade 6.

Plans for this program first began to take shape a year ago, when Trinity’s Council on Ministries identified after-school care as a need in the neighborhood. Under the leadership of a paid director and an aide, the children will be provided with a balance of free play and structured activities, quiet study areas and active areas.

Parents who wish to reserve a space for a child in the program, or who desire further details, may contact the church secretary at 274-6895, or the chairperson of the Operation Latch-Key committee, Kay Jordan, 278-1517.

**JOB OPENINGS ANNOUNCED**

Director of after-school program, 20 hours weekly. Prefer college graduate with experience in planning and carrying out programs for young children. Also needed: Program aide, 15 hours weekly. Send resumes to Operation Latch-Key, Trinity United Methodist Church, 1773 Galloway, Memphis 38112

**GIVING CREDIT WHERE  
 CREDIT IS DUE**

VECA residents don’t be shy! Now is the time to nominate people in our community for the Neighborhood Awards sponsored by NEIGHBORFEST ‘84, an annual event of the Center

(Cont. on page 4)

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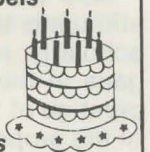
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### GIVING CREDIT (Continued)

for Neighborhoods. The event is October 19, with nominations for the following categories being considered now:

- \*Outstanding Neighborhood Leader
- \*Best Fund-raiser sponsored by a Neighborhood
- \*Best Neighborhood Communications (could be a newsletter; a newsletter and telephone tree; a well organized telephone tree and flyers as needed: combinations of all the above.)
- \*Neighborhood Initiating a Unique Project.
- \*Neighborhood Completing a Unique Project.
- \*Project or Service contributing to Neighborhood Stability and Spirit.
- \*Neighborhood Creating a good Relationship/Partnership with local Government.
- \*Neighborhood Organization project or service affecting the greatest number of residents.
- \*A local business or agency supportive of neighborhood associations, activities.

For more information about application forms, examples to help you think of your nominations, and the names of the selection committee members, please call the Center for Neighborhoods at 526-6627.

### BROOKS... A WORLD OF ART IN MEMPHIS Case for support

Editor's Note: Brooks supporters hope to raise \$2.5 million by September 1, for a much needed museum endowment fund.

Located in the spacious green acres of Overton Park, Brooks Memorial Art Gallery in Memphis was Tennessee's first museum of art and now is the largest.

More than 150,000 people of all ages visited Brooks last year, enjoying and learning from the 15,000-object permanent collection—the only collection in the mid-south that ranges from the

Renaissance to the present day.

In this free-admission museum, thousands of school children gain their first art experience, studying original works of such masters as Rubens and Rembrandt. Guided by trained volunteer docents, young and adult visitors follow the history of art from before the time of Christopher Columbus in six chronologically-arranged galleries. Splendid decorative art objects, many of them from local collectors; stunning sculptures in the quiet garden; and modern photography as an art form are all part of the Brooks experience today.

#### Brooks Beginnings

The museum was opened in 1916 and has grown steadily in acquisitions, gifts and audience. The original graceful Italian Renaissance-style structure designed by John Gamble Rogers of New York was made possible by a gift of \$100,000 to the City of Memphis from Bessie Vance Brooks in 1912. The gallery is a memorial to her husband, Samuel Hamilton Brooks. Cecilia Beaux's portraits of Mr. and Mrs. Brooks hang on either side of the foyer.

#### The Two Expansions

As museum purchases and gifts grew, so did the need for museum space. In 1955, the city funded a wing that included new galleries, the library and present auditorium.

A second addition, also funded by the city was dedicated in 1973, and tripled gallery space. At the same time, the 1955 addition was partially renovated.

#### Continuing Endowment

The second part of the Brooks Advancement Plan is the establishment of an endowment fund (to be added to over the years) to be used for education, conservation, changing the exhibitions and the acquisition of new works.

The permanent collection is made up almost entirely of art that are gifts from individuals, corporations, foundations, support groups and public funds. Brooks has no purchase fund for acquisitions.

### Trinity United Methodist Church

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New works are the lifeblood of any museum. They stimulate interest from the general public, attract scholarly research, fill chronological and stylistic gaps in the permanent collection, and enhance the prestige of the institution. Clearly, a large percentage of the proposed endowment must be set aside for the purchase of new works.

A substantial portion of the income from the endowment will be designated for the museum's important education programs. Always well attended, whether they are school-related events or adult oriented, the education programs now are not on a scale commensurate with a city the size of Memphis. The scope of these programs must be broadened with a full time professional added to the art education staff to work with schools and stimulate

academic interest within the museum and in the outreach activities.

#### Funding the Advancement Plan

Present estimates call for new construction of approximately 25,000 square feet and renovation of 20,000 square feet. The total cost of these improvements is estimated at \$3.5 million—adjusted for

(Continued on page 6)



### STEVE COHEN

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**(Brooks, cont.)**

inflation, and including professional fees and a contingency factor.

The Advancement Plan also calls for establishing an endowment of \$1.5 million—which, at current investment rates, would yield an annual income of approximately \$150,000.

The museum is now embarking on a capital gifts campaign to raise \$2.5 million—half the total costs—from individuals, businesses and foundations in the Memphis community and the Mid-South region. The City of Memphis will provide the balance of \$2.5 million required to complete the development program.

**Brooks in the Future**

Every year, Brooks grows in stature, in acquisitions and in value to the community it serves. Now, an Advancement Plan of expansion and endowment is needed to make Brooks an even more valuable cultural resource for all the people of Memphis.

Expanded gallery space will be one of the first priorities of the Advancement Plan, enabling Brooks to exhibit a larger portion of its permanent collection and to rotate parts of the collection to make return visits more interesting and fruitful.

At present, Brooks has many distinguished works which are never seen by the public. Increased gallery space would make possible the exhibition of paintings from the permanent collection such as Hopper's *Cape Cod*, Siqueiro's *The Sob*, works by Mid-south artist Carl Guthertz, an early planner for the museum, and fine examples of the work of artist Carroll Cloar.

Additional space in a planned new wing also will make possible several new permanent galleries. Through its cotton trade, the city has a historic relationship with Japan and China. A permanent gallery devoted to art of the Orient will bring home to Memphis the significance of this trade, contrasting Oriental and Occidental expressions of art and heightening awareness of this important liason between nations.

A new gallery should also be devoted to expressions of African and Ethnographic Art, cementing a bond between black Memphians and their cultural heritage.

Much of the Museum's extensive collection of works on paper, numbering more than 3,500 items, is not only hidden from public enjoyment but is in serious danger of irreparable deterioration because of poor storage facilities. Future plans for the museum include storage with proper temperature, humidity and light control, plus gallery space in which these works can be regularly shown on a rotating basis. A study room adjoining the storage area is also planned for scholarly work and research.

Space for frequent exhibits of photographic works is especially important. Photography as an art form is growing in public awareness as more and more people become interested in it as a profession or hobby.

Brooks now has several significant works of sculpture in severely limited outdoor space. Other distinguished works could be exhibited to the public in a new atrium viewing area.

The planned expansion of nearly 25,000 square feet will also include space for films, lectures and demonstrations which will enhance the museum experience. Space is now limited to audiences of 160 in the present auditorium. The new auditorium will seat

up to 350 people and include state-of-the art audio-visual equipment.

A separate entrance is planned for the auditorium so the general public can use it without entering the gallery areas. Events scheduled outside regular museum hours would not then require a full staff of security guards.

Office space must be expanded to assist the staff in more efficient operations and provide for future staff additions. Docents—more than 50 serve the museum regularly—should have a comfortable private lounge away from public areas.

An American Association of Museums study indicates visitors spend twice as much time at a museum if it offers some type of eating facility. Therefore, to make visitors' time more enjoyable and productive, a dining area is included in the Advancement Plan. The kitchen could also be used for special events. At present, the museum often must serve as many as 500 guests with very limited cooking facilities.

Parking for private cars and tour buses should be expanded for the more than 150,000 visitors who visit the museum each year.

**FORM — ILLUSION — MYTH**

The works of one of New York's most exciting contemporary artists, Pat Steir, will be exhibited at Memphis Brooks Museum of Art. *Form — Illusion — Myth* includes fifty of Steir's most evocative works. The exhibition which is on a nationwide tour was organized by the Spencer Museum of Art. It will be on view in Memphis through September 4.

Pat Steir's paintings, drawings and prints have been exhibited worldwide during the past decade. In fact, she is recognized as one of the foremost artists to emerge during the 1970s. Her work shows a strong commitment to the formal properties of art, but it is also full of mythic references and a concern for the role of the subject of illusion within the picture. Steir analyzes the formal properties of art as she fragments the romantic qualities of old masters into a web of delicate lines, marks, and subtle colors.

**EVERGREEN NEWS STAFF**

EDITOR: Kathie Jarmon Kerr, 276-5750  
BUSINESS MANAGER: Julie Roberts, 276-6154  
ADVERTISING MANAGER: Chris Heuer, 452-5264 or 761-1622  
ASSISTANT AD MANAGER: Krissie Heuer, 452-5264  
PRODUCTION MANAGER: Grace Wallace, 276-6198  
ASSISTANT PRODUCTION MANAGER: Beverly Berry  
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**1984**

Vollintine-Evergreen Community Association  
NEW AND RENEWAL MEMBERSHIP

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