

THE BORDOW...
Southwestern...
Memphis...

The EVERGREEN NEWS

A Neighborhood Newspaper Sponsored by Vollintine-Evergreen Community Action Association

Food Fair

Residents may be familiar with the term "Food Fair" referring to a collection of various fast food outlets. Well, food fairs are back in Memphis with a very different connotation. "Food Fair" should become a household word this summer as neighborhoods throughout Memphis participate in small-scale farmers' markets.

Food fairs consist of 15 to 20 farmers gathering at a church parking lot to display their produce for sale. Potatoes, squash, pole beans, okra, greens, tomatoes and other farm products, picked fresh that morning, are sold from the back of the farmers truck directly to the consumer.

Food fairs are scheduled from mid-July to Labor Day weekend. St. Theresa's (Little Flower) Catholic Church will be the center for the Vollintine/Evergreen community. The first neighborhood food fair will be Friday, July 16, with others scheduled for July 23 and 30 from 1 p. m. to 7 p. m.

The Agricultural Marketing Program was initiated at Vanderbilt University's Center for Health Services in Nashville where the program met with great success last summer. All seven churches who participated are returning this year and new sites have been added.

The project's initial concern was to give the small farmer an alternative market to that now available so that he can make enough profit to continue farming. The existing situation discourages small operators from continuing. USDA studies show that the farmer receives only a fraction of the retail price of his vegetables. The farmer receives an average of 8.1¢ for carrots retailing at 24.9¢, 19.3¢ for green peppers retailing at 53¢. The difference is much greater for processed goods. Prices paid to farmers have failed to keep up with the rate of inflation. These factors have caused many farmers to abandon the land.

One solution to this problem is the direct sale of local farm produce to the consumer. Both parties benefit, with the farmer receiving a higher price and the consumer paying 15-25% less than the prevailing retail price.

An effort is made to involve as many segments of the community as possible. Senior citizen homes have been contacted and will be bused in when possible. Youth groups are



Anniversaries

While the U.S.A. is celebrating its 200th anniversary, one of our neighborhood establishments is celebrating its fiftieth. Borg's Rexall Pharmacy at the corner of Jackson and Evergreen has been in operation, under a variety of names, fifty years this August. JACK BORG, owner of the drug store for the past eleven years has spent some time in the library recently and found that there has been a pharmacy at this location since 1926. There have been only four owners, including himself, in all that time. Mr. Borg purchased the store from Mr. Lee Holcomb in 1965.

Besides a big Fiftieth Anniversary Sale, to celebrate the occasion Mr. Borg would like to invite anyone who might have pictures of the location and other areas of the neighborhood as it looked in the late 1920's to bring them in so he can put them on display. This could be an interesting display for "oldtimers" and "newcomers" alike.

Memphis, Tennessee
Volume VI, Number 7

6 July, 1976
Circulation: 5000

Meetings

The Memphis Area Transit Authority is holding a public meeting on July 7 at Trinity Methodist Church. MATA is seeking citizen input on ways to improve public transportation throughout the city. Be there at 7:30 to express your opinion.

Start planning now for the VECAA picnic to be held in September. This community-wide event will include food, fun and games. Anyone interested in participating on any of the committees involved in the planning can call HAROLD CHANDLER at 274-3679. Watch the News for additional details.

NOT TO BE PLACED IN MAILBOXES

growing their own vegetables or sponsoring booths at the fair. Church women are holding rummage sales to coincide with the event.

It is a good time and a fun time, a time to talk and meet with the farmers, trade stories and learn new ones. Bring a friend and come and enjoy the day. Those who have questions or wish to participate may call REBECCA SKILLERN or JOHN VLCEK at 527-9486 or write them c/o Agricultural Marketing Project, 200 Monroe Avenue, 38103.

I-B Report

The June issue of the News carried an article on the social survey and planner's preliminary analysis of conditions in the Community Development priority area that includes parts of the Vollintine/Evergreen community. The paragraphs that follow describe the proposals that are now being finalized by Taylor & Crump, Architects, Inc., prior to presentation to the appropriate City agencies. As any proposals made by the planners will require the approval and cooperation of any number of City departments, it should be remembered that the plans discussed are tentative.

Unlike some priority areas, no sweeping proposals are being offered for the area bounded by Vollintine, Evergreen, Chelsea and University. The planners intend to capitalize on the neighborhood's many strong points while maintaining its general character. The only general proposal deals with de-emphasizing Cypress Creek as a barrier between two adjacent residential areas. Efforts will be made to improve access across the creek and to utilize some of the open space along its bank. (This, of course, is predicated on the City completing its improvements on the drainage ditch.)

The planners have identified twelve priorities for the area based on City surveys, resident input and their own analysis of the area. These priority ratings will guide the actual physical improvements that are implemented. The number one priority identified is housing improvement. The object here is to rehabilitate existing structures rather than demolishing dilapidated units and building new ones. Most improvements in this area will be made through grants and low-interest loans to homeowners.

The second priority established is street improvements. This entails the installation of curbs and gutters in various areas and general road repairs. The planners have recommended downgrading both Evergreen and University as major streets in the City's transportation plan in an effort to maintain them as residential collectors. Priorities 3, 7, and 12 have to do with parks in the area—Gooch, University and Vollintine Parks, respectively. The most sweeping

changes will affect Gooch Park near Chelsea where plans are being offered for connecting it with the Hyde Park School playground and buffering it from industry. Within the V/E portion of the priority area, a tennis court complex is proposed for University Park behind the University Cabanas along with lighting for the existing ball diamond. Further development would enhance the park for picnicking and other recreational activities. Vollintine Park was the last of the priorities and the planners here call for improvements in the existing equipment.

Priority 4 concerns improvements in the storm drainage around with proposals including the installation of a better drainage system behind the lots on Edward between McLean and University. Other improvements of this type include improving street lighting (Priority 5) with Barksdale, Belvedere and Vollintine being V/E streets affected. Deficiencies related to utilities will be eased by the installation of additional fire hydrants and new gas lines as street repairs are made. The CD Program is working with the Light, Gas and Water Division to ensure that new power lines from the Chelsea substation are appropriately placed.

For the northern section, the planners have suggested an industrial "spine" type of roadway that would connect manufacturing uses along the railroad and divert heavy traffic and industrial encroachment away from nearby residential areas. This is Priority 6. Other improvements related to transportation include rerouting of one of the bus routes to better serve the community (Priority 8). In addition, the plan calls for the improvement of parking facilities in the northern portion of the area (Priority 11).

Recommendations on land use include the development of the area along Cypress Creek mentioned above. A greenway is envisioned along the creek that would include hiking paths and bike paths that would connect Cypress Junior High with the shopping area at Watkins and Chelsea and Northside High School. Some redevelopment is also suggested for the area around Brown and Edward Streets between McLean and University. Proposals call for the development of a condominium type area with a common courtyard and recreation areas. The planners also propose the downzoning of all of the area south of the creek. This area is now zoned R-3 (duplex) although most of the use is single-family housing. Under the proposal this area would be downzoned to R-1 and R-1A (single-family) with the exception of the concentrated duplex area along Brown and Edward. (See the April issue of the News for a discussion of VECAA's recommendations for rezoning.)

The planners should complete their recommendations by the end of July and the actual work on the area should begin between six and nine months from then.

B	I	N	G	O
<p>8 P.M. EVERY MONDAY 16 Games—\$75 Min. Prize 3 Cards \$5, 4th Card FREE Jackpot \$1500 - 50 Numbers or Less \$1000 Min.—51 Numbers and Up \$200 Consolation Baron Hirsch Ladies Auxiliary (Lighted Parking Area)</p>				
B	I	N	G	O

BORG PHARMACY		
703 JACKSON 274-1281	<p>SUPER PHARMACIST!!!</p> <p>WE DELIVER!! WE CHARGE!!</p> <p>Our Statements Give You A Record For Your Tax Or Insurance</p>	703 JACKSON 274-1281
BORG PHARMACY		

<p>ITALIAN & - AMERICAN FOOD PLATE LUNCHES DINO'S Southwestern Grill</p>
<p>645 N. McLean Blvd. 276-9288</p>

Shopper's Choice

Southwestern TV Service

Two weeks ago Mr. JERRY OSBORNE opened a television repair shop in our neighborhood. Southwestern TV Service is located at 569 N. McLean near N. Parkway in the small shop that for decades contained Walker's Sundry. The location of the shop and the absence of other repair services in our neighborhood attracted this new business. Although mainly a repair shop, Mr. Osborne may eventually expand his business to include small sales of used televisions.

As you enter the shop, a very unusual sight meets your eye. Mr. Osborne feels it is important that people be aware of his charges initially. Therefore, he posts his (reasonable) rates on the wall as follows:

<u>Total Labor Charges, Excluding Parts</u>	
Minor Repair	\$10.00
Major Repair	\$20.00
Pick-up and Delivery	\$10.00
In-Home Repairs	\$20.00

The shop is open six days a week from 9:00 - 6:00 p. m.

B & B Bar-B-Que

In February a new neighborhood eating place was opened in one of the best hidden shops in the area. Tucked around the west corner of the shopping area on Vollintine (between Avalon and Maury) is B & B Bar-B-Que at 954 Maury. The small (ten seats) restaurant is operated by Mr. BUDDY MACK with one full-time and one part-time employee. Mr. Mack, who lives in the north Memphis area, is also an employee of a meat packing company.

The shop specializes in bar-b-que dishes with shoulder and rib sandwiches offered along with a more than adequate bar-b-que plate. Mr. Mack also serves such traditional favorites as hamburgers, footlong hot dogs and bacon, lettuce and tomato sandwiches. Every noon plate lunches are available usually featuring roast beef or fried chicken along with home cooked vegetables like turnip greens, yams and pinto beans.

Some items on the menu are not cheap (a rib sandwich is \$1.75) but plate lunches (\$1.25) and burgers are very inexpensive. The best buy in the place appears to be a bar-b-que bologna sandwich for 60¢. Beer is sold on a carry-out basis.

B & B has been doing a brisk business with Friday and Saturday being heavy days. (Another bar-b-que stand at this location lasted only one month.) Customers come from other parts of town as well as the adjacent neighborhood. Now that candy apples have been added to the menu more young customers are expected.

B & B Bar-B-Que is open from 9 a. m. to 5 p. m. every day but Sunday.

House Notes

Concern over some signs of housing deterioration in the V/E community has prompted stepped-up activities by the VECAA housing committee. Recent meetings have resulted in some policy statements with regard to neighborhood housing and some planned activities to combat deterioration.

The following policy statements were developed to guide the actions of VECAA in dealing with housing deterioration:

- 1) The V/E area is a community of integrated housing. VECAA is proud of its accomplishments in establishing a stable biracial community and both black and white residents are expected to work to maintain its integrated character;
- 2) VECAA has defined its housing standards from legal definitions found in the city code. A violation of these housing standards is also a violation of the law. Residents are expected to abide by these standards;
- 3) Where neighborhood standards are violated, the VECAA housing chairman will use persuasion to obtain compliance. Peer pressure from neighbors would also be used to gain adherence to neighborhood standards;
- 4) Landlords and tenants alike have a responsibility to maintain their property. Landlords will be contacted to request compliance and VECAA encourages tenants to contact the housing committee if landlords allow property to deteriorate;
- 5) The practices of block-busting and racial steering by real estate firms will not be tolerated and will be discouraged by VECAA through any legal means available;
- 6) Commercial establishments are expected to

WINDOW AIR CONDITIONERS thoroughly cleaned and checked. \$17.50 for one unit or \$15 per unit for two or more. Call Ed Wingfield, 274-3840.

Address all correspondence to: The Evergreen News, 1906 Mignon Avenue, Memphis, TN 38107.

EVERY SUNDAY

7:30 pm

B I N G O

At LITTLE FLOWER SCHOOL

\$\$ CASH PRIZES \$\$
Minimum \$515 Weekly

For the Total Child

PLANNED CURRICULUM

HOT LUNCHES

Daily and Weekly Rates

7 A.M. - 6 P.M. MONDAY-FRIDAY

AGES 2-6

274-9440

McLEAN BAPTIST CHURCH

OPEN DOOR BIBLE CHURCH

1792 N. Parkway

Sunday School - 9:30 a. m.

Morning Service - 10:45 a. m.

Evening Service - 7:00 p. m.

*"If it's the Bible you want,
you want The Bible Church"*

WRECKER SERVICE
MECHANIC ON DUTY

**ED CISSOM'S
EXXON**

585 N. McLean

274-1881



BILL & JIM'S

TIRE SHOP

NEW HUNTER FRONT-END

ALIGNMENT EQUIPMENT

Mechanic—Les Taylor

1712 JACKSON

278-5022

CLOSED MONDAYS

FINE BAKERY GOODS

John's Bakery

1688 Jackson 276-8431



Limited Edition Prints by
BRAD McMILLAN
Satiric & Comic Views of
Doctors, Lawyers, Cat
Lovers and Dog Lovers.
2075 Madison #9
12 1/2" x 19 1/2" sepia prints of Breakfast at
Burkle's are now on sale at Sunshine.

NOW ENROLLING FOR FALL
**Trinity Methodist
Kindergarten**
3-, 4- and 5-Year Olds
8:30 to 11:00 Mon.-Wed.-Fri.
1738 Galloway Call 274-6895

Arts, Crafts & Frames
A Creative Frame Shop
Shadow Box Framing
Custom Needle Art Framing
1378 Overton Park Avenue
(Near Crosstown Theatre)
Ronald O. James 272-7640

- provide trash receptacles and pick-up litter on a regular basis;
- 7) VECAA will encourage rehabilitation of existing units in the neighborhood by commending residents who renovate their homes and by seeking assistance from government programs that emphasize neighborhood preservation; and
 - 8) The housing committee wants to make it clear to residents that the following conditions violate both neighborhood standards and the law (Memphis City Code):
 - Junked and inoperative cars
 - Badly deteriorated wood on homes
 - Overgrown vegetation and weeds
 - Anything that constitutes a rat harborage
 - Substantially deteriorated garages
 - Excessive litter
 - Loose dogs

In order to implement the above housing policies VECAA is undertaking a variety of activities. Adequate knowledge of existing housing conditions is a first step to rehabilitation and a house-by-house survey is now underway to identify units that are substandard. Certain problem areas have already been identified and city housing inspectors are concentrating their efforts on these areas. In addition, several absentee landlords who have let their property (usually duplexes) deteriorate have been identified and are being contacted by representatives of Vecaa. If cooperation is not received, whatever legal means necessary will be employed to see that the property is maintained.

VECAA has established a Housing Complaint Board which will meet at least once a month to solicit information and complaints about housing conditions. Complaints will be received in confidence and will be examined fully. If action is needed, VECAA will take whatever action is necessary to correct the situation. Complaints will be solicited from homeowner landlords and renters.

The Evergreen News will contribute to the situation by providing information to residents on how to improve their property. Numbers to call for refuse removal, estimated costs of repairs, etc., will be printed. In addition, the News will feature a particular resident each month that has contributed to the neighborhood by remodeling or otherwise improving his property.

VECAA now has a second home enrolled in its "Adopt-A-House" program. Elderly residents and others who qualify can have their home adopted by a neighborhood service group (e.g., a Southwestern sorority) which will be responsible for general clean-up, fix-up and paint-up activities.

staff: editors: rick thomas, karen tynes/news: george bradfute, kris menard, marty thomas/art-copy: brad mc-millan/typing: kendy kallaher, sallee bruhwiler/business: shirley johnson/printing: courtesy southwestern at memphis

The Vollintine-Evergreen Community Action Association (VECAA) is a non-profit neighborhood organization founded in 1970. Its boundaries are roughly Watkins, Cypress Creek, Trezevant and Overton Park Avenue. VECAA's initial goal was to enhance and maintain a stable biracial community with quality housing, services and facilities. It has been active in promoting stability, assisting in school desegregation, opposing commercial rezoning and in general promoting those activities that serve to create a viable mid-town community.

Vollintine-Evergreen Community Action Association

1976 NEW AND RENEWAL MEMBERSHIP 1976

NAME _____

ADDRESS _____

Membership \$2.50 - Individual, Family, Business

Make checks payable to VECAA.

Send to: Mr. Irvin Sachritz

899 Sheridan Street

Memphis, TN 38107.



Porteous Garage

OIL CHANGE, LUBE
and OIL FILTER
\$9.95 With This Ad

Tune-Up (Parts & Labor)—\$26

Open Monday thru Friday

1553 Overton Park Avenue
276-1489

SCRAP PROCESSORS
**LAZAROV BROS.
TIN COMPRESS CO.**
WE BUY OLD CARS
1166 N. SEVENTH 525 - 0683



IRVIN SACHRITZ

761-1810 or 276-6216

**NEW YORK LIFE
INSURANCE COMPANY**

899 Sheridan

Episcopal Church of the Good Shepherd

1971 Jackson (at University)

SUNDAY SERVICES

7:30 A.M. - Mass

9:30 A.M. - Church School

10:30 A.M. - Choral Communion

WEDNESDAY SERVICE

10:00 A.M. - Mass and Bible Study

THE REVEREND FATHER

CHARLES H. SYKES

RECTOR