

WEVL Takes The Airways

WEVL (weevil) is an impoverished, community-controlled radio station. Operated by volunteers, it is providing creative, thought-provoking listening for the center city radio audience.

The station utilizes FM-signal 90.3, a signal which was once coveted by Memphis State University; but when MSU was unable to get its station in operation, the signal became available for licensing. Southern Communications Volunteers, a non-profit, tax-exempt corporation, made application and WEVL went on the air on April 26.

The station's creation resulted from the near single-handed struggle of Dennis Batson, who for two years has worked to develop a community radio concept into reality. Batson speaks proudly of the station's philosophy: "A radio station should be a live place for live, diverse people to operate." He explains that other local stations profess to be community stations, but unless the listeners have access to the technical skills and station control, these stations are not truly community stations.

WEVL is not affiliated with any religious or educational institution—it's literally listener controlled. Listener-members have direct input into programming and selection of the board of directors. A membership can be obtained for \$15 or for performance of a valuable service. Membership entitles one to vote and to receive a monthly program guide.

"The people coming to WEVL are people with talents in directions other than radio," says Batson. "The exciting thing about the station is

that no one here has ever been involved in a radio station. We're pulling together creative people, who really make Memphis a pleasant place to live." In fact, the ranks of the station's volunteers have grown from four in April to nearly fifty active participants.

Perhaps no person involved in the station better exemplifies the type of individuals drawn to it than does the program coordinator Fly Bredenburg. This accomplished musician and published writer was introduced to WEVL by accident: "I first experienced the station when I was driving back into town from Raleigh. I heard this incredible Gallic sheep-herding music. I flipped out. No other station would dare put this type of music on the air. It's not commercial!"

As program coordinator, she wants the station to remain fresh, organic and always open to the listener. Her idealization of WEVL's listeners can be seen in the present quality and variety of programming: the programs include jazz and jazz commentary, third world music, poetry readings, radio comedies and dramas, traditional American music forms, and local documentaries.

WEVL, at long last, provides Memphis with an electronic medium that is not dominated by the centers of power. It is the listeners' station—open and desirous of their participation. It needs active listeners for its survival and growth. The WEVL concept is new to Memphis.

For information call 722-8666, or write WEVL Radio, P. O. Box 2118, Memphis, Tennessee 38101.

— Don Donati

King Of The Woolf Windows

Perhaps you have caught his quick change act. It takes place regularly in full view of Downtown passers-by.

His name is John King, display director for Woolf Brothers. With one assistant, a basement workshop and left-over carpentry skills, King is creating enticing diversions for Downtowners with some of the most exciting window designs in the city.

King comes to Memphis from Kentucky by way of Albany, New York. Six years ago, a weekend visit here with friends turned into a permanent stay. Before coming to Woolf Brothers two years ago, he worked for Julius Lewis.

Each shop window should be a Broadway production, according to the 33-year-old designer. "Every window should tell a story, and the merchandise is the star," King says.

Backgrounds for windows are planned two weeks in advance and merchandise selected a day ahead. But, King says, no matter how much planning takes place, "it just happens when you get in the windows.

"Simplicity is the key to good design. A window that is too busy doesn't sell anything. It only confuses the customer."

His particular brand of simplicity evidently works. "Windows do draw customers," King says. "When the Metropolitan Opera was in town, two people traveling with the company rode by in a cab and happened

to see our window devoted to the event. On the basis of that, they came back and spent about \$1,000 between them.

"Ads help, but most people need to see a dress on a form to appreciate it."

So much attention is given to the Downtown windows, in fact, that King thinks he can differentiate the traffic pattern on Second as opposed to Madison.

"Second Street seems to attract a younger crowd of men and women. Our European cut suits are featured there. The more traditional men's clothing sells better when displayed on Madison. I really can't explain it."

Although he is satisfied with his chosen city, John King, like most professionals, thinks there is something a little strange about Memphis.

"Very few stores have any budget with which to work. Memphis thinks anyone can come in and put a dress on a mannequin. The results are disastrous."

King specializes in men's clothing and his assistant, Charlotte Putnam, handles the women's windows. King obviously enjoys working with fine clothing. His experience includes a stint with a store carrying less than fine quality merchandise and it is his goal never to go back.

"It has been my experience," he says, "that you just can't make something out of nothing."

— Carol Coletta

center city

VOLUME III, NUMBER 15
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Cassatt Stars At Dixon Gallery

July 4 through August 8 the Dixon Gallery, 4339 Park, is presenting an exhibition of Mary Cassatt and the American Impressionists. The exhibit, in honor of the 50th anniversary of Cassatt's death, demonstrates the impact of French Impressionism on American art.

Six American museums, including Brooks Art Gallery, New York's Metropolitan and the Boston Museum of Fine Arts, have loaned nine paintings and four prints. The artists represented are William Merritt Chase, Childe Hassam, William Glackens, Maurice Prendergast, J. S. Sargent, John Twachtman and Julian Weir.

This exhibition is important in its exposure of little-known American artists whose paintings have been carefully chosen to illustrate the major trends within Impressionism as a whole, and as a historical review of the Impressionistic mode from the Barbizon school to Cezanne.

Hassam's *Haystacks* has the dark palette and solidity of the Barbizon, while Weir's *Pussy Willows*, with its dark, soft figure, hints at a Pre Raphaelite mood. Glackens' *Woman in Oriental Costume* is as glowing as Renoir, but borrows the colors and subject from Delacroix. Chase's *Near the Beach*, *Shinnecock* has the luminosity of Corot yet the light is

stronger, as though intrinsic to the landscape; the three white dashes of figures seem to shimmer in the summer light and the sea has the flat blue of a hot still day. Twachtman's *Winter Landscape* has no subject but color; it is a masterpiece of tone, ranging from pink, mauve and gray to white, wherein the light creates the form. Prendergast's *Inlet* is the most radical of the group; it harkens to Cezanne in the transforming of objects to arranged daubs of color. Light and optical reality are forsaken for form via color.

Cassatt's range is fascinating. Her *Mother and Boy* has the classical formality of a Raphael, yet the vivid flesh tones of Renoir give the painting vivacity and intimacy. However, I was most impressed by her prints: the realism of the *Parrot*, the sinuous little Japanese figure in the *Maternal Caress* and the oddly dark expressionism of *By the Pond*. This small but comprehensive sampling of her work offers but a hint of her mastery and range.

Summer interns from MSU's art department and the Dixon staff have prepared an exhibition catalogue, which may be purchased for \$2.00. The gallery is open daily from 1 p.m. till 5 p.m., excepting Monday and Friday; admission is \$1.00

— Pat Waters

Get-aways —

New Orleans On The Cheap

We left Memphis at 5 a.m. and drove that wretched interstate 55 route, taking highway 51 to interstate 10. We arrived in New Orleans at 2 p.m. and went directly to the Lafayette Hotel, 628 St. Charles (\$15.00 for a double). The hotel is old and in a sleazy neighborhood, but it's only a few blocks from Canal St. and the Quarter. Its coffee shop offers an inexpensive and filling breakfast.

People in New Orleans walk a great deal and utilize their excellent public transportation. Invest 30¢ in the St. Charles trolley and ride out to the Garden District. Farther out is Tulane and Audubon Park, with its lanes of Spanish oaks, zoo and stables.

But most people go to New Orleans for the international milieu of the French Quarter — and I was no exception. Every block seems to offer an intriguing shop window, a unique building, or perhaps just a silent private courtyard of greenery populated by statuary and a cat. The shops in the Quarter are very expensive; I shopped on Canal Street

at Maison Blanche, the Macy's of New Orleans, and the more selective Godchaux's, across the street.

However, for 80¢ you can just sit off of Jackson Square at a sidewalk cafe sipping superb coffee and eating the addicting beignet, a French doughnut in a confectioner's sugar-coating.

If you are saving for that big meal at Galatoire's, you might wish to economize on other meals. Pancho's on Gravier is a surprisingly good Mexican buffet (all you can eat for \$1.99, with freshly made sopapillas). The Alpine at Wilkinson and Chartres in the Quarter is populated by locals and is cheap. The cuisine of New Orleans is as varied as its population, and it is yet possible to discover that little restaurant catering exactly to one's own tastes.

— Pat Waters

CENTER HOSTS LUNCHEON

The Women's Resources Center will host a Dutch treat luncheon for women candidates on August 3. The candidates are to speak during lunch at the Executive Cafeteria, 100 N. Main, at 11:30 a.m. The public is invited. For information contact the Women's Resource Center at 272-1481.

Double Parked

Remember when you were eight and discovered the neatest pair of shoes in the world was a pair of blue rubber thongs? Or maybe they were called flip-flops in your neighborhood, because of the unmistakable sound they made as you padded down the sidewalk. By whatever name, they were, and still are, one of the most practical forms of footwear to wear around the swimming pool or on the beach because (a) it doesn't hurt them in the least to get wet, and (b) they float. (However, I won't suggest that you throw a drowning person a flip-flop. In extensive studies, they have proven unreliable in keeping more than approximately 7 3/4 ounces afloat.) And, best of all, they are one of those few items that get cheaper as time passes. Woolworth's carries thongs (which must be among the earliest forms of unisex wearing apparel) in a variety of colors for 69¢, 79¢, or 89¢, depending on the size. (They also carry a sort of platform rubber thong with rather garish colors for \$2.39, suitable only for wearing in the privacy of one's closet.) — B. C.

WANTED: SEVERAL HUNDRED PATRONS

Enclosed is \$_____ to help cover CENTER CITY expenses.

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Editor & Manager: Gerald D. Murley, Jr.
Art Director: Beverly Cruthirds
Contributors: Don Donati, Carol Coletta,
Beverly Cruthirds, Pat Waters
Circulation Assistant: Joyce Hulme

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Copy for the August 5 issue must be in by July 26. Copy for the August 19 issue must be in by August 9.

GAY SWITCHBOARD

An information and crisis line for gay people has begun operation in Memphis. The service, an outgrowth of Memphis NOW, is staffed by trained volunteers and is open every night from 7 p.m. to 1 a.m.
726-4299 Callers may remain anonymous.

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ATTENTION: RESTORATION ENTHUSIASTS

For some time we have owned eight lots approximately 50 by 150 feet located at the following addresses: 250 Pine, 268 Pine, 239 S. Watkins, 245 S. Watkins, 251 S. Watkins, 255 S. Watkins, 261 S. Watkins, 267 S. Watkins.

We have been holding these with the thought that eventually we might sell them to interested builders for the purpose of erecting duplexes or townhouses. We have admired the restoration that has been going on in this area during the past few years, and with the tight money period over and the availability generally of financing, we have decided that now would be a good time to place these properties on the market. However, it occurred to us that while we have been thinking of them as "lot value only," that some are improved with old cottages in questionable condition. We have thought that possibly one or two might be structurally sound enough to be suitable for restoration rather than being razed. Please bear in mind that these have been rented through the years and we cannot speak as to their condition — we hasten to mention also that they were not designed as "manor" houses and their condition may be such that they will not warrant improvements. It just occurred to us that those people who have the time and flair for creating something out of older cottages might find enough basic structure to warrant their interest. Therefore we decided to run our first ad in your good newspaper, as so many of you seem to be interested in restoration.

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DOWNTOWN EXHIBITS

NATIONAL BANK OF COMMERCE*

Through August 6 — watercolors of historic Memphis by the Memphis Watercolor Group — lobby

Through July 30 — sculpture by John McIntire — lobby

LEADER FEDERAL — lobby*

Through August 6 — sterling silver presidential plates by the Franklin Mint

DOWNTOWN ACTIVITIES

SUMMERFEST — Noon*

July 26 — Melvin Harris and Co. — 6-piece rock group

July 27 — Ron Crowder — guitarist & singer

July 28 — Hair Fashions — leading hairdressers display their talents on models

July 30 — Jane Bischoff Dancers

August 4 — MSU Pep Rally

August 4-7 — Sidewalk cafe set up in Court Square for shoppers during Community Bargain Days

SHOWTIME ON THE MALL — Noon

— Commerce Square*

July 29 — Memphis Gymnastics School

August 5 — Big Sam & His Blues Boys

August 12 — Collier & Goswick — folk-rock duo

FILM

LYCEUM FILM THEATER

August 3 — 'Dr. Strangelove, Or: How I Learned to Stop Worrying and Love the Bomb' — 7:30 p.m. in the auditorium of First National Bank

CENTER FILM SOCIETY

July 30 — 'Butch Cassidy and the Sundance Kid' — 7:30 p.m. in the UT Student Center auditorium

MIDTOWN ACTIVITIES

ARTS IN THE PARK — Overton Park Shell*

July 27 — Memphis Federation of Musicians — 8:15 p.m.

July 29 — Mid-South Fair Talent Show — 8:15 p.m.

July 31 — 'This is a Great Country' — Memphis Recreation Department

August 2 — Zone IV Talent Show

August 3 — Memphis Federation of Musicians

August 5 — Memphis Country Music

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