



# Gifford Park's Pride

*Gifford Park Neighborhood: A Great Place to Live, Work, Learn and Play*

March 1998

A Publication of the Gifford Park Neighborhood Association

## *Historically Speaking...*

### Joseph "J.G." Masters

Joseph "J. G." Masters came to Omaha from the prairies of Kansas to become the Principal of Central High School and live, first at 3024 Cass, and from 1923-1941 at 327 N. 37th street. He was the son of Joseph and Ellen Masters whose English, Scottish and Irish ancestors came by way of Pennsylvania, Virginia, Maryland, Kentucky, Ohio, and Illinois to establish themselves in farming on the Kansas prairie somewhere near the towns of Newton and Walton. They survived prairie fires, spring floods, drought, grasshoppers and flocks of geese and ducks that settled on the fields and devoured the crops. Some years were good and J.G. attended Sugar Grove school and a year at Kansas State Normal in Emporia.

He was hired to teach school in 1893 at the age of 20. From then on he enjoyed a career in education moving from one school to another as teacher and principal, for a while in Indian schools. In between he furthered his own education, obtaining a Masters degree from the University of Chicago in 1915. He was conferred Honorary Doctor of Literature by Sioux Falls College in 1935. He was teaching in Central High School in Oklahoma City before he came to Omaha to become principal of Central High. An associate said at that time that all of his ability, skills, genius, and essential pioneering drives were called into full power for that job.

In 1918 Principal Masters began work to establish the National Honor Society for secondary schools, a society that would in a general way correspond to the Phi Beta Kappa of colleges and universities. The society was officially begun in 1921, and by 1939 more than 2300 of the best schools in the country had chapters of the National Honor Society. To be elected to membership in the NHS is today one of the highest achievements a student may attain in high schools across the nation.

In 1918 J.G. and his wife, Helen, purchased their first car, an open Chevrolet with side curtains in case of rain. Once he was stopped by the Omaha police for speeding. He was traveling 35 miles per hour! This little brush with the law made J.G. a "regular fellow" among the student body. The family, which

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## Next Meeting

Thursday, March 5  
7:00 P.M.

State Senator  
Shelly Kiel

St. Joseph Hospital  
Dining Rooms A,B, and C

FREE PARKING

## Spring A Busy Season For the GPNA

Three major events sponsored by the GPNA will be taking place on various Saturdays in April; however, at this time the dates for these functions have not been confirmed. The 9<sup>th</sup> Annual GPNA Easter Egg Hunt will be held sometime before Easter at Gifford Park. This event is open to all neighborhood children who are 12 years of age or younger. There will be candy and prizes, and the children usually have a great time. Last year's inaugural garage sale was a great success in terms of fund raising and neighborhood cooperation, so the GPNA decided to hold the 2<sup>nd</sup> Annual Garage Sale. Your donations of usable items such as furniture, appliances, books, toys, and yard equipment (no clothing) will be essential to the success of the sale. Volunteers will also be needed to pick up donations and staff the sale. The semi-annual clean-up is a great way to do neighborhood "spring cleaning". The focus of the Spring Clean-Up is for everyone to clean up and beautify our yards, streets, alleys, vacant lots, and park. Dumpsters will be available in Gifford Park, as well as trucks and volunteers. Make the effort to get involved and offer to help. Watch for all of the details concerning these events in next month's newsletter.

**GPNA OFFICERS****PRESIDENT**

Jim Wilwerding 551-1344

**VICE PRESIDENT**

Mike Bacome 344-3283

**RECORDING SECRETARY**

Shirley Bates 345-8430

**TREASURER**

Jean Peck 344-0722

**COMMITTEE CHAIRS****ADVERTISING**

Dar Sweazy 345-0125

**CLEAN-UP**

Chris Foster 342-6006

**COMPLIANCE**

Leo Wilwerding 345-1483

**COURTESY**

Gandy Bacome 344-3283

**GRAFFITI**

Maureen Calabro 345-7238

**HISTORIAN**

Ewa Swanson 345-1707

**LITTER - BUSINESS DISTRICT**

Rich Exline 341-4388

**MEMBERSHIP**

Chris Foster 342-6006

**NEWSLETTER**

Sue Wilwerding 342-2795

**NEWSLETTER DISTRIBUTION**

Mike Bacome 344-3283

**PARK**

Mike Bacome 344-3283

**PARKING VIOLATIONS**

Tony Wilwerding 342-2795

**PUBLIC RELATIONS**

Amanda Linda Chapman 348-0464

**WATCH GROUP**

Rich Exline 341-4388

**WEEDS & LITTER**

Jim Wilwerding 551-1344

**From the Desk of the President**

I am afraid you may find my article this month a little more rambling and disjointed than usual. As I mentioned last month, I have been attending the weekly Neighborhood Builders seminars at St. Joseph Hospital, and have a number of topics to address.

I found out at a meeting that the Department of Housing and Urban Development (HUD) has a mortgage program, referred to as 203(k), which permits prospective purchasers of single-family homes to get a mortgage covering not only the purchase price of a home but also sufficient funds to pay for rehabilitation and repair of the property. This provides a single loan, generally at favorable interest rates and for a long term, rather than requiring one loan to purchase the property and other, separate loans, usually at higher interest rates and for shorter periods, to cover the cost of renovations. If you know of someone who might be interested in buying and living in a property in need of repair, but lacking the funds to complete the job, you might want to refer them to HUD for further details.

I also found out how fortunate we are to have the assistance of St. Joseph Hospital and Creighton University with our various activities. Many of the associations present have the ongoing problem of finding meeting space and paying for it, paying much higher costs for printing of newsletters, getting help with cleanups, etc.

Many of the associations mentioned most of the same external problems we seem to be faced with, including motor vehicle violations, noise problems, parties, run-down property, litter and weeds, and absentee landlords. They also have most of the same internal problems, such as poor attendance at meetings, lack of involvement by members, difficulty retaining members and finding members willing to take charge of projects, and the general tendency to consider the association unimportant until a crisis occurs.

Addressing some of those problems, I would renew my request for volunteers to serve as officers, in particular in the posts of treasurer and vice-president. We are always looking for help with the various committees listed in the newsletter. The calling committee will be contacting current members to remind them of the next meeting, at which our guest speaker will be State Senator Shelley Kiel. I would also remind our members that we have the meeting room from 6:30 on, and would encourage you to take the opportunity of coming early and getting to know some of your neighbors. I expect to be there at 6:30, so if you have a problem you think the association needs to address you are welcome to bring it up to me at that time.

We discussed and agreed at the last meeting that, in order to get a good start on the membership drive, new members joining now will have memberships effective until June of 1999. Of course, if you are current members you are welcome to re-up early. We will be talking about various efforts to boost membership in coming months, so I would appreciate your thoughts and assistance in working towards this goal.

On the topic of noise violations, a police representative reminded us at the seminar that if a mobile music source (car or boom box) is audible more than 100

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*Editor's note: If you have something that would be of interest to our neighborhood, we encourage you to submit an article for our monthly newsletter. Editorials must be approved by the GPNA Executive Board. Articles can be left at the GPNA Office; please include your name and phone number. Contact Sue Wilwerding (342-2795) or Chris Foster (342-6006) for information regarding the newsletter.*

## A Blooming Idea

So the Christmas season has come and gone, during which time I'm sure you noticed an increase in decoration and display of interesting design. For humor, let's say it lasted five weeks. Isn't that interesting – five of fifty-two – of joy and good will. Now let us take a real challenge of showing the pride I believe we all have and show what the GPNA area can do for the spring, summer and fall. Around the town of Omaha we have designated areas of maintained roadways and intersections I'm sure you've seen, with hedges, flowers, and trees (oh, those poor trees from our recent unexpected storm!). I believe that if we work in a group effort we can put our GPNA area in a standing to demand recognition from others in our city. We can join together in a competition to plant flowers, shrubs, and trees. I would like to see our group put forth the effort to plant a flower bed. With the approval of the city, we have a park area that would sure look nice with a large floral display. Visualize those flowers in OUR park planted by us: geraniums, petunias, nasturtiums, asters – a flower bed very visible from the sidewalk and street level, with special recognition as determined by the Omaha park greenhouse administrator or Subby Anzaldo for the outstanding or best display. Sure, we can't all win a special recognition, but we can all have individual pride in knowing that we contributed. If you don't start, how do you expect to finish? Some may say we can't afford the cost of the flower seeds. If need be, why not select a designated meeting time in our park, such as the spring clean-up, or a regular meeting time, and those in attendance would be given a designated number of seed packages, and I see nothing wrong with them all being the same type. Volume and cost go together, especially if the GPNA supplies the seeds. To cap the effort, at some designated time this summer, we can get together with a walk through the area.

*by Bob Hutton*

## From the Desk of the President

*continued from page 2*

feet from the source, then the user is in violation of the noise statute. If the music source is within a residence, and if the music can be heard at the next door residence, then the noise may be the cause of a citation. With warmer weather coming, hopefully residents of our neighborhood will keep this in mind.

Well, enough rambling for one month. Hope to see you at the meeting.

*by Jim Wilwerding*

## Charles R. Kilgore Jr. Attorney At Law

4913 Underwood Avenue

**558-5000**

Personal Injury Law  
Worker's Compensation  
Injury  
Auto Accidents  
Insurance Claims

## California Bar & Pkg. 510 No. 33rd St.

Serving the Gifford Park  
Community since 1937  
Wayne and Peggy Hill,  
Proprietors



## Snow Shoveling Service

Call Rich:

Phone: 341-4388

Pager: 579-3551



8 a.m. to 6 p.m.

## Historically Speaking...Joseph "J.G." Masters

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had four children, began annual camping trips to National Parks in the west in 1919—in the Chevrolet. Camping equipment was tied on the sides and back of the car and frequent stops had to be made to fix flat tires, add water and gas, and secure baggage. Other Omaha friends traveled with them in similar vehicles.

J.G. was particularly interested in the Oregon Trail and became regional director of the Oregon Trail Memorial Association in 1930. In her memoirs, Mrs. Masters said J.G. gave many speeches before teachers' institutes in Nebraska, Iowa, Kansas and Wyoming and before high schools, PTA's, service clubs, and dinners and banquets of various groups. "He would string up his big canvas map and expound on the geography, history and romance of the trail with the unquenchable enthusiasm of a true missionary," said Mrs. Masters.

J. G. had his first book published in 1935, "Stories of the Far West." It was used extensively in schools and libraries. Another book, "Shadows Fall Across the Little Horn," was an account of the Custer battle.

J. G. became active in the YMCA as soon as he arrived in Omaha. For years he taught a Friday evening class and helped with the annual campaigns. He was a member of the First Baptist church and taught the Men's Bible Class there for 20 years.

From early times on the prairie J. G. nurtured the skill of hunting. He would sandwich hunting trips between meetings and speaking engagements. When he retired from Central High in 1939 the faculty presented him with a handsome shotgun, a gift that "pleased him immeasurably," said his wife.

After retirement J. G. served for a year as executive secretary of the Omaha Roundtable of Christians and Jews, and from 1940-1942 he was WPA Supervisor of Education in Omaha. In 1943 the Masters sold their Omaha home and moved to Pennsylvania where J.G. died in 1954 at the age of 81.

*by Eva Swanson*

## California Tacos & More

*Homemade Mexican Food*

**342-0212**

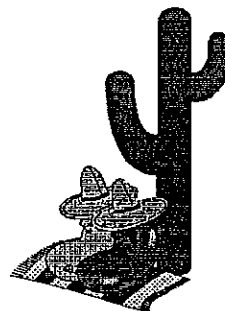
33rd & California Street  
Dine In or Carry Out

**Open Every Day**

**Mon - Thur: 11 a.m. - 9 p.m.**

**Fri - Sat: 11 a.m. - 11 p.m.**

**Sun: Noon - 8 p.m.**



*California*  
**Tacos  
&  
More**

## Kindergarten Round-Up At Yates Coming Soon

Kindergarten Round-Up will be held at Yates Elementary School on Wednesday, March 25<sup>th</sup> from 8:30 a.m. to 4 p.m. Children who will be 5 years of age by October 15<sup>th</sup> can be registered anytime during these hours. Parents and children are invited to visit and observe the current kindergarten classroom. Please bring the child's birth certificate, social security number, and immunization record to registration. If you are unable to come on this date, you can register anytime. For questions or more information, call 344-7895.

## The GPNA Needs YOU!

Anyone wishing to participate in the GPNA in any way can call any of the numbers listed on Page 2 of this newsletter. Whether you are a student, teacher, professional, retiree, homeowner, renter, landlord, business owner, there are many opportunities for **you** to make a difference in **your** neighborhood!

The GPNA thanks St. Joseph Hospital for providing the room and refreshments for our neighborhood meetings, as well as their ongoing support of our various neighborhood activities.

**SAINT JOSEPH HOSPITAL**  
AT CREIGHTON UNIVERSITY MEDICAL CENTER



# Children's World Learning Centers

Newest Location

**126 North 35th Street**

Children's World Offers:

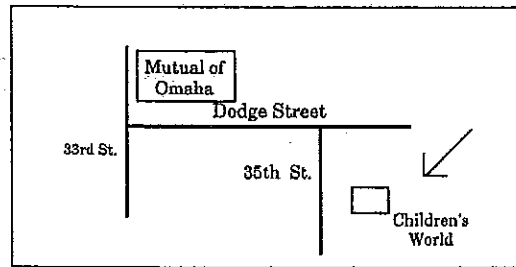
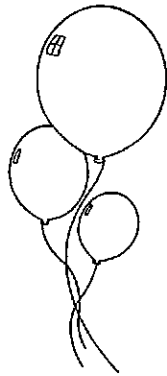
- \* Quality childcare for children ages 6 weeks thru 12 yrs.
- \* Developmentally appropriate activities
- \* Safe, state approved transportation
- \* USDA approved food program to include meals and snacks

Spaces are limited, so enroll now!

Drop in for a visit or call

**346-9368**

for an appointment.



## City Solutions...Where to Call

Problem .....	Call .....	Agency/Department
Abandoned/junked cars .....	444-5782 .....	Vehicle Impound Lot
Animal bites .....	444-7578 .....	Humane Society
Barking dogs, sick, injured or stray animals .....	444-7800 .....	Humane Society
City Services complaints or information .....	444-5555 .....	Mayor's Action Office
Crime or Vandalism .....	444-5600 .....	Police Division
Empty buildings, vacant houses, occupied dilapidated houses .....	444-5371 .....	Planning
Garbage not picked up .....	444-5238 .....	Solid Waste
Gas leaks, waterline breaks, fire hydrants .....	554-7777 .....	M.U.D.
Holes, debris or litter in the street .....	444-4919 .....	Street Maintenance
Improperly licensed vehicles .....	444-5888 .....	Police Department or Mayor's Action Office
.....	444-5555 .....	Mayor's Action Office
Rats, raw garbage, etc. ....	444-7481 .....	Douglas County Health
Street construction, problems/complaints .....	444-5220 .....	Construction Engineer
Tenant/landlord discrimination issues .....	444-5055 .....	Human Relations
Tenant/landlord legal issues .....	444-1060 .....	Legal Aid Society
Trailers/Cars parked on front lawn .....	444-5350 .....	Permits & Inspections
Zoning enforcement .....	444-5364 .....	Permits & Inspections

## NEEDED:

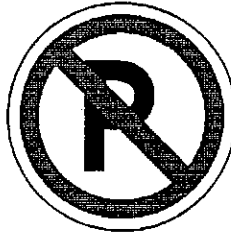
### HELP WITH NEWSLETTER DISTRIBUTION

The GPNA is looking for anyone, any age, interested in delivering newsletters in the Gifford Park Neighborhood.

**Call 344-3233**

## For Your Information ... Parking Rules Revisited

In a recent conversation with a representative of the police department, the topic of motor vehicle violations came up, particularly in reference to enforcement action such as citing or towing improperly parked or registered vehicles. The officer mentioned that the single most-frequently heard excuse from vehicle owners was ignorance of the rules. The officer suggested that an article should be placed in the newsletter advising owners of requirements, since the police department expects to step up enforcement in the coming months, and the cost of retrieving a vehicle from the tow lot is considerable, not to mention inconvenience and loss of use of the vehicle temporarily.



**NO PARKING**

An unregistered vehicle may not be parked on public property. Vehicles with improper registration or expired in-transit tags are considered unregistered. Owners moving into the city from other areas, unless they are exempt from registration laws (students, military personnel, etc.) are expected to register the vehicle within thirty days. Proof of insurance is required to register the vehicle. Unregistered vehicles may not be stored on private property unless they are kept in a garage or other enclosed space.

Obviously, vehicles may not be parked in areas designated as "no parking". Vehicles may not be parked so as to obstruct pedestrian sidewalks. Vehicles may be parked between the sidewalk and the curb only if the surface is paved, the space is leased from the city, and the vehicle obstructs neither the sidewalk nor the street. Vehicles may be parked in yards only if the surface is paved.

Increased awareness and compliance will work to minimize problems for vehicle owners and decrease the workload for the police department.

**LAWRENCE G. WHELAN**  
ATTORNEY

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**LAW OFFICE OF LAWRENCE G. WHELAN**

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GENERAL • CRIMINAL • CIVIL LAW

1823 Harney Street, Suite 302  
Omaha, Nebraska 68102

402-342-2412 (Office) • 402-342-6752 (Fax)

## Seasonal Health and Safety Tips

Hypothermia often affects victims with frostbite. Hypothermia refers to a condition where the core body temperature drops below 95 degrees (F). Exposure to cold reduces body heat. Extreme drops in body temperature can cause severe injury and death.

**BE AWARE** of the following signs:

- Shivering
- Drowsiness
- Reduced breathing and pulse
- Mental confusion and impairment in judgment
- Victim may stagger or fall
- Failing eyesight
- Victim may become unconscious
- Shock is evident
- Breathing may stop
- Death may occur due to heart failure

**First aid treatment for MILD Cases:**

- Treat victim gently
- Keep victim dry
- Prevent further heat loss and, if possible, add heat (**CAREFULLY**)
- **DO NOT WARM VICTIM TOO QUICKLY** (104 degrees ideal)
- If victim remains alert, give warm liquids, but **DO NOT** give COFFEE or ALCOHOL

**First Aid Treatment for SEVERE Cases:**

- Follow above treatment if a medical facility is **NOT** available
- If medical facility is near **do not** attempt to rewarm victim, allow professionals to do the rewarming process
- Monitor vital signs (temperature, pulse, breathing rate)
- If necessary, administer CPR
- Call 911 for Emergency Medical Assistance

Source: American Red Cross First Aid Tips/  
Heartland Chapter

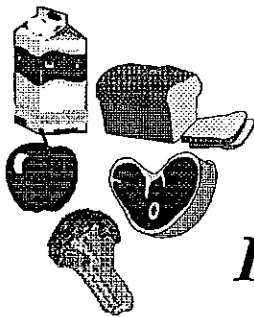
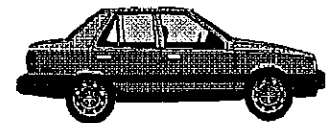
*by Kathleen Wilwerding*

**A NEIGHBOR'S CODE OF ETHICS**

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- *Feel good about your own property; respect your neighbor's.*
- *Inside your home is your space. The space outside your home is shared with your neighbors.*
- *Your trees should grow tall. Your grass should not.*
- *Make trash and junk short-lived. They do not get better with age.*
- *Litter is like a smudge on your face. Clean it.*
- *Your home is attached to the ground. The ground is part of the city. The city has a right to set the ground rules. Follow the rules.*
- *You do not have to live with your neighbors, just next to them. Make it a comfortable relationship.*
- *"Hi" is only a two-letter word. Easy to say, nice to hear.*
- *Control your pets. Your neighbor will appreciate that extra bit of work.*
- *Take pride in your neighborhood. It will feel right.*

Source: 1997/1998 Neighborhood Groups Directory City of Omaha Planning Department

**J'N'J  
GROCERY STORE***Fresh Meats -- Fresh Produce  
Friendly Service***3301 California Street -- 422-1058****WE DELIVER!****7:00 AM - 10:00 PM Monday thru Thursday****7:00 AM - 11:00 PM Friday thru Saturday****8:00 AM - 10:00 PM Sunday**

### Free Tax Help Is Here Again For The Fourth Year in a Row!

Mark your calendars for **FREE** tax help at the **GPNA Office** located next to J'N'J Grocery, 33rd & California Street. **Everyone is welcome!** Again this year I.R.S. representatives will provide free tax help for our neighborhood. Processing of basic tax returns will be available. Electronic filing will not be available this year. Walk-in appointments are welcome, but priority will be given to those who call to schedule an appointment. Free tax help will be available on the following Saturday dates:

April 4 and 11 - 11 a.m. to 1 p.m.

For more information or to schedule an appointment call 551-3629.



### What's Happening in the Neighborhood ...

Mark your calendars and plan on attending the next general meeting of the Gifford Park Neighborhood Association, Thursday, **March 5, 7:00 p.m.**, at **St. Joseph Hospital**. The guest speaker will be **Shelly Kiel**, representative to the unicameral from our district, who will be present to provide a legislative update and answer questions about what's happening in state government and how it affects our neighborhood. As always, there will be plenty of delicious cookies and refreshments courtesy of **St. Joseph Hospital**. Come early and socialize with your neighbors!

The GPNA would like to thank **Mike DeSelm** for taking time out of his busy schedule to address last month's general meeting. His presentation on the city's Public Works Department was both interesting and informative.

The GPNA sends its best wishes for a speedy recovery to **Officer Mike Paul**, who is recuperating from an injury.

### Advertising Rates for the Gifford Park Pride

**Business Card:** \$15 for one issue/ \$75 for six issues (one year)

**Non-Business Ads for GPNA Members Only (Happy Ads):** \$5 per issue (any month)

**Quarter Page Business:** \$25 for one issue/\$125 for six issues (one year)

**Half Page Business:** \$40 for one issue/\$200 for six issues (one year)

**Layout Fee (if ad not provided):** quarter page - \$10 half page - \$20



**GIFFORD PARK NEIGHBORHOOD ASSOCIATION**  
532 N. 33rd Street, Omaha, NE 68131  
**MEMBERSHIP APPLICATION**  
*(Please print clearly)*



Membership year: \_\_\_\_\_ (Membership year runs from June 1 through May 31)

Type of membership: Single (\$5) \_\_\_\_\_ Family (\$8) \_\_\_\_\_ Business (\$25) \_\_\_\_\_

Name of business \_\_\_\_\_

Name \_\_\_\_\_ (Last) \_\_\_\_\_ (First)

Spouse \_\_\_\_\_ (Last) \_\_\_\_\_ (First)

Address \_\_\_\_\_ (Street) \_\_\_\_\_ (City) \_\_\_\_\_ (State) \_\_\_\_\_ (Zip)

Telephone Number: \_\_\_\_\_ (Home) \_\_\_\_\_ (Work)

In case of an emergency notify: \_\_\_\_\_ (Name) \_\_\_\_\_ (Address) \_\_\_\_\_ (Phone No.)

May this information be included in the GPNA Neighborhood Directory? Yes \_\_\_\_\_ No \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**For City Services,  
Information, or  
Complaints**

**Call:  
Mayor's Action  
Office  
444-5555**