



Gifford Park's Pride

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

December 1995

A Publication of the Gifford Park Neighborhood Association

Historically Speaking... The Drug Store

The cornerstone, both literally and figuratively, of the 33rd and California Street area was and is, the **California Pharmacy** building owned by members of the **Bogard** family. The father, Jules (known as Frank) Bogard, immigrated from Belgium in about 1904. He was an engineer at the old Nicholas Senn Hospital. He returned to Belgium in 1910 to claim his bride, Emily. They were married in Paris and for their honeymoon took the trip back across the Atlantic to the U. S. and Omaha. Prominently displayed on the north side of the building is the date, "1914," the year in which Frank built the pharmacy. The original store occupied only half the present area. It was expanded to it's present size when Wohlner's Grocery to the east moved to it's Leavenworth site in 1940.

Frank and Emily had nine children. They lived at 325 North 35th Avenue. The five boys: George, Joseph, Frank, Paul and Thomas, all graduated from the Creighton School of Pharmacy. Of the four girls: Mary, Alice Elva and Marjorie, two attended Creighton. Frank, Sr. died in 1933 leaving his large family on their own, but he had provided well. The pharmacy business kept them employed in one way or another. **Tom Bogard** tells of being helped to sit on a high stool at age 10 and taught to fill and weigh powder papers with the required prescriptions. Emily Bogard lived in the Gifford Park area until her death in 1985.

A soda fountain was a prominent feature of the pharmacy. This was a fancy marble-topped bar on the east side of the store. There were several bar stools and behind the counter the nine Bogard boys and girls were the "soda jerks," holding that job as their ages and school permitted. The soda fountain was a wonderful thing. It was fitted with wells for ice cream; levers for soda; scoops for chocolate, strawberry, and caramel; an ice bin (blocks of ice were shaved by the soda jerks for this); and electric beaters for malts and things. Soda water was produced in the basement and pumped up to the fountain. Ice cream cones with two scoops of ice cream were 5 cents. An ice cream soda was 15 cents and plain Coca-Cola was just a nickel. They made lime fizzes; chocolate fudge nut sundaes; malted milk shakes; a drink called "Green River" which was a mix of lime syrup, soda water, and a squirt of lactic acid; and many other soft drinks and sundaes.

continued on page 6

Next Meeting

Thursday, December 7th
7:00 P.M.



Holiday Banquet



St. Joseph's Hospital
Glassed-In Area

FREE PARKING

See page 3 for details on
the Holiday Banquet!

Season's Greetings



*from the Gifford Park
Neighborhood Association*

Be a Good Neighbor

Rake Your Leaves
Shovel Your Walks
Decorate for the Holiday!



GPNA OFFICERS

PRESIDENT

Ron Yates 558-6027

VICE PRESIDENT

Chris Foster 342-6006

RECORDING SECRETARY

Barbara Remmen 341-8331

CORRESPONDING SECRETARY

Cynde Yates 558-6027

TREASURER

Marlene Wilwerding 345-1433

COMMITTEE CHAIRS

C.D.C.

Chuck Kilgore 341-2757

CLEAN-UP

Chris Foster 342-6006

COURTESY

Candy Bacome 344-3233

HISTORIAN

Eva Swanson 345-1707

MEMBERSHIP

Cynde Yates 558-6027

NEWSLETTER

Chris Foster 342-6006

NEWSLETTER DISTRIBUTION

Ron Yates 558-6027

OFFICE

Jean Peek 344-0722

PARK

Mike Bacome 344-3233

PUBLIC RELATIONS

OPEN

TOOL LENDING

Ed Hendershot 341-0475

WATCH GROUP

Ron Yates 558-6027

WEEDS & LITTER

Leo Wilwerding 345-1433



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 Chris Foster at 342-6006 for information regarding the newsletter.

Pikes Spook Neighborhood With Haunted House

It was your average Halloween. The neighborhood kids were decorated in their costumes and went up and down the streets collecting candy and enjoying the atmosphere of a scary Halloween night.

As they approached the corner of 31st and Chicago, they could hear the bone chilling screams of the children inside. As they approached the door, they were welcomed by the eerie presence of the grim reaper. They were guided down the dark stairs and given the history of the hauntings of the old Pike House. Their journey continued throughout the three-story house as ghosts and goblins jumped out from every corner and every doorway.

The brothers of Pi Kappa Alpha hosted their 1st annual haunted house to all the children of the Gifford Park community. Parents were welcomed to join in the fun, but most chose to wait in the carriage house and enjoy refreshments as they waited for their children to journey through the haunted house.

An estimated 100 kids walked through the dark hallways of the Pike House and all left with some sort of fright. It was good to see the support of the Gifford Park Neighborhood Association. The brothers put a lot of time and effort into getting this house decorated, but it wouldn't have been successful without the GPNA's support and promotion. Plans have been made to make this an annual event. It seemed as though we had more fun than some of the kids. But then again, they were suppose to be scared, and it looked like we did a great job accomplishing that goal.

We would like to thank all the parents who brought their children to the house, and also a special thanks to Cynde Yates and Chris Foster and the rest of the GPNA members. And to the kids, we can't wait to see you again next year.

Kevin Campbell and Matt Hunt, PKA Fraternity

Editor's note: The PKA Fraternity did a great job with this event - they were well prepared, creative, enthusiastic and put forth a fine effort - we look forward to next year!

Questions and Answers About Snow Removal

What is meant by a Snow Emergency?

It simply means no vehicles may be parked on the streets where you see an Emergency Snow Route sign. Crews will plow these streets and the Mayor will announce when the snow emergency is over.

Should we move our parked cars from the street in residential areas?

During residential plowing, the Mayor may declare a parking ban on either named or numbered streets that have not yet been plowed. When named streets have been cleared, the ban will be switched to the numbered streets. The City may move improperly parked vehicles to prevent damage to the vehicle and permit the plows to pass.

What happens if I leave my car parked on the street during a residential parking ban?

The cars will be subject to a fine and may be towed at the owner's expense. Radio and TV stations will broadcast all necessary information.



continued on page 5



Very Important Message . . .

Please remember  to mark your calendars  to attend the
GIFFORD PARK NEIGHBORHOOD ASSOCIATION'S


Seventh Annual Christmas Banquet 

The Banquet will be held : 7:00 p.m.
Thursday, December 7th 
St. Joseph Hospital, 
601 N. 30th Street,
in the special dining room south of the cafeteria.

St. Joseph Hospital graciously demonstrates its support of the GPNA by
hosting this annual event for members. The food served is always plentiful and

delicious . Enjoy the coffee , music  and conversation

 . There is no cost, no  or

, you just need to be a GPNA member.

Make your reservation  now by calling 

Cynde Yates at 558-6027

What's Happening...

A member of the GPNA donated gift certificates to two needy families in our neighborhood which made for a very happy Thanksgiving. It's thoughtful and caring people like these who make the spirit of the holiday season special.

Special thanks to **Ron Yates, Scott Farrington with Indian Creek Nursery, Mulhall's Nursery and Duchesne Academy** for their efforts with the **Celebrate Trees** program. Trees were planted on 36th Street (California to Burt) and Burt Street (34th to 36th). The GPNA believes planting trees year after year is one of the most important tasks we can do in our neighborhood.

Brad Bogard and his family are working hard to put the final touches on remodeling their new Mexican food restaurant, **California Tacos & More**, located on the southeast corner of 33rd and California St. The exterior has been painted and much interior work has been done, including the installation of an exhaust hood. Brad and his wife Virna plan to open in the coming weeks.

We are looking for someone interested in filling the **Public Relations** committee chair. This committee of the GPNA offers much opportunity and challenge. The position is very important and requires skills to "sell" and communicate the Gifford Park neighborhood through newspaper, television, radio and other media. For more information call Ron Yates (558-6027) or Chris Foster (342-6006).

A big thanks to **Leo Wilwerding** for his outstanding work in our Weeds & Litter committee again this year. Leo handled an average of 15 code violations per month in 1995 including weeds and litter complaints, illegally parked and dead storage vehicles, dilapidated houses, and putting heat on properties violating city code. Thanks also to **Ken Taylor** and **Mark Evanough** with the **City of Omaha** in these matters. We all need to be involved with the task of reporting these violations, otherwise these "minor" problems will become serious ones.

As mentioned in last month's newsletter, garbage collection services will be changing starting **January 1st, 1996**. Call the In*Touch system at **492-9955** for recycling and solid waste information and **444-5238** for collection complaints.

Harold & Emmy Gifford and Gifford Park

Dr. Harold Gifford came to Omaha in 1886. He became a world famous ophthalmologist (eye doctor) and was instrumental in founding Methodist Hospital and the University of Nebraska School of Medicine. His wife, **Mary Louise Gifford** was active in civic affairs.

They gave the portion of Gifford Park East of 35th Street to the City of Omaha on December 25th, 1912. Quite a nice Christmas present! Then in November 1916, they added the portion West of 35th to make Gifford Park what it is today.

Their son, also **Dr. Harold Gifford**, and his wife **Mary (Elizabeth-"Emmy") Gifford**, live in the very beautiful home at 37th and Burt that was built by his parents in 1925.

The present Dr. and Mrs. Gifford have lived there since 1940. He had been born at home at 18th and Capitol in 1906. He too is renowned eye doctor and up until a few years ago, rode his motorcycle to his office. His helmet was painted to resemble a huge eye!

Mrs. Mary "Emmy" Gifford has been very active in the arts. She was trained in the East and has produced over 90 sculptures. She has also been behind the effort to develop the **Omaha Children's Theater** at 36th and Center. It was named the "Emmy Gifford Theater" in honor of her work.

On October 11th, 1976, Dr. and Mrs. Gifford gave the Gifford farm to **Fontenelle Forest**. This was a great boost to the Forest as a nature preserve. It is easy to see what wonderful

benefactors the Gifford family have been to the people of Omaha. We owe much to them for their generosity.

Prior to 1961, dedicated alleys ran North and South from Cass to Davenport between 33rd and 34th, and 34th and 35th. Thirty-fourth street was also open through the park. These areas were vacated in 1961.

In 1976, the City spent \$100,000 to grade the park for better drainage and to install the tennis courts. A neighborhood effort to obtain a swimming pool was voted down. Omaha has more parks than almost any other city of its size. We are fortunate to have such a nice one in our area. Let us all work to make it even better than it is.

By Leo Wilwerding

Planning Board Requests Input on City Master Plan

The GPNA received the following letter from **Jeffrey Johnson, City Planning Director**:

To Gifford Park Neighborhood Association:

The City Planning Department is interested in your comments regarding several recently completed draft elements of the City's master plan. Between now and the end of the year we hope to gather from individuals and groups information that will be used to refine the element plans that ultimately will be adopted by the Planning Board and the City Council early in 1996.

We are interested in comments on the following six elements of the master plan: Land Use, Transportation, Urban Development, Parks and Recreation, Housing and Community Development and Public Facilities.

Due to budget constraints, and given the very large number of neighborhood organizations that we are trying to reach, we would ask that you review the plans at your nearest **Omaha Public Library**. Three complete sets of master plan elements have been forwarded to each of the libraries for this purpose. Upcoming meetings will be held on the following dates and locations listed below.

Please return your comments to the Planning Department no later than **January 2, 1996**. The comments will be compiled and used by the Planning Board and Planning Department as they prepare a final draft to be considered for formal adoption. By mail, return your comments to: Omaha City Planning Department, ATTN.: Linda Hill, Room 1110, Omaha/Douglas Civic Center, 1819 Farnam Street, Omaha, NE 68183. By FAX: 444-6140. By email: Omaha Plan

@aol.com. For general planning information call 444-5200.

Northwest
Monday, Dec 4th
Morton Middle School
4606 Terrace Drive

Southwest
Thursday, Dec 7th
Millard South High School
14905 Q Street

Northeast
Wednesday, Dec 13th
North High School
4410 N. 36th Street

Southeast
Thursday, Dec 14th
Norris Middle School
2235 S. 46th Street

The meetings are set up in an open house fashion, from 4 p.m. to 8 p.m. each evening, so you can come and go as you wish.

Questions and Answers About Snow Removal

continued from page 2



When will my street be plowed?

Depending on the severity of the snowstorm, residential streets are usually plowed within 24 hours after the storm ends.

What about my alley?

The Public Works Department's top priority is to remove snow from major and residential streets to allow traffic flow in case of an emergency. Although alleys are not part of the City's snow removal plan, crews will try to clean alleys on a complaint basis. However, this is not always possible because some alleys are too narrow for snowplows. The residents adjacent to the alley are encouraged to clear the snow from alleys immediately following the storm for best results.

Omaha's Municipal Code requires **all sidewalks to be shoveled within 24 hours** after a snowstorm. Walks left unshoveled may be cleared by City crews at the expense of the property owner. We need your cooperation to keep your sidewalks passable for children and others. It's also against the City law to shovel snow off private property into an alley or street.

For more information or if you have a comment or complaint, please call the **Street Maintenance Office** at 444-4919 (24 hour line).

Major Street Repair Planned

As of this date, the **Public Works Department** plans to include in future residential street rehabilitation projects the area bounded by 30th Street on the east, 33rd Street on the west, Dodge Street on the south and Cuming Street on the north. They think it will take at least two years of funding to complete this area. They would replace all of the existing curb, replace any drop style curb inlets, and resurface the streets. They plan to include the first phase of the project in the 1996 construction season. They will finalize the plan by March 1, 1996. **Michael Donohue**, who works in the Construction Division of the Public Works Department provided this information.

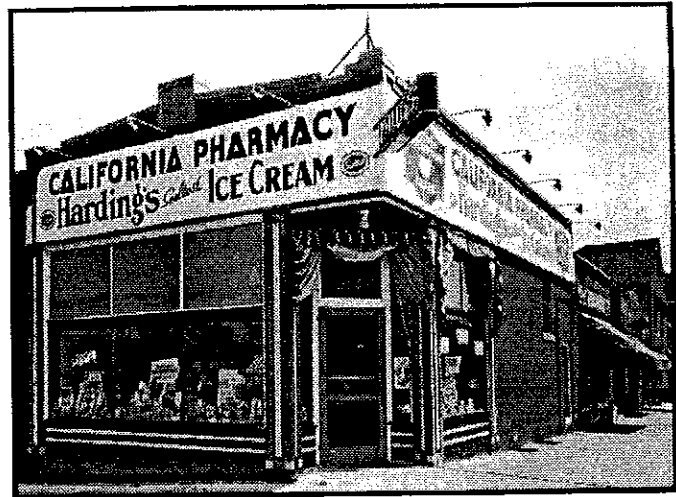
Historically Speaking...The Drug Store

continued from page 1

Just plain carbonated water was 2 cents a glass and was popular with older members of the community. The soda fountain enjoyed it's popularity partly because the old ice box used in most homes would not keep ice cream: they weren't cold enough. People appreciated the availability of cold things at the corner store.

At the end of WW II and as the electric refrigerator became a part of everyone's household the old soda fountain became obsolete and the pharmacy lost it's big attraction. The space gave way to a greater assortment of drug store items such as cards, magazines, cosmetics, small appliances, knick knacks, etc.

The drug store business was not without it's hazards. There were many break-ins. Tom recalls that he was summoned to the California store many nights with the report that someone had broken through the roof of the store attempting to steal money or drugs. **Frank Bogard**, who owned the store before Tom, was tragically shot in March of 1976 in an attempted hold-up. He sustained a spinal cord injury and spent the rest of his life in a wheel chair. Although he did not continue in the pharmacy, he became prominent in Omaha as a member of the Omaha School Board, serving from 1978 to




This photo shows how the California Pharmacy Building looked years ago. Bread Bogard will soon be opening the store as California Tacos & More.

1990, and was President in 1981. He became an advocate for handicapped people and even played the leading role in the play, "the Man Who Came to Dinner," produced by the Grande Olde Players. Frank died in 1990.


The California Pharmacy was a pioneer and a model for drug stores. It was the first store to use florescent lights, the first air conditioned pharmacy, the first to have a complete terrazzo floor, and the first to use a computer to record prescriptions. The Bogard brothers owned additional stores in different parts of the city, and at present George and Paul can be found at the

Florence Drug. Tom occasionally fills in for vacationing pharmacists. The California Pharmacy closed in 1987, BUT, the name of Bogard will continue on 33rd and California when Tom's son, **Brad**, opens the store again as "The California Taco & More" COME ON DOWN FOR A SUPERB TACO!

By Eva Swanson



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 _____

**NEEDED:
HELP WITH
NEWSLETTER
DISTRIBUTION**

The GPNA is looking for anyone, any age, interested in delivering newsletters in the Gifford Park Neighborhood.
Call 558-6027