



## WEST END NEWS

JANUARY 1979

### CHRISTMAS IN THE WEST END A BIG SUCCESS-- 900+ ATTENDANCE, \$2,500 PROFIT

The House Tour, Christmas in the West End, was a success which exceeded everyone's expectations. There were 869 paid admissions, and when the complimentary tickets are added, well over 900 persons filed through the six West End homes which were featured on the tour and sat down for mulled wine and a slide show at the Zevely House. Although we knew that there were lots of people who wanted to see our Houses, we never counted on that number. Of course, ideal weather conditions helped bring out the crowd, and made the neighborhood look its festive best.

Profits from the tour came to \$2,527.34, and that money means that for the first time ever the Association can work up a budget based on more than membership dues and t-shirt sales. Another article in this newsletter will deal with that subject.

The tour could not have been the clear success that it was without the very hard work of a lot of people, all of whom get our hearty thanks and appreciation. Stephanie Mitchell was head of the committee which included Rolfie Teague, Martha Harper and Vicki Cook. Sam Cook, Richard Teague, Bill Harper and John Mitchell provided a great deal of assistance. Our thanks also to Sun Printing Company, Hege Russ' business, which did a fine job printing tickets and brochures, SECCA for mailing out 800 announcements, and the Arts Council for advertising the tour in their December brochure. The Zevely House, operated by Pete Smitherman, opened exclusively on that Sunday afternoon to tour participants, and that was an extra nice touch. Vicki Cook and the neighborhood children who were caroling were outstanding, and all the friends and residents who took positions in the houses as hosts and hostesses were invaluable. And, of course, the biggest thanks go to all the gracious homeowners and their families who

allowed such a horde to come through their houses during such a busy season. Thanks again to Mr. and Mrs. Sam Cook, Dr. and Mrs. Richard Teague, Mr. and Mrs. Max DeBruhl, Mr. and Mrs. Ben Wilson, Mr. and Mrs. Joseph Ferelli, and Mr. and Mrs. Alan Willis.

### PROJECT COMMITTEE FORMED: WHAT SHOULD WE BE DOING WITH ALL OUR MONEY?

With the new-found wealth of the Association comes a problem, what do we do with all that money? As an organization which has existed primarily on dues, with an occasional sale of t-shirts to get us a little bit of operating capital, and a generous donation a time or two to get us through a tough stretch, having \$2,500 is a problem we should have more often. The Board of Directors feel we should proceed cautiously in committing the expenditure of this money. Accordingly, a "Projects Committee" has been formed, headed by Stephanie Mitchell, to come up with ideas and to receive suggestions from everyone in the Association, about what we want to do with our money. Also, to insure that we will have this kind of problem all the time, Stephanie's committee will be making suggestions about other projects which have potential for fund raising of this magnitude.

On the spending side, we would like to hear about specific beautification projects, about support for signs which would identify the neighborhood, about the possibility of establishing a land purchase fund, about sources of other funds which might require our matching funds. On the future project side, we want to give thought to repeating the house tour (but how often, and in the same or another season), a festival in the park, and other events which have been successful elsewhere.

Please share your ideas with Stephanie at 722-6925.

WEST END LOGO FEATURED IN  
NATIONAL NEIGHBORHOOD PUBLICATION

CHRISTMAS PARTY A BIG SUCCESS

Conserve Neighborhoods, the newsletter of the National Trust for Historic Preservation, featured the West End logo in its most recent issue.

With a headline of "Create-a-Logo" and a picture of our logo, the article said: "For new community groups, logos are an important part of creating an identity, while established groups can signal a change in their goals by redesigning their logos. Contests have sprung up around the logo and have proven a good way to involve residents in their neighborhood and to gain publicity for community organizations. An unknown artist may even be discovered in your midst!"

"The West End Association, Winston-Salem, N. C., held a create-a-logo contest for its members and selected an interesting window detail from a local house as the winning design. The new logo has added meaning for residents because it also resembles the area's street pattern."

Thanks to Conserve Neighborhoods for this recognition.

For some more details on this "recent history" of our old neighborhood, you might be reminded that Austin Lowrey, 1224 Glade Street, was the designer of the logo, and that the window in which the detail appears is in the back room on the left in the Frame Shop/Chameleon Gallery of West Fourth Street. Before becoming the Frame Shop, this was the location of the Shop of the Piedmont Craftsmen, and was originally a home of the Stockton family.

REZONING PETITION DENIED

Our attempt to rezone the Hill Property from R-1 to S-2 was denied by the Board of Aldermen on December 18.

VACANCY ON CITY/COUNTY PLANNING BOARD

Mayor Corpening has announced that there is a vacancy on the City/County Planning Board, and he is accepting nominations until January 31. The Board of Directors discussed this vacancy at its January meeting, and we are anxious to find someone with an orientation to preservation and rehabilitation of older neighborhoods to fill this vacancy. If you are interested, or know of someone who might be, please call Thorns Craven at 725-9832.

In the midst of all the other activity of the end of 1978, the Association held its annual Christmas Party, one of the highlights of the year. The Woman's Club again proved to be a fine location, and the refreshments which were produced by neighborhood residents were truly magnificent. Special thanks go to Judy Aanstad and Hollis Stauber for making all the arrangements for the party, and the appreciation of the West End Association is extended to the Woman's Club for making their club house available to us, to City Beverage and Food Fair for assisting with the refreshments.

ANNUAL MEETING AND ELECTION TO BE HELD  
WEDNESDAY, FEBRUARY 28, AT YWCA

The great flurry of activity which we have experienced in the past few months has caused us to miss the annual meeting and election of officers which is normally held in October. At its January meeting, the Board of Directors set Wednesday, February 28, as the date for the annual meeting and election. The meeting will be held at the Glade Street YWCA, and will begin at 7:30 p.m.

Madge Bolin is chairperson of the Nominations Committee, and is seeking persons who are interested in serving as a board member or officer of the Association. Meetings of the board are held monthly, and board members generally serve in some capacity on a committee of the Association. Officers of the Association are President, Vice-President, Treasurer and Secretary. Officers also serve on the Board of Directors.

If you are interested in serving yourself, or if you want to suggest someone who would serve, please contact Madge at 727-1518. A newsletter featuring nominees will be sent out prior to the election.

Please mark the date of this important meeting and make plans to attend. All members of the West End Association are eligible to vote, and family dues of \$5 qualify all adult family members as Association members.

OTHER CHRISTMAS EVENTS BEST EVER

The Glade Street Christmas Tree was outstanding this year, thanks to a group of children who are too numerous to be named. A fine group of youngsters assembled at the tree this year and festooned it with their home-made decorations.

Mrs. Ann Freeman's Little Folks put their mark on the tree as well, and all the decorations withstood high wind, rain, and bad weather to give our tree a truly unique look. Special thanks are due to Ellen Yarborough, who held a short course in ornament making for children before the tree trimming, and who also very helpfully took down the decorations when the Christmas season was over.

Hollis Stauber will be assisting Ken in getting neighborhood support for the race. If you want to help, please contact Hollis at 724-5805, or send a postcard to the West End Association, Box 161, Winston-Salem, N. C., 27102, telling what you want to do.

MEMBERSHIP DUES ARE DUE. PLEASE SEND YOUR \$5 (\$2 for Senior Citizens) TO P.O. BOX 161

WEST END BICYCLE RACE TO RUN AGAIN:  
AROUND HANES PARK ON MAY 5

Membership in the West End Association is an annual affair, and dues for 1979 are now due. Please send your check for \$5 (\$2 for senior citizens and retired people) to West End Association, Box 161, Winston-Salem, N. C., 27102. A very few people joined the Association at the very end of 1978, or prepaid their dues for 1979. If that is your case, your address label should have a red x on it. If you don't have an x, and feel you should, contact Thorns Craven, 725-9166 (office) or 725-9832 (home).

Lauren Parrott, the local distributor of Pabst Blue Ribbon beer, has announced that his company will once again sponsor a bicycle race around Hanes Park. The Board of Directors voted on January 18 to join the West Highlands Neighborhood Association and the Northwest Lung Association as sponsors of the event. Last year everyone who saw the day of racing was impressed by the beauty of the sport and by the excitement of the racing. This year, with a larger prize list, we can expect more racers, which means more thrilling races.

This is a good opportunity for everyone in the Association to find out if your neighbor is a member, and if not, help them to join up. This newsletter goes only to members, although we try to circulate them to new residents if we know of them. Mention to your neighbors that you have gotten your newsletter, and if they haven't gotten one, suggest that they join, or send their name and address in so that a newsletter can be sent to them. We want everyone who lives, works, owns property, or cares about the West End to be a member of the Association. Each of us can help that effort by going next door, across the street, or making a call to a friend and reminding someone that membership dues are now being accepted.

Ken Putnam, a member of the Association and proprietor of The Bike Shop, on Knollwood Street, is the race co-ordinator, and he is seeking volunteers from the neighborhood to assist in the management of the race. Before the race, on Saturday, May 5, he will need volunteer families to house some of the racers who are coming from out of town. On the day of the race, he will need help on the race course itself.

And while you're out recruiting, remind people of the annual meeting on February 28. Everyone in the neighborhood should be there, and new members will be signed up on the spot.

Putting up a racer for the night is a good chance to meet some of the nation's outstanding young athletes. Last year Dale Stetina, a member of the U.S. Olympic Team, and later in the year the National Champion Cyclist, stayed in a neighborhood home, as did two members of the Canadian Olympic Cycling Team. This year the race will be required for Olympic aspirants, and that will bring in many racers from out-of-state. When you have a racer in your home, you find yourself rooting for him or her, and it gives the race a personal dimension.

Remember, dues and contributions to the West End Association are tax-deductible.

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To: The West End Association, P. O. Box 161, Winston-Salem, North Carolina 27102

Please enroll me as a member of the West End Association for 1979. I enclose:        \$5.00 for me and my family:        \$2.00 for senior citizen or retired person.

Name \_\_\_\_\_

Address \_\_\_\_\_ Telephone \_\_\_\_\_

Special interests and suggestions: \_\_\_\_\_

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