



The West Ender

By and for the West End Neighborhood

UPCOMING EVENTS

West End Association Meetings

4th Tuesdays at 6:00PM
Next: June 25, 2019
West End Room
William G. White YMCA
775 W End Blvd, Winston-Salem

Historic Resources Commission Meetings

1st Wednesdays at 4:00 PM
Next: Aug 7
NO meeting in JULY
Bryce A. Stuart Municipal Building Room 530
Winston-Salem

Certificate of Appropriateness Applications

Submittal deadline no later than 5:00PM the 2nd Wednesday of the month before the next HRC meeting. **Next due dates July 12 & 17**

West End Collections

Garbage & Yard Waste
Thursdays, weekly
Recycling (Blue bins)
Every 2nd Monday:
May 6 & 20, June 3 & 17

Bulky Item Pickup 2019

June 17 - Addresses south of Brookstown Ave (toward Business 40).

June 24 - Addresses north of Brookstown Ave.

MEMBERSHIP RENEWAL 2019!

Renew your West End Membership Today! Details at historicwestend.org

The West Ender is published by the West End Association thewestender@yahoo.com

historicwestend.org

June 2019

Summer in the West End - Baseball and July 4th

JULY 4th Picnic in Hanes Park

Celebrate Independence Day with the West End Association! The 2019 Fourth of July Picnic will be held at the Hanes Park playground from 11:30am until 1:30pm. The newly renovated playground has more tables and places to sit. This event provides a great opportunity to catch up with old friends and to meet new neighbors. The WEA will provide barbeque, fried chicken, cups, plates, napkins, flatware and soft drinks. Please bring desserts and/or side dishes to share.



West End, July 4th 2015. Photo by T.J. Hauptert

Bicycle, tricycle, skateboard, and scooter parade for the kids around the Hanes Park playground sidewalk at NOON. Kids can decorate their wheels with streamers and flags. Some decorations will be provided but additional decorations to share are needed.

Volunteers are needed to help with set-up and clean-up. Show up at 11:00 or contact dbradley@triad.rr.com to volunteer.

****IN CASE OF RAIN, check our FaceBook page****

West End Neighbors Association

West End BASEBALL NIGHT with the Dash

Thursday, June 20, 7PM,



Winston-Salem Dash vs. Lynchburg Hillcats

Tickets are FREE for West End Association members. If you're not yet a member, you can change that for the crazy low price of \$20 per household, be part of what's going on all year, and grab your free tickets!

Visit historicwestend.org to join or renew!

Tickets are LIMITED so reserve your seats NOW.

WEA Members: send an email to dbradley@triad.rr.com with subject "West End Dash." Include your name & address and the number of tickets that you'd like for your immediate family.

Non-members: tickets are \$10 each. We'll accept mail orders that reach us by June 15. Make a check out to "West End Association", include your email, and mail to: Dash Night, West End Association, PO Box 21054, Winston-Salem, NC 27120-1054.

Pick up tickets at the Will Call window on game day.



Minnie Gray Marshall & William Thomas Smither Houses

The fourth article in this series by Margaret Supplee Smith

In the 1920s, Reynolds Tobacco Company marketing executive William Thomas Smither and his wife Minnie built two substantial, fireproof houses in the West End and West Highland (Section Two) neighborhoods developed by Pleasant Henderson Hanes' West End Development Company.

Apparently an earlier house of theirs had burned. Mr. Smither, "once burned, twice shy," insisted on building fireproof houses henceforth.

The Smither's house at 1326 Glade Street on the corner of Sunset (photo next page, top) is unusual in its use of rusticated concrete blocks, a modern fireproof material marketed in the late nineteenth and early twentieth centuries. Smooth concrete blocks create a quoin pattern around the openings of the entrance doorway and the windows. Sited above two sets of concrete steps, the two-story four-square house has a hipped roof, central dormer, and front porch with tapered concrete posts on brick plinths.

By 1928, the Smithers had built another striking residence. Commanding the prominent corner of Halcyon and Georgia avenues like a medieval fortress, the Smither's new Tudor Revival home (photo next page, bottom) provided a spectacular view of downtown Winston-Salem. The two-story half-timbered, fireproof house has steel beams, 2-foot wide basement walls, and brick and stone on its façade. Tudor Revival was second only to Colonial Revival as the choice of clients erecting large historic period homes in upscale suburban neighborhoods.

In both the West End and the West Highlands, the Smither's next door neighbors were also employed by the R. J. Reynolds Tobacco Company.

Mr. Smither, who worked at Reynolds from 1907 until he retired in 1957, was the first head of the company's first permanent advertising department, established in 1937. These were the glory years of Camels, when the slogan, "I'd walk a mile for a Camel" was everywhere. It was on Smither's watch that the most famous of all outdoor advertising signs—the Camel billboard that blew smoke rings in Times Square—went up in 1941. Also on his watch, Reynolds mounted its postwar campaign, More Doctors smoke Camels than any other Cigarette! (In that era, tobacco companies advertised in medical journals and physicians promoted smoking.)

Minnie was from Dennis, North Carolina, and William was from Richmond, Virginia. They married in October 1917 and had three daughters who attended the R. J. Reynolds High School, which opened in 1923.

The author is the Harold W. Tribble Professor Emerita, Wake Forest University.

Daniel Boone Trail Monument Traffic Island Gets a Trim

Have you noticed that the City has cleared the traffic island at the dangerous intersection of West End Blvd. and Reynolda Road? With the addition of busy businesses to this area and with the rerouting of traffic during the Business 40 closures, traffic in this area has increased significantly. After discussions with the West End Association, area businesses, and neighbors, the City decided it was time to clear the overgrown bushes on the island.

Notably, the three large holly trees were trimmed up six feet thereby opening up sight lines. Cars approaching the intersection now have much better views of oncoming traffic and, hopefully, of pedestrians. While this is a significant improvement, this intersection remains dangerous, especially for pedestrians crossing in any direction.

The City is considering additional changes that could be made to improve pedestrian safety and to slow traffic. Send potentially helpful suggestions to the WEA and we will forward them to the City for consideration:

TheWestEnder@Yahoo.com

Photos by M. Lively (May, 2019)



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Minnie Gray Marshall & William Thomas Smither Houses Today



The Smither's house at 1326 Glade Street. Photo by Jackson Smith, 2019

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The Smither's house on the corner of Halcyon and Georgia. Photo by Jackson Smith, 2016

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Using the West End Listserv

The West End Listserv was created in 2010 by the West End Association for the benefit of the neighbors in Historic West End.

SUBSCRIBE: west_end_listserv-subscribe@yahoogroups.com
UNSUBSCRIBE: west_end_listserv-unsubscribe@yahoogroups.com
POST: west_end_listserv@yahoogroups.com
PREFERENCES: Register with Yahoogroups and login to the WestEndListserv group site. You can elect to receive individual emails as they are sent or a single email with the daily digest of all messages sent each day.

Find us on **Facebook** at **West End Neighbors Association**
 West End Historic District (Winston-Salem, NC)

2019 West End Association Board

Officers: Jo Ann Mount - President Clint Buss - Vice President
 David Elam - Treasurer Jan and Jake Wharton - Secretary

Board Members: Dan Bradley, Victoria and Kevin Goral, Breonte Guy and Matt Early, Alex Helsabeck, Margaret Hermann, Frank Johnson, and John Merschel

The West Ender is published by the West End Association, PO Box 21054, Winston-Salem, NC 27120. Reach us by email: TheWestEnder@yahoo.com, Visit our website: historicwestend.org
 On Facebook at *West End Neighbors Association*

West End Association Membership

Annual dues: \$20 per household. Annual business membership: \$80 per business, contact us for details about business memberships (TheWestEnder@Yahoo.com)
 Visit historicwestend.org to **renew by PayPal** or mail your check to West End Assoc., PO Box 21054, Winston-Salem, NC 27120