



Nomination for 2016 Selection

Application deadline: Fri., Feb. 26, 2016 by 5 p.m.

DELIVER TO: City Hall, 101 N. Main St., Winston-Salem,
Marketing & Communications Department, Suite 336

OR MAIL TO: City of Winston-Salem
Marketing & Communications Department
P.O. Box 2511
Winston-Salem, NC 27102

Nominee's Stage Name: W.S. Soates Given Name: William Samuel Soates

Address at Time of Death: 1701 E 14th St. Winston Salem State: NC

Winston-Salem Resident: Beginning: 1878 (year only) To: 1949 (year only)

Category: Music Visual Arts Dance Motion Pictures
 Theater Television Writing Radio

Criteria:

- The nominee(s) exhibited sustained excellence in his or her field for at least five years.
- The nominee(s) made distinguished contributions to the community and civic-oriented participation.
- The nominee(s) is deceased (must provide copy of death certificate).
- The nominee(s) was a resident of Winston-Salem for at least five years.
- The nominee(s) made a significant contribution to the arts or entertainment industry in one or more of the following areas: music, dance, theater, writing, visual arts, motion pictures, television, or radio. A "significant" contribution would be iconic in terms of renown and the impact on the artistic disciplines or popular culture.
- Application must include nominee's performance/accomplishment biography.
- Attach nominee's biography with dates which must include at least 5 years of accomplishments in the arts, culture, or entertainment field.
- Attach a list of nominee's civic/community involvement.
- Attach a copy of nominee's death certificate.

Sponsor: Linda Soates DARK - Granddaughter

Address: 91 Luzette Drive

City: Winston Salem State: NC Zip Code: 27103

Email: Lsdark@hotmail.com

Phone: Home: 336 765-2284 Cell: 240 593-4898

Signature: [Signature] Date: 2-25-16

Nominee's Accomplishment Biography
William S. Scales (1878-1949), Winston Salem NC

W.S. Scales was an early movie-maker and entrepreneur who contributed to the entertainment and cultural life of the Twin City's African American community in the early to mid - 1900's. Born here in 1878, he left the factory where he began work as a laborer (RJR Tobacco), and opened a small "café" to serve his former co-workers a hot meal at lunchtime. Because that venture and others were successful, he eventually was able to open three theaters in Winston Salem to serve African Americans. This was during the era of segregation; therefore, this was one of the first outlets for entertainment located in the minority community. When white – owned theaters did finally permit African American customers, they had to go up into the balconies rather than be seated in the main auditorium.

The "Lincoln Theater", the "Lafayette Theater", were located in what was considered to be the 'black business district'. This area was Third and Fourth Streets, between Chestnut and Church Streets. The Lafayette was located at (approximately) 124 ½ E. Fourth Street; the Lincoln was around the corner westward on Church, near the intersection of 4th Street and Church. Both these theaters were in the shadow of the rear of the towering Reynolds Building and within walking distance of the Safe Bus Company's downtown terminal stop, at Third and Chestnut. Today's Public Safety Building on Church Street sits on the former physical site of the Lincoln. The "Rex" was a third theater operated by W.S Scales.

1920 – 1960's:

The Lafayette began with Vaudeville acts in the 1920's, and, for example, the parents of the Nicholas Brothers (Fayard and Harold who went on to Hollywood fame), performed there. This theater was sustained until the early 1960's, when urban renewal, the unrest of the Civil Rights movement, and deterioration combined to cause its closing.

During the early years, W. S. Scales, in addition to arranging for entertainment acts to come to Winston, dabbled with movie making. One early attempt in 1922 was "A Shot in the Night" (as recorded in an unpublished Scales family history by Willa Mae Scales Heningburg - 1983). An earlier film was entitled: "A Giant of His Race" and was shown at the Lafayette in 1921. I have attached a copy of the advertisement; that document is courtesy of Mr. Alex Albright of East Carolina University, Greenville, N.C. This film was later shown in Chicago, Ill and a few other cities.

The Museum of NC History in Raleigh previously created an exhibit in 2015 entitled "Starring North Carolina", and W.S. Scales received mention as an early movie maker, with 'North State Films'. Information obtained from their exhibit is as follows:

Name: W. S. Scales Title: Director, Producer

Date: 1879–1949

Credit: Linda Scales

Text: W. S. Scales was one of the earliest African American producers, and his studio, North State Film Corporation, was possibly the first in North Carolina run by a North Carolinian.

From Madison (Rockingham County), Scales became a successful businessman and theater owner in Winston-Salem. In the 1920s he started producing "race films" that targeted black audiences—including A Giant of His Race (1921), His Great Chance (1923), and The Devil's Match (1923), all with African American director Ben Strasser'.

Courtesy of Sallie Bloom-919-807-7965

*North Carolina Museum of History **

Longleaf Film Festival, Online Teacher Workshops and Producer, North Carolina: Long Story Shorts!

Other documentation was found by Mr. Albright in the Chicago Defender paper, after a showing of "A Giant of His Race" in that city. It reads as follows:

Letter from Ada L. Booker, 739 Depot St., [Pratt's Palace Hotel] Winston-Salem, says 'Scott's Players are at Scales' Lafayette Theater & doing good business'. (Chicago Defender, Oct 1921).

1923 – Elected as Assistant Secretary of the Theater Owners Booking Association or TOBA. (Alex Albright, East Carolina University, Greenville, N.C.)

Please also note the paragraph from the local tourism website in which W.S. Scales' venture into night club ownership is discussed. (www.visitwinstonsalem.com/experiences/exp_aaguide02.html)(10-26-2007)

Civic and Community Involvement

- W.S. Scales was an active church member. For many years, he was the Treasurer as well as trustee for St. James AME (African Methodist Episcopal) Church. This church is still located at 1501 Patterson Avenue. The AME Church dates to 1787 when Richard Allen (a former slave) and others were pulled off their knees while praying in church. Thus, they left St. George Methodist Episcopal Church in Philadelphia in protest, and the AME Church was born.
- Scales founded Scales Bonding Company (1924-1949), for the purpose of getting workers out of the local jail, so they could return to work. Most of his early customers were arrested for minor charges: loitering, excessive drink, and the like. This business lasted and was transferred to his son after his death in 1949.
- He was a chairman of the North Carolina Colored Fair – again, this was a time of segregation, so blacks and whites had separate events. There he often coordinated a horse and buggy race for the community with his own animal as one of the entrants -"Madie Dare". (Heningburg, 1983).
- For a time, he agreed to take the helm of an early local bank or credit union, which was established for colored customers only.
- And, W.S. participated with male friends in brotherly fellowship, as a member of the Knights of Pythias, a fraternal organization. This is no longer in existence.
- Finally, oral family tradition states that he, being the oldest sibling of nine, helped some sisters and a brother in starting their own businesses, whether a small café, or a neighborhood grocery. (Heningburg, 1983)

For these reasons, I request that my grandfather, William Samuel Scales (1878-1949), may be considered as a recipient for the Walk of Fame at the Convention Center. Thank you.

The N.C. Museum of History is located at 5 E. Edenton Street in downtown Raleigh. The museum collects and preserves artifacts of North Carolina history and educates the public on the history of the state and the nation through exhibits and educational programs

SEE THIS TONIGHT

THE NORTH STATE FILM CORPORATION Presents

**A
GIANT OF
HIS RACE**

WITH AN ALL-STAR COLORED CAST

the MOST STUNNING PRODUCTION in the History of Racial Films!

SHOWING the Progress of Our People for 2,000 Years and the Wonderful Development, DESPITE PREJUDICE AND HATRED of a 20th Century Pariah into "A GIANT OF HIS RACE."

8,000 Feet of Gripping Interest **8,000**
at Which You Will Marvel

NOW PLAYING!

Thurs., Fri., Sat., SEPT. 8, 9, & 10

ADULTS. 20c; CHILDREN. 11c; Including War Tax

A. P. M. TO MIDNIGHT
ATLAS THEATER
2711 STATE STREET

LINCOLN GARDENS
Formerly ROYAL GARDENS

459 E. 31ST ST.

WILLIAM GEORGE, Manager

DANCE NIGHTLY on the Finest Floor in Chicago

WICKLIFFE'S FAMOUS GINGER BAND
LILLIAN WILSON
CLARA LEWIS

SHADDE'S LUNCH
JANIE STRAIN

REFRESHMENTS of the FINEST QUALITY

Atkins received an honorary doctorate from Howard University in 1928, recognizing him as a "responsible and trusted citizen" not only because of his vision as an administrator but his stake in the solvency of the community. Hill was also a president and a founder of Twin City Building and Loan Association, one of two black-owned savings and loans. The other, Peoples Building and Loan Association, was established by J.S. Hill.

Economic Freedom

Hill had come to Winston-Salem for an education. In turn, he became a leader and participated enthusiastically in the fundraising campaign to endow Slater Industrial and Normal School. This experience had lasting importance; for another Slater Industrial Academy graduate, Charles Jones, who, along with Francis Kennedy, founded the city's first black-owned bank, Forsyth Savings Trust Co., in 1907.

William Samuel Scales, who became president of the Forsyth Savings and Loan in 1923, exemplified the entrepreneurial spirit of his era. Though he had little formal education and labored in the R.J. Reynolds factory on Third Street, as did other blacks, Scales had a flair for entertaining. With his earnings and the help of his family, he opened one café across from the factory and another across from East 14th Street. The popularity and profitability of both businesses afforded him the opportunity to venture into night club ownership and bonding. He purchased the Lincoln, Lafayette and Rex Theatres, which showcased popular bands and vaudeville acts.

In 1906, Winston Industrial Association, founded by R.W. Brown et al., issued the first policy to Susan Ann Snyder and within a few years offered coverage to African Americans throughout the state. By 1915, the company had merged with Mountain City Mutual Life in Asheville. The name Winston Mutual Life Insurance Co. was adopted in 1939, but headquarters did not return to Winston-Salem until 1969. The agency remained at its East Fifth Street location until its merger with Golden State Mutual Life in the mid-1980s.

L.C. Kerns organized the Colored Merchants Association (CMA), which was

APR 8 1949
REGISTRATION DISTRICT NO. 34-95/256
CERTIFICATE OF DEATH

This is a legal record and will be permanently filed.

Type or write legibly. Use black ink.

All items must be complete and accurate.

The undertaker, or person acting as such, is responsible for filing the completed certificate with registrar of the district where death occurred.

The physician last in attendance is required to state the cause of death and sign the medical certification.

If there was no doctor in attendance, medical certification to be completed by local Health Officer (or Coroner, if request was held).

FORM 8
Rev. 1/48

THIS COPY FOR STATE BOARD OF HEALTH

1. PLACE OF DEATH a. COUNTY <u>Forsyth</u>		2. USUAL RESIDENCE (Where deceased lived. If institution: residence before admission). a. STATE <u>N. Carolina</u> b. COUNTY <u>Forsyth</u>	
b. CITY OR TOWN <u>Winston-Salem</u>		c. CITY OR TOWN <u>Winston-Salem</u>	
d. FULL NAME OF HOSPITAL OR INSTITUTION <u>Kate Bitting Hosp</u>		d. STREET ADDRESS <u>1701 East 14th St</u>	
3. NAME OF DECEASED a. (First) <u>William</u> b. (Middle) <u>S</u> c. (Last) <u>Scates</u>		4. DATE OF DEATH (Month) (Day) (Year) <u>March 21 1949</u>	
5. SEX <u>Male</u>	6. COLOR OR RACE <u>Col.</u>	7. MARRIED, NEVER MARRIED, WIDOWED, DIVORCED (Specify) <u>Married</u>	8. DATE OF BIRTH <u>June 10, 1898</u>
9. AGE (In years last birthday) <u>50</u> 10. MONTH <u>9</u> 11. DAY <u>11</u>		12. CITIZEN OF WHAT COUNTRY? <u>U. S. A.</u>	
10a. USUAL OCCUPATION (Give kind of work done during most of working life even if retired) <u>Bondsman</u>		10b. KIND OF BUSINESS OR INDUSTRY <u>Bondsman</u>	
13. FATHER'S NAME <u>John Brown</u>		14. MOTHER'S MAIDEN NAME <u>Hannah Scates</u>	
15. WAS DECEASED EVER IN U.S. ARMED FORCES? (Yes, no, or unknown) (If yes, give war or dates of service) <u>No</u>		16. SOCIAL SECURITY NO <u>None</u>	
17. INFORMANT'S NAME AND ADDRESS <u>Mrs Mary S. Scates Winston-Salem, N.C.</u>		17. INFORMANT'S NAME AND ADDRESS <u>1701 E. 14th St.</u>	
18. CAUSE OF DEATH Enter only one cause per line for (a), (b), and (c)		MEDICAL CERTIFICATION	
I. DISEASE OR CONDITION DIRECTLY LEADING TO DEATH* (a) <u>Coronary thrombosis</u>		INTERVAL BETWEEN ONSET AND DEATH	
ANTECEDENT CAUSES *This does not mean the mode of dying, such as heart failure, asthma, etc. It means the disease, injury, or complication which caused death.		DUE TO (a) <u>Arteriosclerosis</u>	
II. OTHER SIGNIFICANT CONDITIONS Conditions contributing to the death but not related to the disease or condition causing death.		DUE TO (a) <u>Diabetes & Colic</u>	
19a. DATE OF OPERATION <u>3/16/49</u>	19b. MAJOR FINDINGS OF OPERATION AND/OR AUTOPSY <u>Coronary atherosclerosis & Colic</u>		20. AUTOPSY YES <input checked="" type="checkbox"/> NO <input type="checkbox"/>
21a. ACCIDENT SUICIDE HOMICIDE	21b. PLACE OF INJURY (e.g., in or about home, farm, factory, street, office bldg., etc.)	21c. (CITY, TOWN, OR TOWNSHIP) COUNTY STATE <u>W. S. M. Forsyth N.C.</u>	
21d. TIME OF INJURY (Month) (Day) (Year) (Hour)	21e. INJURY OCCURRED WHILE AT WORK <input type="checkbox"/> NOT WHILE AT WORK <input type="checkbox"/>	21f. HOW DID INJURY OCCUR	
22. I hereby certify that I attended the deceased from <u>3/21 1949</u> to <u>3/21 1949</u> , that I last saw the deceased alive on <u>3/20 1949</u> , and that death occurred at <u>12:30 a.m.</u> from the causes and on the date stated above.			
23a. SIGNATURE <u>W. D. [Signature]</u>		23b. ADDRESS <u>W. S. M. N.C.</u>	23c. DATE SIGNED <u>3/22/49</u>
24a. BURIAL, CREMATION, REMOVAL (Specify) <u>Burial</u>	24b. DATE <u>Mar 23 1949</u>	24c. NAME OF CEMETERY OR OBITUARY <u>Evergreen</u>	24d. LOCATION (City, town, or county) STATE <u>Winston-Salem, N.C.</u>
DATE REC'D BY LOCAL REG. <u>MAR 30 1949</u>	REGISTRAR'S SIGNATURE <u>John H. Egger</u>	25. FUNERAL DIRECTOR <u>Howard Robinson-Winston-Salem, N.C.</u>	