THE CAROLINIAN

NEWSPAPERS . . JOB PRINTING





From
1940 - Present
From
1st - 4th Generation

The Carolinian's
Progress Edition 2026

Footprints Through The Carolinian's 86 Year History

Beginning in October 1940, The Carolinian presented the public with an eight-page, seven-column newspaper. The Carolinian is an outgrowth of the Carolina Tribune.

The Carolina Tribune had its inception under Claude Whitaker after World War I and was printed in the Orgen Printing Co.'s plant at 115 E. Hargett St. in Raleigh. The plant later moved to 118 E. Hargett St. under the management of C.A. Whitaker and L.M. Cheek.

Around 1922, H.E. Fontillo-Nanton, who had worked with the Carolina Times, assumed the ownership and editor-publisher position of the Carolina Tribune. He published the Tribune until October 1940, at which time the name was changed from the Tribune to The Carolinian.

P.R. Jervay, Sr. assumed the position of editor-publisher-owner of The Carolinian in 1939. Jervay had come into the business with Nanton, who had a position with NYA in Raleigh. Nanton later took a position doing property survey work in Raleigh.

From there, he pursued his doctorate at Iowa State University. This placed him in the education world, where he spent some 25 to 30 years between Texas, South Carolina, Raleigh and Hampton Institute (now University).

Jervay came to Raleigh from Wilmington, where he aided his father in the publishing of the Cape Fear Journal. Going there from Hampton Institute, where he had been an instructor in Linotyping, he remained there from 1926 until 1939, when he left for Raleigh.

Being a man of insight, Jervay realized that education is the cornerstone of success for the black community. And with that in mind, he created several innovative ideas to help promote education through the pages of The Carolinian.

Every year, The Carolinian publishes an education edition which allows different educational institutions to tell about themselves and explore various issues. The paper also regularly published a school page during the school year called "Window To Our Public School System."

Jervay began his tenure with the following equipment: Michle cylinder press, Model 14 Linotype machine, 9X12X18 job presses, Diamond paper cutter, Boston stitcher, Miller bench saw, type cabinet, miscellaneous type and print shop tools.

Knowing that a quality newspaper must have good machinery and efficient personnel, he set a goal of improving the mechanical equipment. The personnel at the time consisted of only three printers, a salesman, a reporter, some part-time personnel and himself.

The Carolinian's predecessor, the Tribune, was an eight-page, seven-column newspaper with depressed circulation, scarce advertising and minimal good will. However, the struggle to keep going was accomplished by those who fostered the Tribune and they deserve due credit, as many were good newspaper personnel.

In 1945, The Carolinian enlarged its facility in order to house an eight-page direct print web press to complement other equipment such as an Intertype and Monotype machines. By this time, there had been considerable growth in personnel and necessary equipment.

In order to develop what seemed expedient for capital intake beyond Carolinian revenue, a block of papers were printed comprising at least seven per week covering Raleigh, Wilmington, Fayetteville, Kinston, Greensboro, Winston-Salem, Asheville and sometimes Knoxville and Chattanooga, Tenn. and Charleston and Columbia, S.C. All papers were make-over eight-page format regular eight columns.

After several years, the management decided eight-page papers were noncompetitive on a statewide basis as they could not accommodate news and pictures of North Carolina, which were being sent, in large measure, out of state and marketed back to three major black weeklies.

In 1950, a group of home economics teachers bought the Arcade building from the North Carolina Mutual Life Insurance Co. Subsequently, Ms. Lucy Fuller James, in charge of affairs for the group, requested The Carolinian to move.

In June of 1952, The Carolinian broke ground for its business location at 518 E. Martin St. The plant, containing 20,000 square feet, was of brick and cinderblock construction. A 24-page Hoe stereotype press was installed in the new location and a program of additional pages was inaugurated.

For 10 years, The Carolinian operated with 16 or more pages from what was then an all-letterpress mechanical department, experiencing steady growth in its news content, advertising, circulation and general acceptance in Raleigh and the state.

For seven years, The Carolinian fostered a food show and exposition beginning in the basement of First Baptist Church, thence to Spaulding Gymnasium and finally to Raleigh Memorial Auditorium.

The growth of The Carolinian was not without hardship. During World War II, when the need for armed forces personnel sapped the manpower of business and industry, in fact, every walk of life, the emptied reservoir of printers and newspaper people left a questionable future.

The Carolinian resorted to a training program in all phases of its operation following the period of the manpower shortage. While this program served a need, many of the trainees who became journeymen sought larger cities and plants that paid higher wages.

Even after the training program was disbanded, many of the employees of the newspaper have moved on to greener pastures, especially since the commitment to the black press is less by most of its employees in modern times. Some of The Carolinian's former employees can be found in government, school offices, metropolitan dailies and other black newspapers.

Jervay retired from his role as publisher in late 1991, and after his death in 1993, the paper experienced a period of flux. Uncertainty about succession to the paper's ownership, economic recession, problems with aging equipment and the necessity to move from the Martin Street plant due to urban renewal contributed to uncertainty about the paper's future.

Problems came to a head in 1994, when a number of local and national advertisers left in the wake of the Republican Revolution. This, coupled with a national paper shortage which saw the price of newsprint quadruple over a period of months, produced a very serious situation.

Indeed, dozens of black and smaller community newspapers across the country found they could no longer survive and went out of business during this period.

The Carolinian was forced to cut back seriously on the number of pages it printed, and other cutbacks were instituted, but the paper stayed in business, and slowly, things began to improve.

In 1997, P.R. Jervay, Jr. assumed the position of editor-publisher of The Carolinian. Improvements, both to equipment and production, were made, including the addition of color photographs on the front page and a redesigned look and feel for the paper.

In the past few years, The Carolinian has prospered and expanded. Advertisers have come back, and new features have been added. The Carolinian now averages 14 pages per issue in its Thursday edition and offers a Sunday Digital Edition.

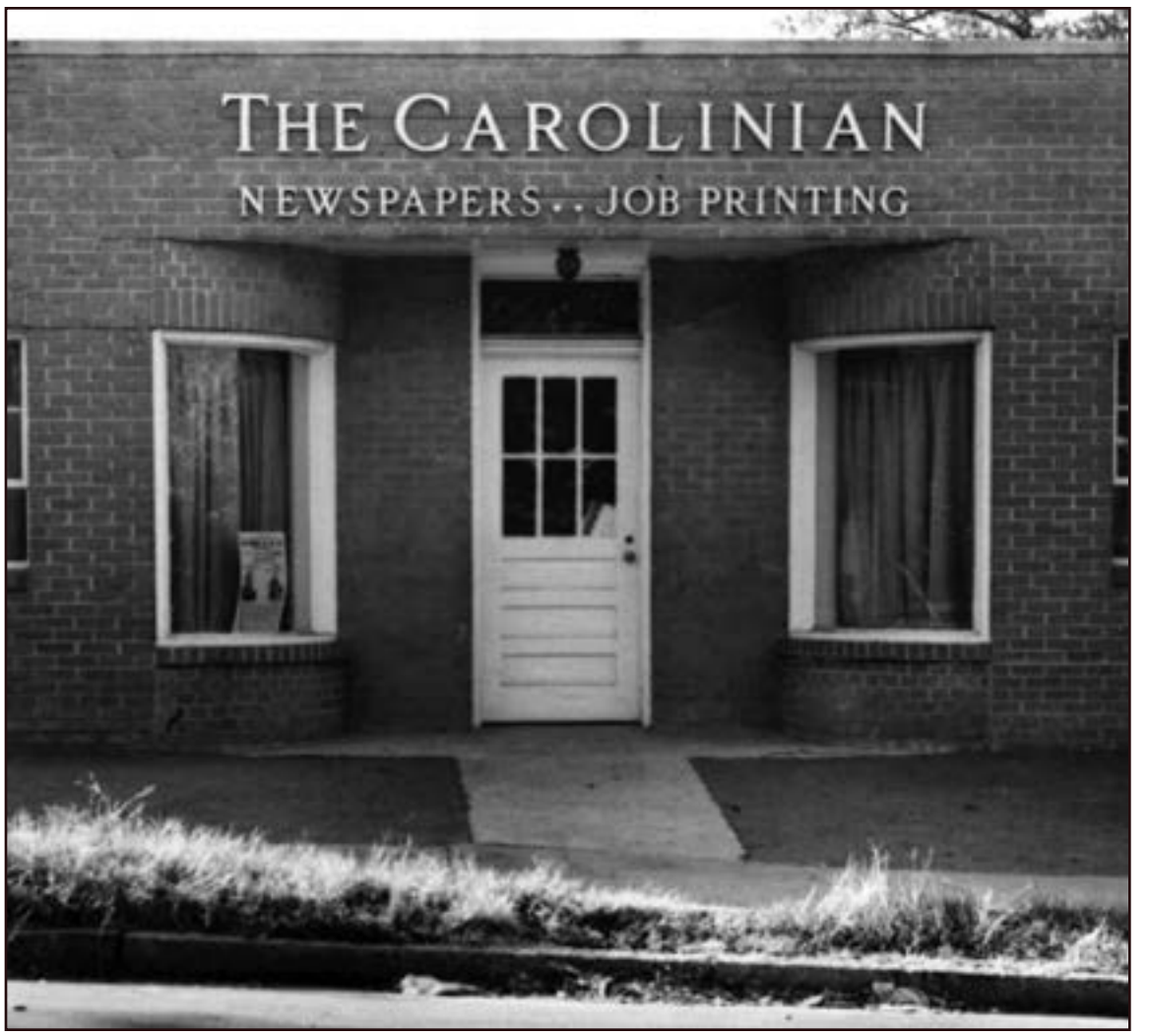
Recognition has increased, as well, with editorials regularly reprinted in the mainstream press and columns and news articles being reprinted in other black press outlets as far away as Dallas and New York City.

Many area media outlets, both print and broadcast, have learned to rely on The Carolinian for firsthand, up-to-date information on the African-American community, and a number of important stories in recent years concerning the community have "broken" in the pages of The Carolinian first.

In 2016, The Carolinian's ownership was passed on to PR Jervay, Sr.'s granddaughter, Adria Jervay; who became the third generation publisher of The Carolinian newspaper. She, like her grandfather, has brought innovative and adaptive ideas to the newspaper. Ms. Jervay has incorporated digital news broadcasts and social media to ensure that The Carolinian's readership remains strong and vast.

The Carolinian's offices are currently located at 1015 Cross Link Road in Raleigh, and plans are currently under way for further expansion and renovation. For the first time since being displaced in 1994, The Carolinian has a home of its own.

The Carolinian newspaper has been in homes for many generations, and plans on staying for many generations to come. The future publishers of The Carolinian are currently being groomed and have taken on key rolls in the newspaper already. For the foreseeable future, The Carolinian will remain the principal advocate, informer and defender of the community.



THERE IS NO PLACE LIKE HOME — The Carolinian's office at 518 E. Martin St. was completed in 1952. The newspaper was published there until 1994, when urban renewal forced the plant to move. It has called several edifices home unit it moved to our new permanent location at 1015 Cross Link Road in Raleigh.

The Importance of Legacy in Business

In business, success is often measured by profits, growth and market share. But a truly successful business leaves something far more valuable behind: a legacy. Legacy is about more than how long a company has been in operation. It is about the lives it touches, the values it upholds and the impact it makes on the community it serves.

Businesses that build a lasting legacy understand that their responsibilities extend beyond the bottom line. They create jobs, support local initiatives, mentor future entrepreneurs and help strengthen the communities that contribute to their success. Through their commitment to service, integrity and excellence, these businesses become trusted institutions that generations can depend on.

Legacy also provides a foundation for the future. Companies that honor their history while embracing innovation demonstrate that tradition and progress can work together. Their stories remind us that success is not simply about what a business achieves today, but what it makes possible for tomorrow.

Ultimately, a business legacy is measured not only by the wealth it accumulates, but by the opportunities it creates, the people it inspires and the difference it makes. Long after products change and markets evolve, a business rooted in purpose and community can continue to influence lives for generations.

The greatest measure of business success is not just what you build, but what remains because you built it.





ANNOUNCEMENTS

PRIDE MAGAZINE ANNOUNCES FINAL EDITION AFTER 33 YEARS OF SERVICE TO THE CHARLOTTE COMMUNITY

The January/February 2027 "Legacy" edition will commemorate the people, businesses, organizations and events that have helped shaped the Queen City's history.

Founded in 1993, Pride Magazine has been an enduring voice in Charlotte, recognizing the people and organizations that have helped shape the Queen City while bringing attention to issues affecting its residents. This announcement marks the conclusion of a remarkable journey that began at The Charlotte Observer and continued when Dee Dixon purchased the publication in 2001, becoming an entrepreneur and publisher.

"This is a bittersweet decision, filled with a mixture of emotions," said Dixon, CEO and publisher of Pride Magazine. "When I reflect on everything we have accomplished over the years, I feel an overwhelming sense of pride. Our mission has always been to honor achievement in the African American community, and we have done that and so much more."

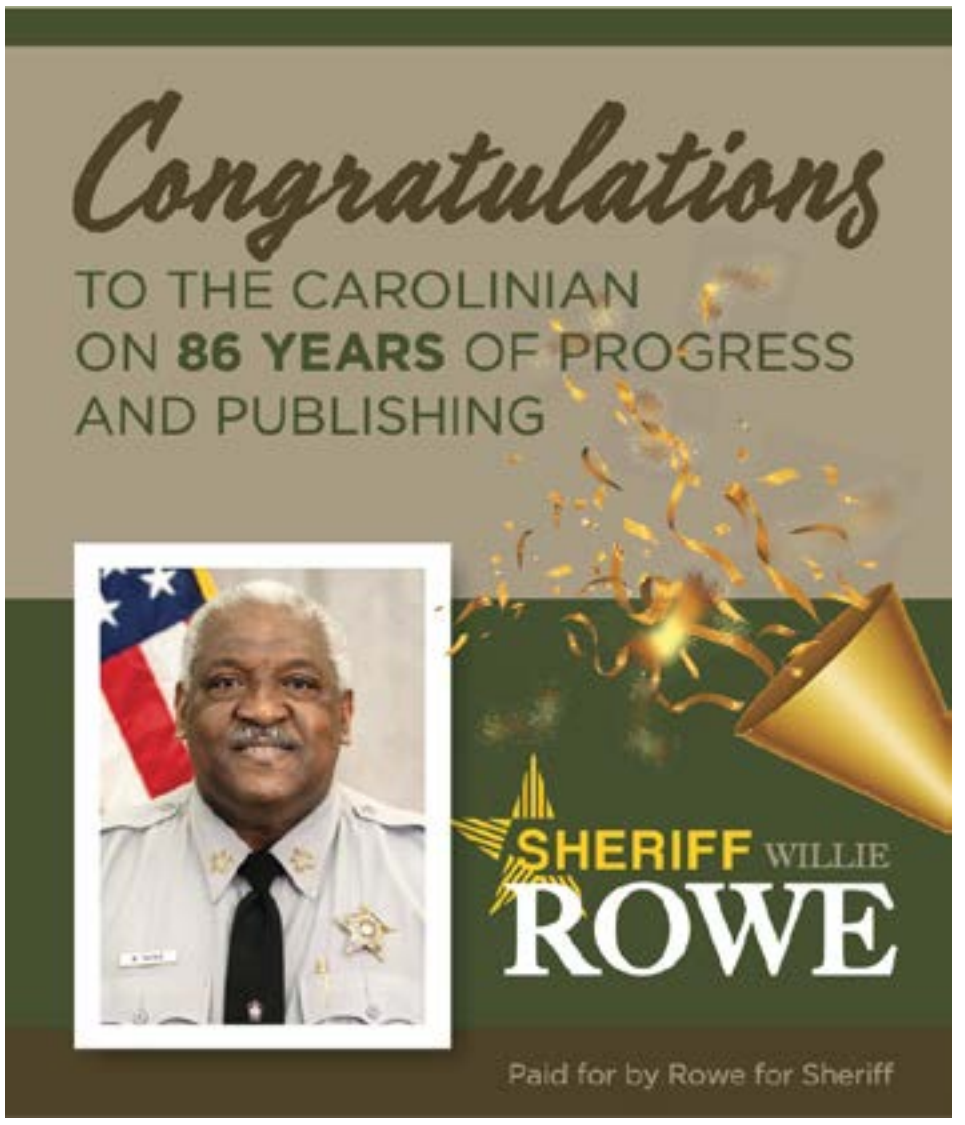
Throughout its 33-year history, Pride Magazine has introduced readers to entrepreneurs, educators, corporate leaders, physicians, artists, community advocates and other change-makers. The publication has celebrated accomplishments deserving of recognition, brought important community issues into focus and documented people and organizations whose contributions have helped shape Charlotte's history.

Beyond its pages, Pride Magazine has helped build community through signature initiatives and events, including the Sunset Jazz Festival, the Pride Awards, the Charlotte Health Symposium, What Women of Color Want, The Pride Educational Empowerment Program (PEEP) and the Women's Intercultural Exchange (WIE).

Dixon has expressed deep gratitude to the advertisers, sponsors, contributors, writers, editors, photographers, designers, distributors, community partners and family members whose support and talents helped sustain the publication throughout its journey.

A Final Opportunity to Celebrate Pride's Legacy

The January/February 2027 "Legacy" edition will offer a special opportunity to reflect on the people, businesses, organizations, events and memories that have made a lasting impact on Charlotte. The commemorative issue will also provide an opportunity for longtime supporters, advertisers, sponsors and community partners to celebrate the publication's legacy and be part of its final chapter.



Ernie Pitt, Former Owner And Publisher Of The Winston-Salem Chronicle Dies At Age 80

By Cash Michaels



Another pioneer of North Carolina's Black Press has passed on.

Ernest Harold "Ernie" Pitt, the original owner, cofounder and publisher of The Winston-Salem Chronicle died Oct. 23rd.

He was 80 years old.

"He was a pioneering publisher, a Vietnam veteran, a community leader, and a member of the North Carolina Media & Journalism Hall of Fame," said Pitt's son, Wali. "For 43 years, he led The Winston-Salem Chronicle."

Founded in 1974, The Chronicle, as it is more commonly known, became the voice of Winston-Salem's African-American community under Ernie Pitt. Starting as a four-page weekly with no money or investors, it not only reported news most important to its community, but also challenged the Twin City's political power structure when needed on behalf of the Black community.

Along with his then wife, Elaine, working behind the scenes to keep the newspaper afloat, Pitt hit the streets in search of stories and events he could put in The Chronicle so that his community was kept abreast rneyre were plenty of copies to cover the community. And of course, just like the Black newspaper owners of yesteryear, Pitt made sure he sold as much advertising as possible to build The Chronicle, and keep it viable and alive.

For Ernie Pitt, publishing The Chronicle was a fulfilling journey in creating a Black enterprise that built wealth, provided a platform for community leadership, and carefully built a legacy for others, especially young people to follow. Through The Chronicle, publisher Pitt became nationally known for his vision and commitment to excellence.

In 2017, Pitt sold the newspaper to The Chronicle Media Group.

In April 2022, Pitt was inducted into the North Carolina Media and Journalism Hall of Fame.

On April 29th, 2008, as president of the NC Black Publishers Association, Ernie Pitt led a roundtable of NC Black Publishers from across the state in welcoming then presidential candidate Sen. Barack Obama (D-Ill.), who would go on to become the first African-American president of the United States. That historic meeting was captured in a YouTube video that remains on the site (https://www.youtube.com/watch?v=W1NA4ToF-rU).

Long before Ernie Pitt started The Chronicle, he led an interesting life.

In 1965, the U.S. Army sent him as a teenager to Vietnam. He admits to be a young man with no direction at the time. "The Army seemed to be a holding ground.... to get yourself together," he recalled. When Pitt left the Army, he got into trouble, ending up in prison for two to three years. But he taught school to inmates while there. It was Ben Ruffin, a special assistant to then Gov. Jim Hunt, who helped to get him a pardon.

It was at NC A&T University in Greensboro where Pitt Realized he had a writing talent.

Pitt ultimately decided to start a Black newspaper in Winston-Salem b because it was the only major city in North Carolina without one. It was a hard task, but ultimately Pitt succeeded in building The Chronicle into a community institution.

"You can only be resurrected when you've gone through the fire," Ernie Pitt Once said. "And I've been through the fire several times."

We Only Build Garages and Out-Buildings

Carolina Custom Builders

Stu Daugherty
Owner

Visit us at the:
HOME IMPROVEMENT CENTER

4905 Departure Dr.
Raleigh, N.C. 27616
(919) 790-1234
FAX (919) 790-1010
www.carolinacustombuilders.com
carolinacustom@hotmail.com

Congratulation to The Carolinian newspaper on 86 years of community building!

Sojourn Heritage Accommodations:

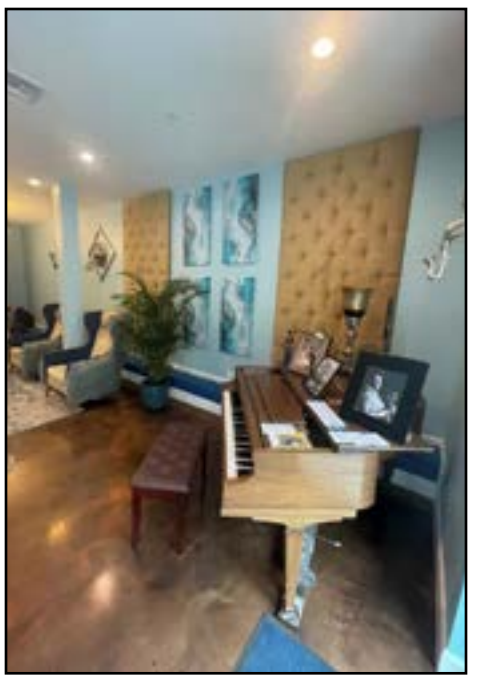
Preparing for the Future by Preserving the Past



Sojourn Heritage team outside of Avent on Falls in Rocky Mount, NC



Preparing for the holidays at Six Acres Bed & Breakfast in Cincinnati, Ohio is always a magical time. History and the Holidays are great partners



Dunns Josephine Hotel Lobby in Miami, Florida

By Metris Batts

Progress is not always about building something new. Sometimes it begins by preserving what already stands, honoring the people whose stories live there, and creating new opportunities for the surrounding community.

That vision guides Sojourn Heritage Accommodations, a Black woman-led heritage hospitality network founded by historian and entrepreneur Kristin Kitchen. Beginning with Six Acres Bed & Breakfast in Cincinnati, Ohio, the network now connects four distinctive properties across three states. Its work brings together preservation, storytelling, cultural heritage tourism, and economic development.

Four Properties, Four Stories

Six Acres Bed & Breakfast in Cincinnati is a historic property that was once part of the Underground Railroad, connecting visitors with stories of freedom and resilience. Built in the 1850s by abolitionist Zebulon Strong, Six Acres carries on the legacy of housing weary travellers, not just from the south now but from all over the globe, inspiring all to take a moment to remember while placing your feet on the actual underground railroad path.

Built in 1937 and 1948, The Dunns-Josephine Hotel, once 2 hotels now combined into one, located in Miami's Historic Overtown, celebrates the musicians, entertainers and artists of the Harlem Renaissance who came to Miami during the Jim Crow period. Spend a night in the Josephine Baker room, an iconic artist who broke the color line by refusing to perform at the Copa lounge on Miami Beach until they integrated the audience.

Avent on Falls Inn located in Rocky Mount, North Carolina is a newly restored historic property that shares the history of the tobacco industry in the region. Built by the descendants of the Avent family who once owned the China-America Tobacco Company, the new owners choose to also celebrate the enslaved people who were once owned by the Avent family and tilled the fields and fueled their business. The partners, Kristin Kitchen, Melanie Graham, and Metris Batts are welcoming guests and introducing visitors to the area's history and local attractions.

Morgan and Wells Bed & Breakfast in Shelby, North Carolina, is owned by Melanie Graham and offers its own culturally significant hospitality experience and old world charm. It is located in the birth place of Nina Simone.

History Brought to Life

Our goal is to share the experience of what happens when a historic lodging property becomes a gathering place for learning, arts, and community connection. All of the properties host cultural community events from Farm to Table brunches , which showcase black farmers at Avent on Falls, to Festivals and jazz concerts in the backyards at Six Acres and The Dunns-Josephine Hotel. We are proud of our community connections and strive ensure that wherever we go we make a difference in the communities that we serve.

Six Acres has had the opportunity to host many, many socially and culturally relevant events over its 23 year history. Its

(See ***SOJOURN HERITAGE,*** P. 6)





Sojourn Heritage — *CONTINUED FROM PAGE 5*



Dunns Josephine Hotel Lobby in Miami, Florida



Six Acres Bed & Breakfast In Cincinnati, Ohio was part of the underground railroad.



Morgan and Wells Bed & Breakfast located in Shelby, North Carolina, just outside of Charlotte.

record includes a stop on the Juneteenth Freedom Tour, which brought participants exploring Underground Railroad sites to the property. The inn also hosted a fundraiser associated with the Midwest Black Theatre Festival, connecting cultural preservation with performing arts.

Additionally Six Acres Bed & Breakfast offers Underground Railroad educational programs that have introduced students and visitors to the site's significance. During a Freedom Walk, called "A mile in their Shoes" participants get to actually walk a 1.2 mile trek of the historic route and have an overnight stay at Six Acres Bed and Breakfast. The property has also provided a setting for the Judgement Nite Festival, including a theatrical production drawing upon Black history and ancestral memory.

These are more than just events on a calendar. They demonstrate how historic properties can serve visitors, educators, artists, and community organizations while keeping heritage visible and relevant. Rather than separating hospitality from education, Sojourn Heritage has shown how the two can reinforce each other. A guest may arrive for an overnight stay, a performance, or a tour, but leave with a deeper understanding of Cincinnati's history and the people who shaped it and its neighboring communities.

Growing Together, Remaining Distinct

Sojourn Heritage's partnership model does not ask independent properties to surrender their names or identities. Instead, it seeks to strengthen owners through shared experience, professional relationships, visibility, and opportunities for collaboration.

Our future goal is to bring a broader knowledge base of our model of cultural heritage tourism by inviting new affiliate members and new partners. We believe in the idea of Stronger Together. Building a network of hotels and B&Bs focused on sharing our contributions to the communities where we are located has always been our goal. Sharing that history is our mission.

Why? Because black history is American History.

Preparing for the future by preserving the past means keeping our history alive, strengthening independent ownership, as well as building more opportunities for communities to tell their own stories.

The organization is looking to expand its brand and help other independently owned properties grow. Sojourn Heritage Accommodations is looking at multiple locations throughout the southeast to blend history and heritage into hospitality.



"Four generations of our family serving your family."

Congratulations to The Carolinian Newspaper for 86 Years of Service to the Community





www.haywoodfh.com 2415 S Wilmington Street Raleigh, NC 27603 919-832-2835

RISING TIDE
CAPITAL

PROGRESS
HAPPENS TOGETHER.

Rising Tide Capital exists to transform lives and communities through entrepreneurship. We don't do it alone.

13,500+
ENTREPRENEURS SERVED

$17M+
IN CAPITAL ACCESSED

81%
OF BUSINESSES STILL OPERATING 5 YEARS LATER

34,800+
LIVES TRANSFORMED



Thank you to ***The Carolinian*** for being in community and partnership with us. Here's to another 86 years of service and progress.

www.risingtidecapital.org

Biltmore Hills: A Neighborhood Built On Black Aspiration And The Promise Of Homeownership

The streets of Biltmore Hills tell a story about more than houses, property lines and neighborhood boundaries. They tell a story about Black ambition during segregation, the pursuit of homeownership, the power of representation and the vision of a Raleigh businessman who helped open doors for generations of African American families.

Developed beginning in 1959 in Southeast Raleigh, Biltmore Hills offered Black families an opportunity that remained difficult to secure in much of the city: a home of their own in a planned residential community.

At a time when racial discrimination restricted housing choices and access to financing, the neighborhood represented a significant investment in the future of Raleigh's Black middle class. Teachers, blue-collar workers and other working families could pursue homeownership, build equity and establish roots in a community designed with their needs in mind.

The significance of Biltmore Hills was not simply that new houses were constructed. It was that Black families could claim a greater stake in the city's economic and social future.

Many of the original families that moved into Biltmore Hills subdivision came from Walnut Terrace and Chavis Heights. These were both public housing projects that were developed under the New Deal, and offered no chance of ownership.

Today, the neighborhood's modest brick ranch homes of Biltmore Hills, the curving streets and familiar gathering places preserve a tangible connection to a period when homeownership represented both personal achievement and a broader struggle for equal opportunity.

Biltmore Hills was a vision much larger than bricks and mortar. It covers approximately 105 acres in Southeast Raleigh, between Garner and Cross Link roads. The subdivision ultimately encompassed roughly 348 properties, most featuring one-story, brick-veneer ranch-style homes.

The significance of Biltmore Hills cannot be measured solely by the number of houses built. Its importance lies in what those houses made possible: families putting down roots, children growing up in a stable community, homeowners building equity and residents creating a neighborhood identity that would endure for generations.

Among the central figures in Biltmore Hills' development was John Wesley Winters Sr., an entrepreneur, homebuilder and public servant whose contributions helped shape Southeast Raleigh.

Winters understood that homeownership was about more than a roof over a family's head. It could provide financial security, strengthen families and give African Americans a greater stake in the economic future of their city.

His work on Biltmore Hills reflected that philosophy. The neighborhood was developed in collaboration with Ed Richards, a white developer, while Winters' company served as the sales agent. Early accounts did not always give Winters full credit for his role, but subsequent historical research has emphasized his contribution to the vision and development of the community. The City of Raleigh has acknowledged that racial barriers to financing and political influence may have affected how the two men's roles were publicly understood.

Winters was born in Raleigh in 1920 and grew up in a family with deep roots in the city. His great-grandfather, a free man of color, had moved to Raleigh in 1793. Winters' own career would connect that family history to a new chapter in African American economic advancement.

Winters worked a variety of jobs while supporting his family, including as a milkman and an airport skycap. He saved his earnings and tips while pursuing his goal of building houses for Black families. In 1957, he established John W. Winters & Co. on East Martin Street.

His business grew as he moved from building individual homes into land development and larger real estate projects. His work included Madonna Acres, another Southeast Raleigh neighborhood that provided homeownership opportunities for African Americans.

Winters understood that Black economic advancement required more than access to employment. Families also needed opportunities to own property, establish businesses and accumulate wealth.

His influence extended into public service. In 1961, Winters became the first African American elected to the Raleigh City Council in the 20th century. He later served in the North Carolina Senate, where he became one of the first two Black state senators elected since Reconstruction.

His public career unfolded during a transformative period in the civil rights movement, when communities across North Carolina were challenging racial barriers in education, employment, housing and government.

Biltmore Hills stands as an important part of that legacy.

For Winters, residential development was more than a business opportunity. It was a way to expand access to homeownership for African Americans who had long faced barriers to acquiring property in desirable neighborhoods.

The homes were not extravagant. Their value lay in what they made possible: families establishing roots, parents investing in their children's futures and



Debnam Clinic

1501 Poole Road Raleigh, NC 27610



(919) 832-1667



Dr. Marie Debnam, MD is an Internist in Raleigh. Dr. Debnam specializes in Internal Medicine, and has 34 years of experience. Dr. Debnam graduated from Meharry Medical College and is affiliated with Wake Med Hospital.

homeowners accumulating assets that could benefit subsequent generations.

In an era when housing discrimination helped restrict Black wealth, the ability to purchase a home carried consequences far beyond the front door.

A street-by-street tribute to Black achievement

One of Biltmore Hills' most distinctive features is its collection of street names honoring prominent African Americans. The names recognize achievements in music, diplomacy, acting, baseball and track and field.

The choices gave the neighborhood an identity rooted in Black accomplishment. During a period when African Americans frequently encountered exclusion from mainstream institutions and public recognition, the street signs offered a visible reminder that Black achievement belonged in the landscape of American life.

The honorees include:

Fitzgerald Drive — Ella Fitzgerald. Known as the "First Lady of Song," Fitzgerald became one of the most influential jazz vocalists in American history. Her career demonstrated the international reach of Black musical artistry.

Newcombe Road — Don Newcombe. Newcombe was a pioneering pitcher for the Brooklyn Dodgers who helped break racial barriers in Major League Baseball. He won the National League Most Valuable Player Award in 1956 and was an important figure in the integration of professional baseball.

Bunche Drive — Ralph Bunche. A diplomat and scholar, Bunche received the Nobel Peace Prize in 1950 for his mediation efforts in the Arab-Israeli conflict. His career reflected the influence of Black leadership in international affairs.

Campanella Lane — Roy Campanella. A Hall of Fame catcher for the Brooklyn Dodgers, Campanella became one of baseball's most celebrated players during the integration era. His accomplishments helped establish a lasting place for Black athletes in the sport's history.

Dandridge Drive — Dorothy Dandridge. Dandridge was a pioneering actress and singer who challenged racial barriers in Hollywood. She became the first African American woman nominated for the Academy Award for best actress.

Kitt Place — Eartha Kitt. Kitt was an internationally recognized singer, actress and performer whose distinctive voice and stage presence made her a celebrated entertainer.

Owens Lane — Jesse Owens. Owens won four gold medals at the 1936 Olympic Games in Berlin. His athletic achievements challenged racist theories of racial superiority before a worldwide audience.

Waters Road — Ethel Waters. Waters was a groundbreaking singer and actress whose career spanned blues, jazz, theater, film and television. She helped establish opportunities for Black performers in American entertainment.

Gilliam Lane — Jim "Junior" Gilliam. Gilliam played second base for the Brooklyn and Los Angeles Dodgers and became an important figure in the franchise's history during baseball's integration era.

Together, these names create a cultural record embedded in the neighborhood's geography. They recognize people whose achievements crossed boundaries and expanded the possibilities visible to Black Americans.

For children growing up in Biltmore Hills, these streets could serve as everyday reminders that excellence took many forms. A neighbor giving directions to Fitzgerald Drive or Bunche Drive was also invoking the names of people whose work had reached national and international audiences.

The street names were not merely decorative. They were a statement about whose accomplishments deserved to be remembered.

Even the newly built segregated Junior High School carried a reminder of achievement. The path to Fred J. Carnage Junior High School, which was built in 1964 to service Biltmore Hills and the surrounding neighborhoods, was down a gravel road and over a wooden bridge that the children used when walking to school. Mr. Carnage was a prominent Black attorney who opened a law office in Raleigh in 1932.

Carnage became the first Black member of the Raleigh Board of Education, serving from 1949 to 1962, and supported public school desegregation. He also helped secure land for John Chavis Memorial Park in 1938 and co-founded the Negro Voters League.

Biltmore Hills subdivision was intentional about its excellence in a time of great hardship. One of the gems in this crown was the park at the heart of the community.

Biltmore Hills Park has long served as a gathering place for residents. Its recreational facilities, athletic fields, playground, community center and swimming pool have helped make the park a central part of neighborhood life.

Although the amenities such as the pool and community center were added much later, generations of families had opportunities to build friendships, celebrate milestones and create memories that extend beyond individual households.

Residents have recalled summer lunches in the park and the freedom of walking to school and visiting nearby neighborhoods. These memories reflect the close connections that once linked Biltmore Hills with neighboring Rochester Heights, another community developed for African American residents.

Today, Biltmore Hills part is about to undergo an $8.65 million renovation. This investment is meant to enhance the parks aging infrastructure and connect it to the larger trail system that Raleigh has been expanding.

The construction of the Raleigh Beltline, now Interstate 440, illustrates how major infrastructure projects can affect more than transportation. Roads can divide established communities, alter familiar routes and reshape relationships built over decades.

The story of Biltmore Hills includes both the opportunities created through residential development and the challenges that followed as Raleigh expanded.

Raleigh's growth has brought new development and changing housing pressures to Southeast Raleigh. Against that backdrop, preserving Biltmore Hills' history offers an opportunity to recognize the people and places that contributed to the city's development.

The City of Raleigh's "Black Heritage and Historic Places: 1945-1975" study recommended Biltmore Hills for consideration as a National Register historic district. The neighborhood was added to North Carolina's Study List in June 2024.

In October 2026, the city reported that the North Carolina National Register Advisory Committee had recommended forwarding the nomination to the National Park Service for final review. The federal designation remained pending at the time of that announcement.

Historic recognition can help document the significance of the neighborhood's homes, street layout and cultural history. It can also make eligible properties and owners candidates for certain preservation opportunities, subject to applicable requirements.

But preservation involves more than formal designation. It requires collecting oral histories, documenting family photographs, recording the experiences of longtime residents and ensuring that future generations understand why the neighborhood was built.

It also requires acknowledging the full range of people involved in its development and recognizing the structural barriers that shaped their opportunities.

The Carolinian newspaper would like to record this history. The Carolinian is now located in the Biltmore Hills community, and we want to insure that its history is collected and preserved. We would like to interview those who grew up in Biltmore Hills subdivision during the 1960s and 1970s. Please contact us to set up your chance to tell your family's story.

The history of Biltmore Hills is especially relevant to present-day conversations about housing affordability and wealth creation. It demonstrates how access to homeownership can influence the economic security of families and the character of a community over generations.

Biltmore Hills is more than a collection of midcentury houses. It is a record of African American families pursuing stability during segregation, a testament to Black entrepreneurship and a reminder of the importance of community-centered development.

John W. Winters helped turn the promise of homeownership into a practical opportunity for Raleigh families. His career in business and government reflected the determination of Black leaders to create opportunities where few had existed.

The people honored by the neighborhood's street names represent another dimension of that legacy: the importance of making Black achievement visible, accessible and part of everyday life.

As Raleigh continues to evolve, Biltmore Hills offers a lesson worth preserving. Communities are built not only through construction and investment, but also through vision, opportunity, identity and the shared determination of residents to create a better future.

The houses remain. The street names remain. The stories remain in the memories of those who grew up there and those who continue to call the neighborhood home.

The responsibility now is to ensure that Raleigh remembers what they mean.

Please call or email The Carolinian to help us save our stories. If we don't write them someone else will. Call our office at 919-834-5558 or email us at info@caro.news to schedule your interview.



This Biltmore Hills full page advertisement was run in The Carolinian newspaper on November 1, 1959. The John Winters company was the sales agent for the newest, exclusive colored subdivision at the time. *(The Carolinian Achieves)*



John W. Winters, Sr. (1920-2004)

Rock View Subdivision Represents A Legacy Of Black Ingenuity, Vision And Excellence In Southeast Raleigh

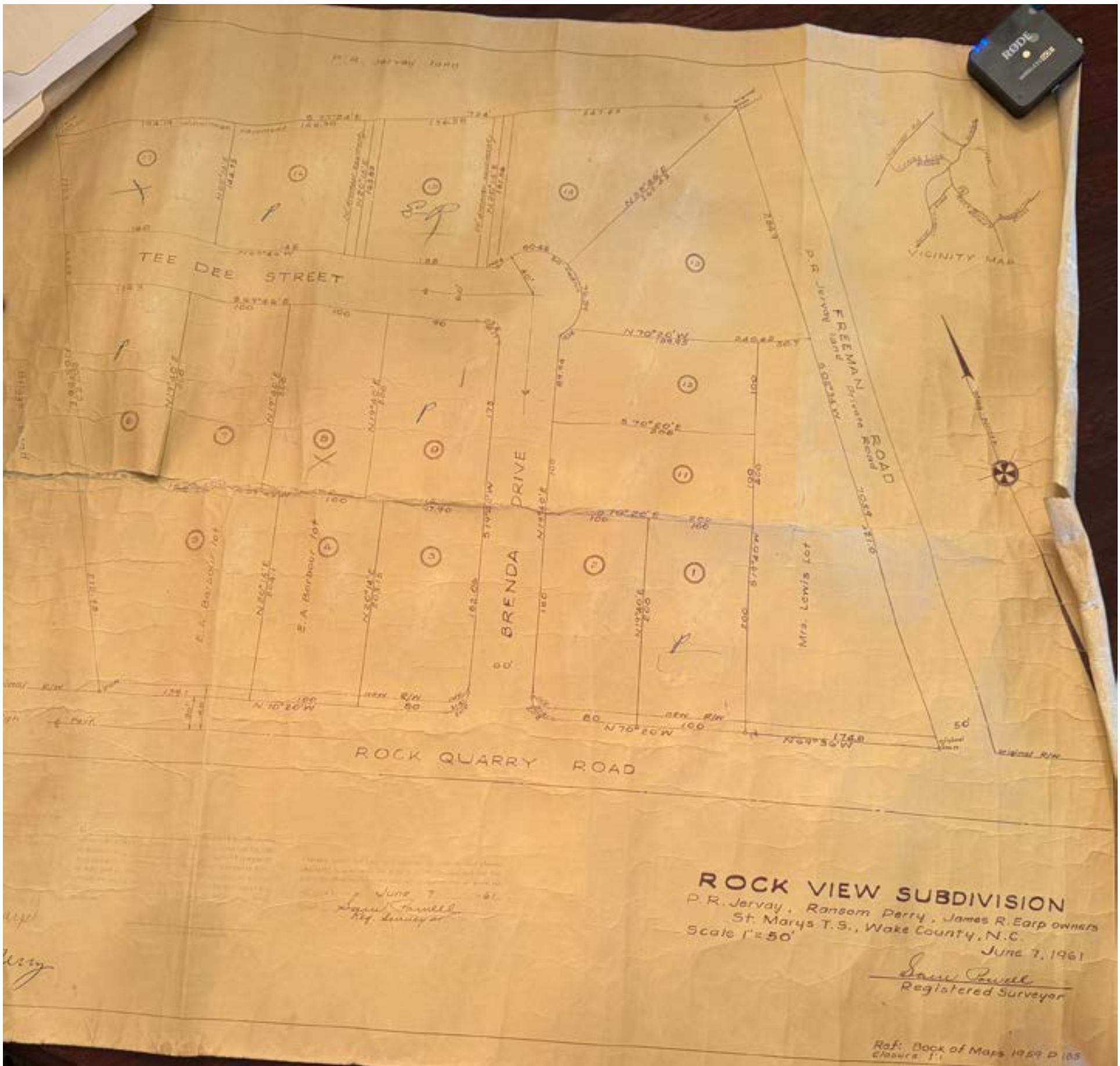
In 1957 Paul, R. Jervay, Sr., James, R. Earp, and Ransom Perry purchased land from White owner Ernest Wall to develop a 13-family subdivision by and for themselves and other friends. The founders named one street Brenda Drive for Jervay's wife and named another street Tee Dee street for the Earp and Perry's sons Dennis and Thomas respectfully. The trio sold lots to friends, and the owners built homes according to their own specifications. At that time the area was part of St. Mary's Township, not the city of Raleigh.

Paul Jervay, Sr., owner and editor of The Carolinian Newspaper, also own several acres of land and a clubhouse behind the community. For many years, the Tee Off Clubhouse provided a place for the subdivision's parties, picnics, meetings, and other social activities.

Ernest Wall's grandson, William Goodwin, befriended the community families. When he decided to sell land across the street from the Rockview Subdivision, Goodwin consulted the residence on what they felt would enhance the community. Based upon that input, Goodwin sold his property to the Wake County Public Schools System, and it is the site of Southeast Raleigh High School today. Rockview residence established and maintained a supportive relationship with the administration and staff of the school. Community resident, Mrs. Carolyn Debnam served as the schools first secretary. The ladies of the community made their services available, although they were teachers themselves at other locations in the school system.

Today, Rockview is an integrated community, although most of the residents are still members of the original 13th families. Ella Wilder Perry was the only survivor of the original purchasers of the land until her passing in December of last year. She noted, "it (the subdivision) has gone from farmland and dirt streets, and the surrounding area has become residential, business, shopping center, banks, police station, and worship developments."

The residents of Rockview Subdivision, still place value on their well-kept community, free of crime and supportive of the community school and its students.



This Raleigh Family Stood Up To NC's Resistance To Desegregate Schools After Brown vs. Board

WUNC - The story of school integration in Wake County begins with a young boy who was not the first to desegregate a local school. But he was the first Black student to try.

Now 83, Joseph H. Holt, Jr. remembers first hearing about the Brown vs. Board of Education ruling in a current events class at the all-Black Oberlin Elementary in 1954. In that landmark decision, the U.S. Supreme Court ruled that school segregation for white and Black Americans was unconstitutional.

"I think I was 11 years old, or coming up on 11 years old, and I didn't have any awareness of what my parents were thinking at that time," Holt said in an interview with WUNC News. "But I knew something was going on, and it had to do with us going to white schools."

Optimistic about the ruling, his mother Elwyna Holt handwrote a letter requesting her son's acceptance to Josephus Daniels Junior High. Superintendent Jesse O. Sanderson responded by requesting to meet with her. When they met, he asked her why she wanted to have her son attend a white school.

"How in the world is she going to answer that to a white official?" Holt said. "To try to explain to him the stigma associated with – the humiliation associated with – being told that you cannot go to a certain school."

So rather than explain racism, Holt's mother said that it was inconvenient for students in the Oberlin Village neighborhood to take a city bus across town to attend the only Black high school in Raleigh.

Sanderson responded that he would provide free bus transportation for the students in their neighborhood if Mrs. Holt agreed to withdraw the application.

But she did not back down. Mrs. Holt said she'd accept the free bus, but the application would stand. Eventually, news of the Holt family's bold action hit the local newspapers.

'Catching hell'

"Integration didn't take place in Raleigh without somebody catching a lot of hell, and we were the ones who caught the hell," Holt said.

Holt remembers the first threatening phone call, a man screaming at him and shouting profanities. That was just the beginning.

"Threats on our lives, threats to bomb the home, mean telephone calls all through the night – that kind of a thing went on for about 3.5 years," Holt recalled. "My father was fired from his job. My whole high school career was a fight. It was stressful."

After the Raleigh City Board of Education denied Holt's admission to the junior high, his parents applied to Needham Broughton High School, attended by the children of wealthy business owners and state lawmakers.



When that attempt also failed, the family filed a lawsuit against the Raleigh City Board of Education. That had never been done before in North Carolina: A family suing a school board because their child's request to transfer schools was denied.

"Here's a Black family suing a white school board. A Black family with the audacity, so to speak, to challenge in court powerful whites," Holt said.

North Carolina's Pearsall Plan and Pupil Assignment Act sought to resist desegregation

As soon as the Brown decision was announced, state lawmakers put up a concerted effort to resist school integration, forming a legislative committee designed to uphold segregation, and passing a law called the North Carolina Pupil Assignment Act. The law gave school boards the power to reject Black students who sought to transfer to white schools. A pamphlet promoting these policies – named the "Pearsall Plan" – said it would ensure that "no child in North Carolina will be forced to attend a school with a child of another race."

The North Carolina Pupil Assignment Act placed administrative requirements on families seeking transfers.

"Even if you satisfied every one of them, a school board could still say you are denied," Holt explained.

The law created hoops to jump through. If a student was denied admission, they could appeal to the school board.

"I knew there was no way that I, as a 14-year-old standing in front of a hostile adult white school board that was segregationist-minded, there's no way I'm going to convince them to overturn a decision they'd already made. That was a no-win situation," Holt recalled.

Concerned for the harassment Holt might face, his family's lawyers advised him to skip the school board meeting. They went to represent him instead. Meanwhile, the court case proceeded, with Holt and his parents testifying in court.

'I really don't feel that we lost.'

The judge ultimately ruled against them, denying Holt admission to Broughton High because the family had failed to exhaust all administrative remedies before the law prior to filing suit, according to the judge, because Holt had not attended the school board's appeal hearing in person.

"Well, the Black community picked up on that, thinking that we had let them down because I hadn't gone to that hearing," Holt said.

Holt says that ate at him for decades. Until, he found that he wasn't alone.

"I didn't learn this until a few years ago, that this kind of thing happened throughout North Carolina," Holt said in 2026.

Some school districts denied dozens of transfer requests, finding issues with every one of them.

The Holts appealed their case to the U.S. Supreme Court, but the court never heard it. At the time, the Supreme Court wasn't hearing any more cases like his.

"I really don't feel that we lost," Holt said.

"People need to understand, Black and white, when the decision was finally made to 'integrate' the schools, it was because of the pressure that was applied," Holt said. "It wasn't out of the goodness of somebody's heart, or the Raleigh Board of Education thinking that, 'Well, we want to do the right thing,' or comply with the thinking of the U.S. Supreme Court. They fought against it tooth and nail."

Subscribe To The Carolinian Today!
www.CARO.news





SUBSCRIBE TODAY

Yes, I Want A 1 Year Subscription For **$45.00**

Yes, I Want A 2 Year Subscription For **$75.00**

NAME _____

ADDRESS _____

CITY _____ STATE ___ ZIP _____

PHONE _____

EMAIL _____



Make checks payable to The Carolinian Newspaper
Mail your subscription form and payment to PO Box 25308 Raleigh, NC 27611









We can all agree

At Duke Energy, we believe there are things we can all agree on. North Carolina is growing faster than almost any other state. So keeping the lights on matters more now than ever before. That's why we're committed to delivering reliable energy 24/7, at the lowest possible cost. Because our state is worth powering forward.

Agree.duke-energy.com

DUKE ENERGY®

*BUILDING A **SMARTER** ENERGY FUTURE®*