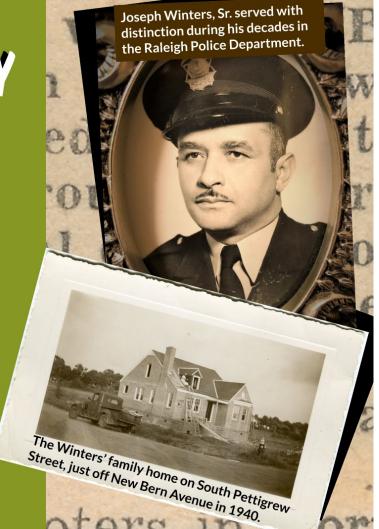
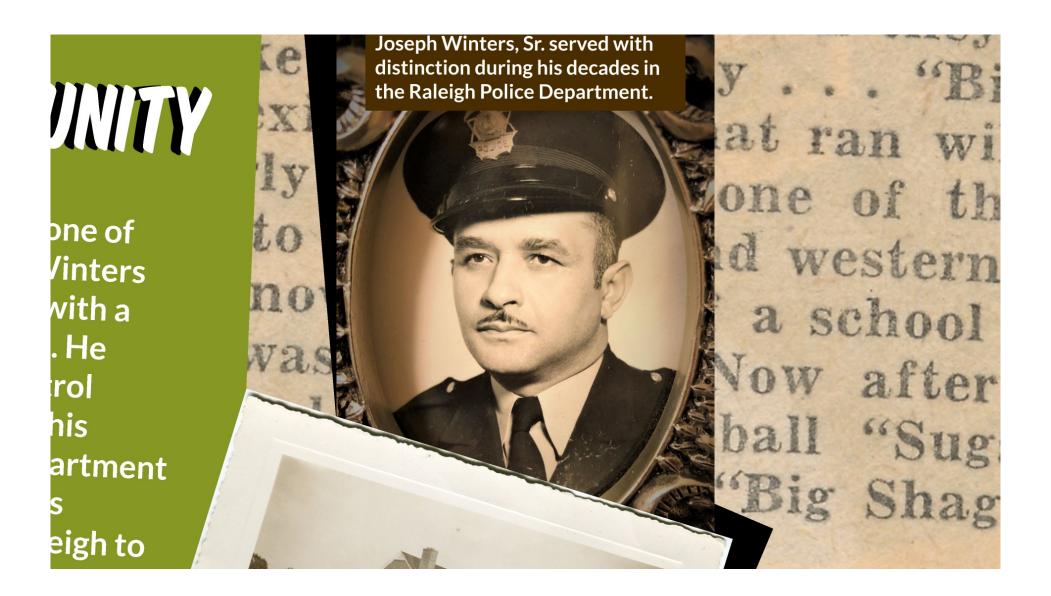


### SERVICE TO THE COMMUNITY

Joseph B. Winters was born in Raleigh in 1912, one of twelve children. After graduating high school, Winters attended St. Augustine's University graduating with a Bachelor of Arts degree in Mathematics in 1936. He worked as a clerk for the Alcohol Beverage Control Board but was soon approached by members of his community about joining the Raleigh Police Department to help increase diversity. Six years later, Winters became one of the first African Americans in Raleigh to join the police force. He earned several accolades during his thirty-four years of service, including recognition by FBI Director J. Edgar Hoover. Winters was married to Mable Mordecai for 64 years and they raised three children: Mercedes, Joseph, Jr. and Chacona.



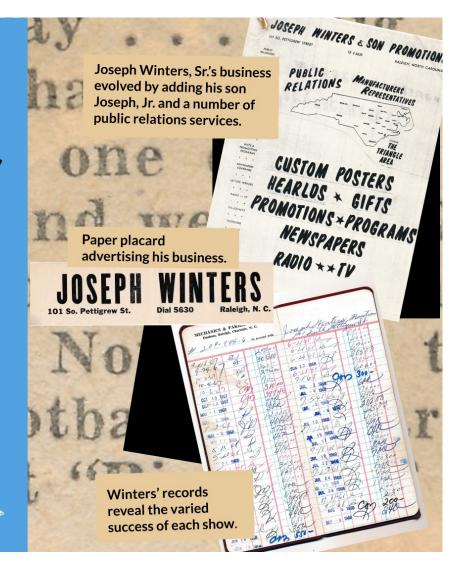






## MUSIC MAKER

During this time a local music promoter, David Weaver, helped Joseph Winters, Sr. learn the business. Winters began organizing and promoting his own music shows around Raleigh. For more than thirty years, Winters featured largely African American performers that introduced Raleigh to influential stars and contemporary music. Winters' son, Joseph, Jr., helped his father's business by selling concessions and stamping tickets. Working in the basement of his home, Winters, Sr. designed tickets, fliers, and advertisements, as well as booked acts. He expanded his business by adding public relations, marketing, and advertising services. Winters died in 2005, leaving behind an incredible legacy from the music he brought to the Capital City.



PUBLIC

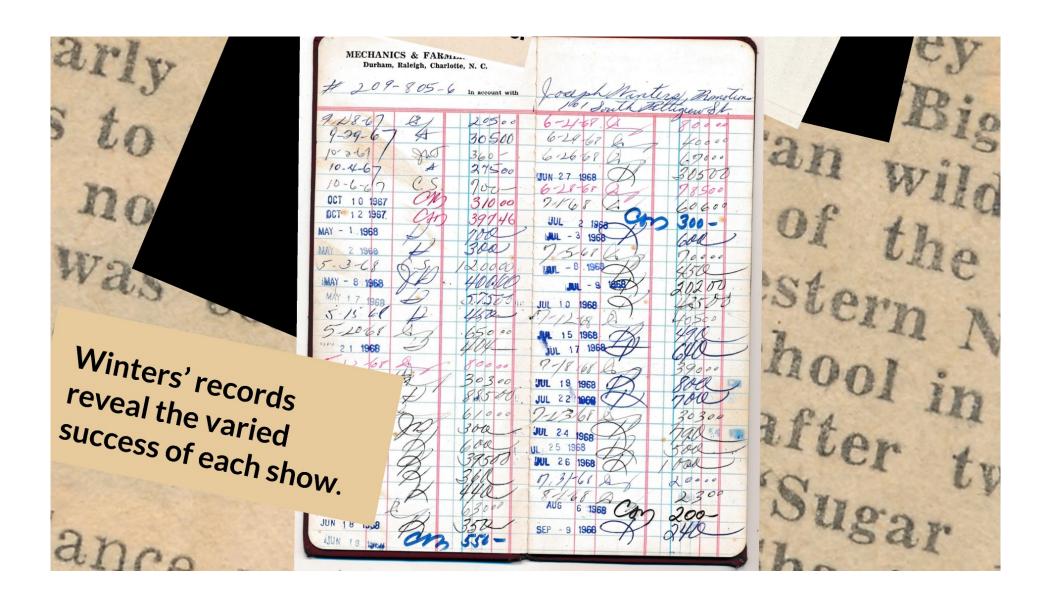
Joseph Winters, Sr.'s business evolved by adding his son Joseph, Jr. and a number of public relations services.

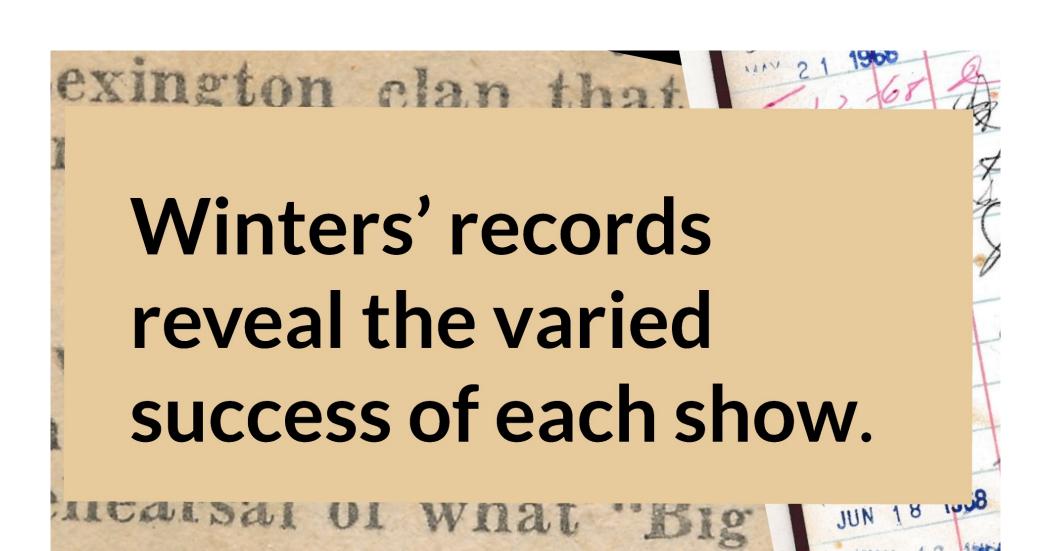
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PROMOTIONS PROGRAMS





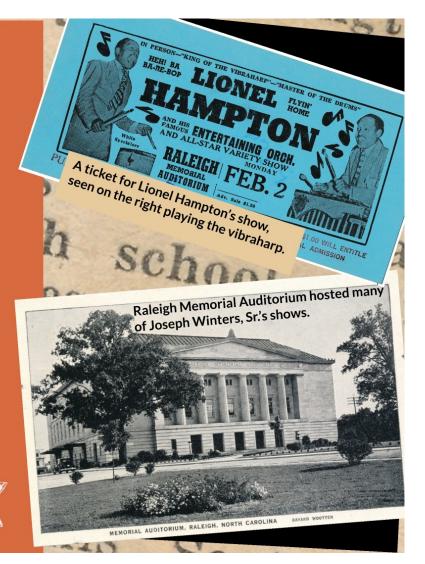


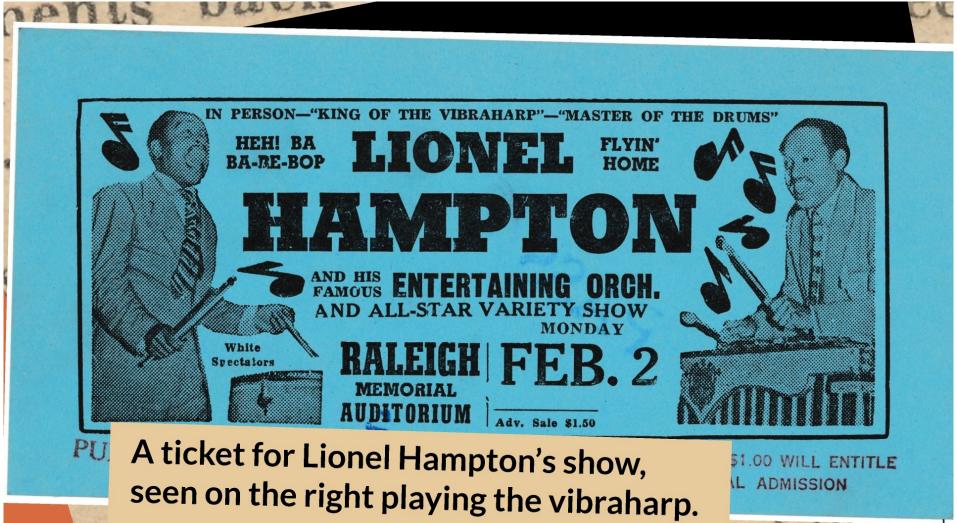




### LIONEL HAMPTON

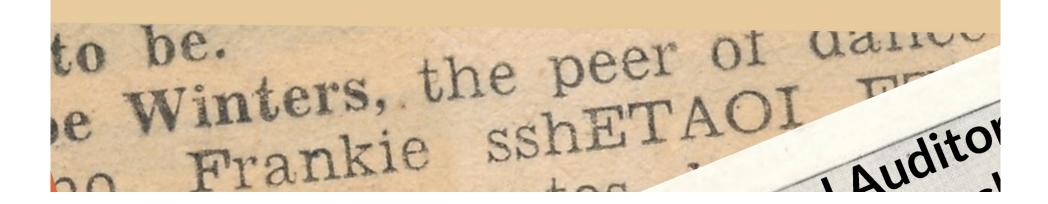
One of the biggest names of the Big Band era was Lionel Hampton, a jazz percussionist, pianist, and band leader. Hampton helped define the sounds of the 1930s and 1940s with his mastery of the vibraharp, a percussion instrument heard in jazz and swing orchestras. Joseph Winters, Sr. booked Hampton and his orchestra in 1948 and two more shows in 1953 and 1956 at Raleigh Memorial Auditorium. "He wanted to bring music to the people of Raleigh — and he wanted to bring the best," remembers Winters' daughter Chacona Winters Baugh.







A ticket for Lionel Hampton's show, seen on the right playing the vibraharp.

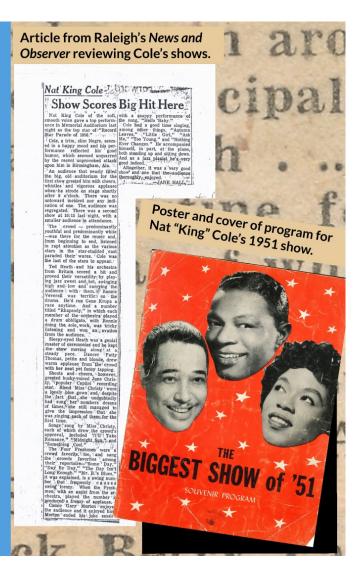






# NAT KING COLE

Joseph Winters, Sr. worked with Nat "King" Cole in 1951 on a show with Count Basie and his Orchestra held at Raleigh Memorial Auditorium. Violence overshadowed his return four years later. While on tour in 1956, six white men attacked Cole on stage in Birmingham, Alabama. The performer canceled the rest of the tour including the Raleigh show. Winters realized this would be disastrous and begged Cole to resume the show. Using his position on the City's police force, Winters promised a safe show if he performed. Cole agreed and stayed in the Winters' home during his two segregated shows.



#### Article from Raleigh's News and Observer reviewing Cole's shows.

#### Nat King Cole - WID

#### Show Scores Big Hit Here

smooth voice gave a top perform- the song, "Hello Baby." ance in Memorial Auditorium last | Cole had a good time singing.

Cole, a trim, slim Negro, seemed in a happy mood and his performance reflected his good humor, which seemed unmarred by the recent unprovoked attack upon him in Birmingham, Ala.

the big, old auditorium for the thoroughly enjoyed. first show greeted him with cheers, whistles and vigorous applause when he strode on stage shortly after 9 o'clock. There was no untoward incident nor any indi-

Nat King Cole of the soft, with a snappy performance of

night as the top star of "Record among other things, "Autumn Star Parade of 1956." Leaves," "Little Girl," "Ask Me," "Too Young," and "Nothing Ever Changes." He accompanied himself, in part, at the piano, both standing up and sitting down. And as a jazz pianist he's very good indeed.

Altogether, it was a very good An audience that nearly filled show and one that the audience

JANE HALL,

at "King" Cole in nd his Orchestra m. Violence s later. While on ed Cole on stage in ner canceled the h show. Winters nd begged Cole to on the City's fe show if he in the Winters' OWS.

untoward incident nor any indication of one. The audience was segregated. There was a second show at 10:15 last night, with a smaller audience in attendance.

'The crowd - predominantly youthful and predominantly white -was there for the music and. from beginning to end, listened in rapt attention as the various stars in the star-studded cast paraded their wares. Cole was the last of the stars to appear.

Ted Heath and his orchestra from Britain scored a hit and proved their versatility by playing jazz sweet and hot, swinging high and low and carrying the audience with them. Ronnie Veverell was terrific on the drums. He'd run Gene Krupa a race anytime. And a number titled "Rhapsody," in which each member of the orchestra played a drum obbligato, with Ronnie doing the solo, work, was tricky listening and won an ovation from the audience.

Sleepy-eyed Heath was a genial master of ceremonies and he kept the show moving along at a steady pace. Dancer Patty Thomas, petite and blonde, drew warm applause from the crowd with her neat yet fancy tapping.

Shouts and cheers, however, greeted husky-voiced June Christy, popular Capitol recording star. Blond Miss Christy were a lovely blue gown and, despite the fact that she undoubtedly had sung her numbers dozens of times, she still managed to give the impression that she was singing each of them for the first time.

first time.

Songs sung by Miss Christy, each of which drew the crowd's approval, included "I'll Take Romance." "Midnight Sun," and "Something Cool."

The Four Freshmen were a crowd favorite, itoo, and sang the 'crowds favorites among their reportoire—"Some Day," "Day By Day," "The Day Isn't Long Enough." "Mr. B.'s Blues." it was explained, is a swing numit was explained, is a swing num ber that frequently causes swing frenzy. When the Freshmen, with an assist from the orchestra, played the number i

produced a frenzy of applause.
Comic Gary Morton enjoye
the audience and it enjoyed hin
Morton ended his joke session











### SAM COOKE



Joseph Winters, Sr. booked Sam Cooke in February 1958, just after the performer released his album, *Songs*, which rose to break the top 20 most popular albums of that year. A local newspaper reviewed Cooke and the all-star lineup saying, "Never before has so much talent been packaged into one show. And best of all, the public knows that they'll get to see and hear their favorite artists do number after number." Cooke first found success with the gospel group The Soul Stirrers. In 1957, Cooke appeared on The Guy Mitchell Show and signed with Keen Records. His first hit, "You Send Me," released in September, spent six weeks at Number 1 on the Billboard R&B chart.





#### Big Show Comes To Raleigh Fri.; Promoter Is Hopeful

Advance talk and ticket sales indicate that just about everybody in eastern. North Carolina is planning to attend THE SAM COOKE ALL STAR IN. PERSON SHOW at the Raleigh Memorial. Auditorium on Friday evening, February 21. And this comes as no surprise to anyone in the music "know." Promoter Joe Winters, full of smiles these days, says things are looking better.

With an all star cast that includes SAM COOKE. ERNIE FREEMAN and his great "RAUN-CHY" orchestra. THE SILHOU-ETTES. THURSTON HARRIS.

ous DRIFTERS, this show couldn't help but attract every popular music lover in this area.

Never before has so much talent been packaged into one show. And best of all, the public knows that they'll get to see and hear their favorite artists do number after number. For two and the half hours these

six great artists will present all their stop numbers. 2, and introduce many of their forther coming records.

This also marks the first time that SAM COOKE has appeared here in the role of a popular singer, and since SAM's recording of "YOU SEND ME", the public of North Carolina has been anxiously awaiting his in person date. It's an occasion that no record collector will want to miss.

Add to the many songs of the great MR. COOKE, the dynamic big band music of ERNIE FREE-MAN and his orchestra. . tunes like "RAUNCHY". . the songs of THE SILHOUETTES like "GET A JOB" . . THURSTON HARRIS' big hits like "LITTLE BITTY PRETTY ONE" and "DO WHAT YOU DID LAST NIGHT". . The DUBS "COULD THIS BE MAGIC". . . and the many great hits of The Famous DRIFTERS, and you have one of the most exciting pop concert that's ever come to town.





Newspaper article about Joe Winters promotion of the show on February 21.



Advance the sastern I to attend STAR IN Raleigh Friday e this comone in the Joes Windays, say ter.

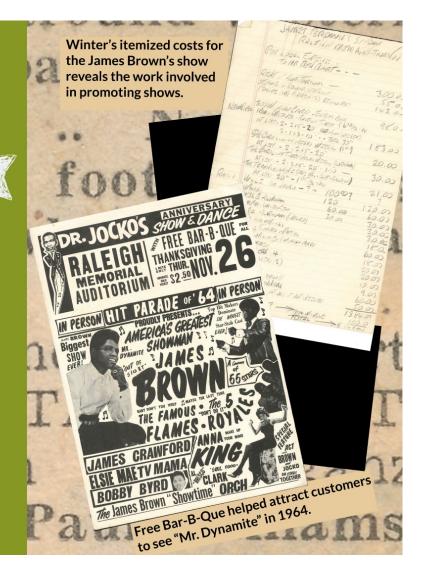


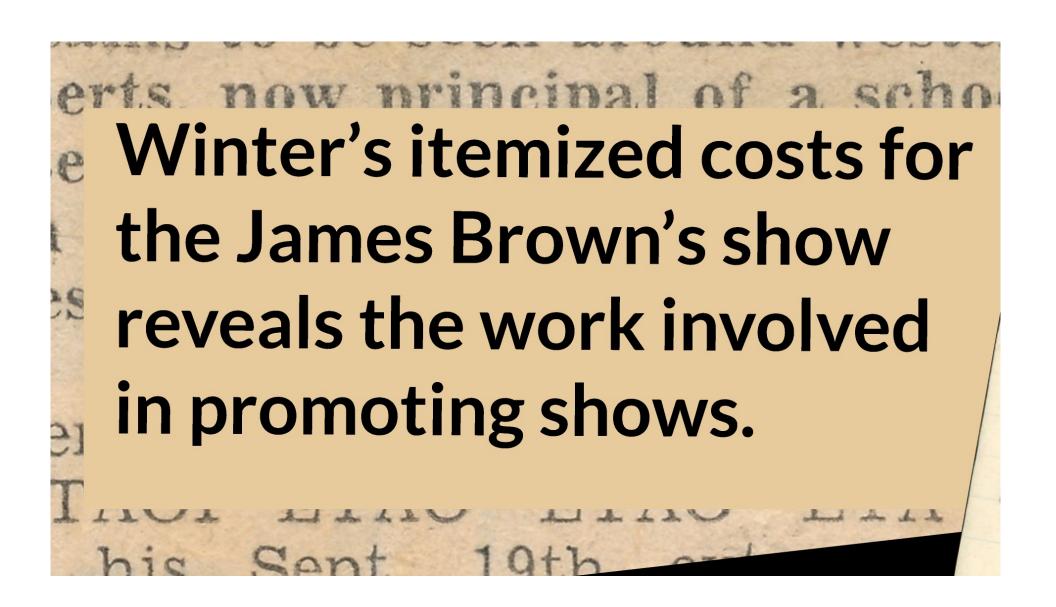


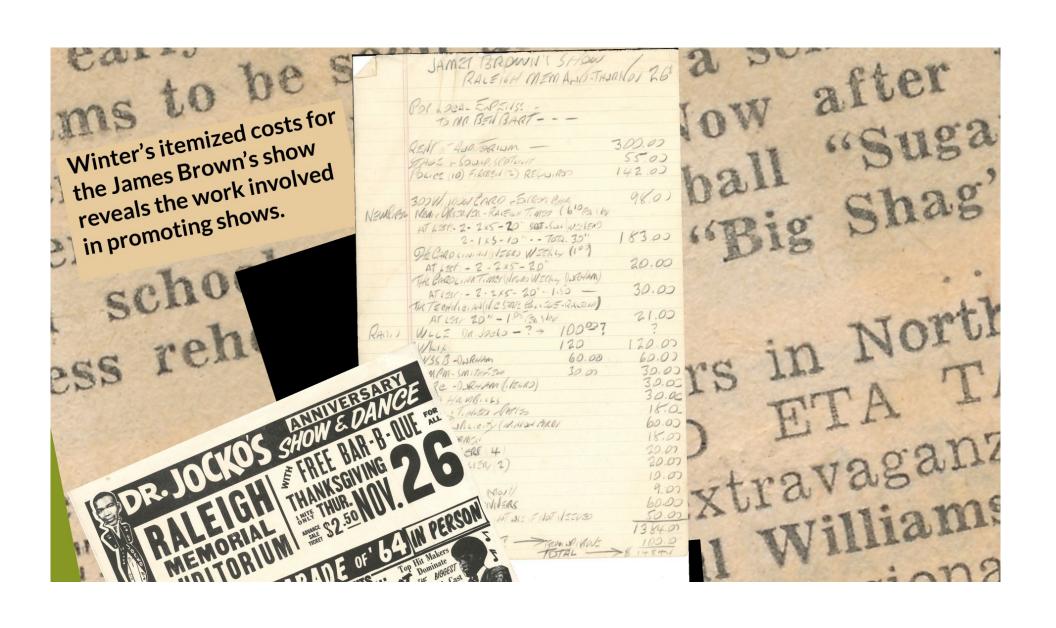


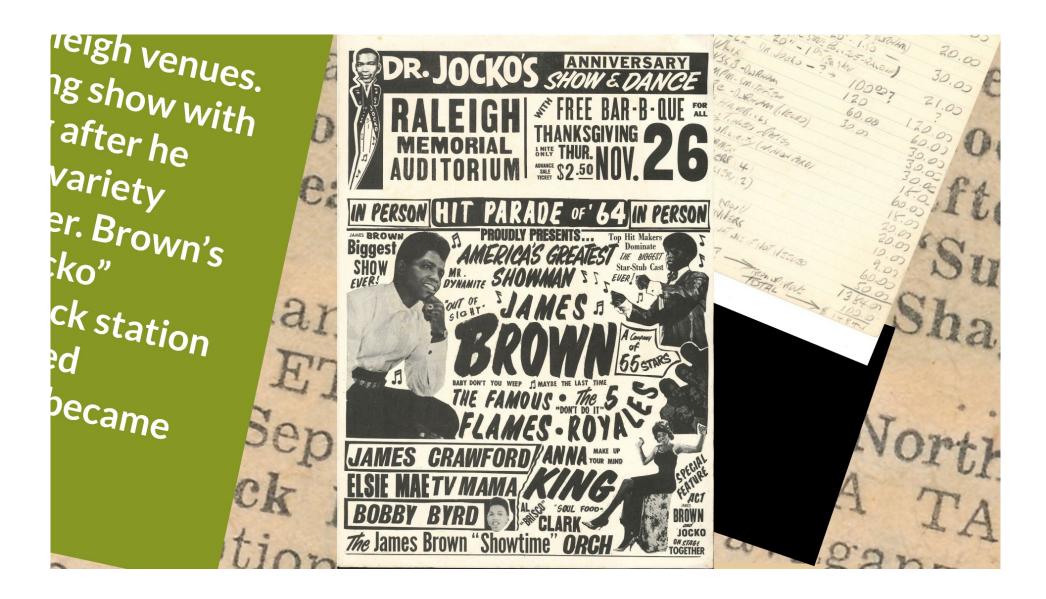
# JAMES BROWN

James Brown and his band were always popular shows for Joseph Winters, Sr. He booked the legendary performer several times in Raleigh venues. In 1964, Winters produced a Thanksgiving show with Brown, whose career was on the upswing after he upstaged the Rolling Stones on T.A.M.I., a variety television show, which aired a month earlier. Brown's Raleigh show featured local DJ Ray "Dr. Jocko" Henderson from Raleigh's most popular Black station WLLE. Henderson went to Detroit and hosted another radio show, a popular TV show, and became a Motown Records executive.









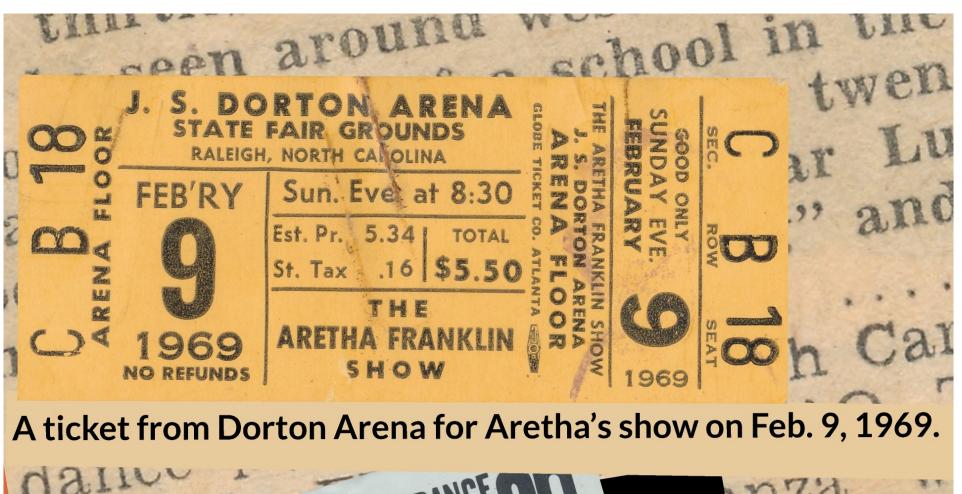




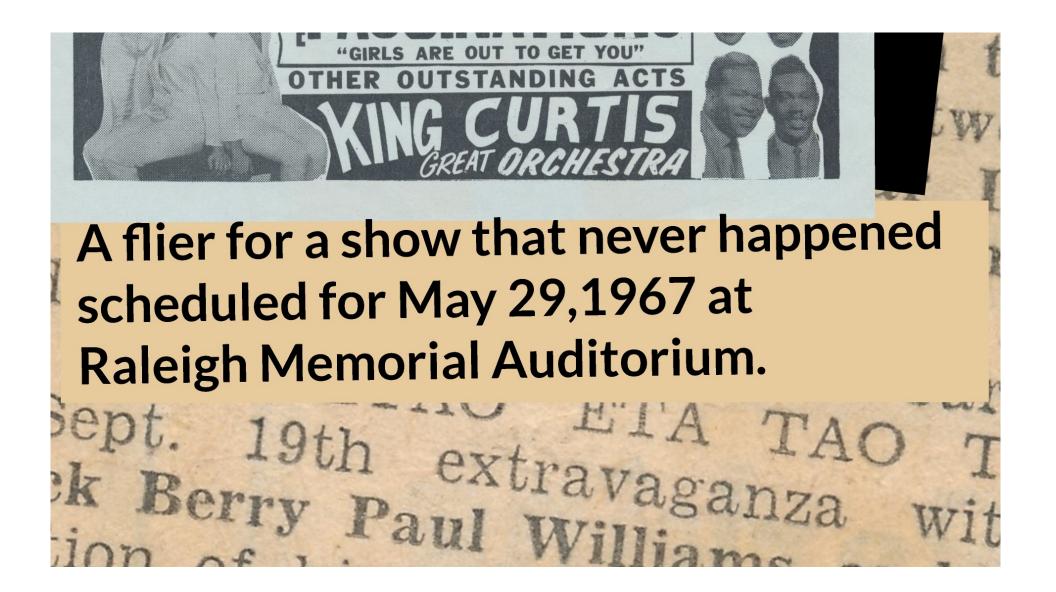
### ARETHA FRANKLIN

"It was well-attended, one of the highlights of my father's career," Joseph Winters, Jr. remembered about his father's show with the Queen of Soul. Aretha Franklin performed on February 9, 1969 in Dorton Arena at the N.C. State Fairgrounds to an audience of approximately 8,000. Joseph Winters, Sr. first booked Franklin in May 1967, just a month after she recorded her cover of Otis Redding's song "Respect." Following the booking, Franklin catapulted to stardom and it took two more years for Winters to sign a contract with her. At \$20,000, it was the biggest music contract Winters had ever signed. Franklin demanded half the money up front and collected the rest at the show's intermission. Besides the money, The Raleigh Times reported the star also wanted a "1968 or 1969 Cadillac" limousine with a chauffeur.





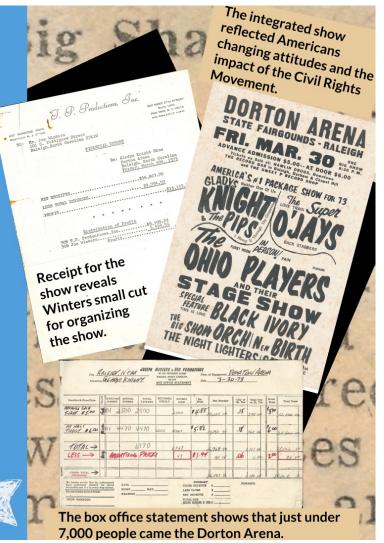






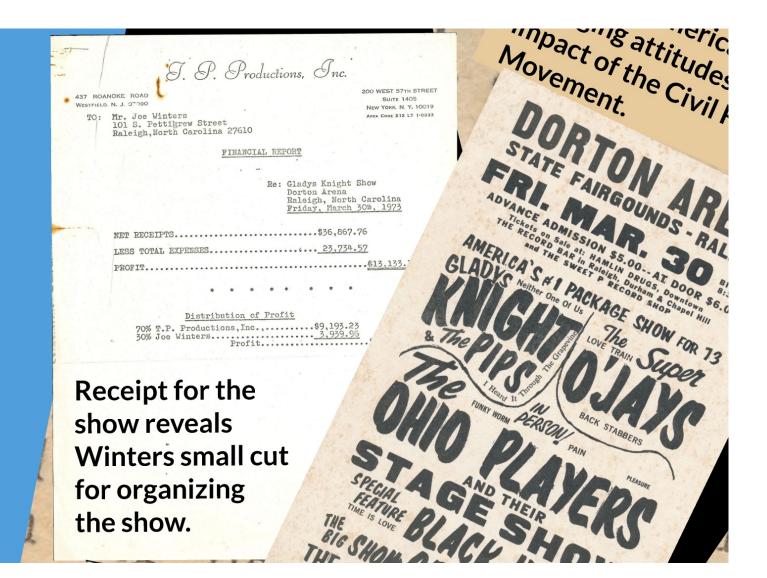
### GLADYS KNIGHT & THE PIPS

With the success of Aretha Franklin's show at Dorton Arena at the N.C. State Fairgrounds, Joseph Winters, Sr. knew he could sell out larger venues than Raleigh Memorial Auditorium. On March 30, 1973 he produced a sold-out show headlined by Gladys Knight and the Pips supported by The Ohio Players and The O'Jays. Winters' brought in over \$38,000 in ticket sales. In 2020 this would amount to approximately \$218,000. At the time of the show, Gladys and the Pips were in the midst of changing record labels and months away from their first number one hit "Midnight Train to Georgia".



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> 'Jays. Sales. In



AREA CODE 212 LT 1-0933

TO: Mr. Joe Winters 101 S. Pettigrew Street Raleigh, North Carolina 27610

### FINANCIAL REPORT

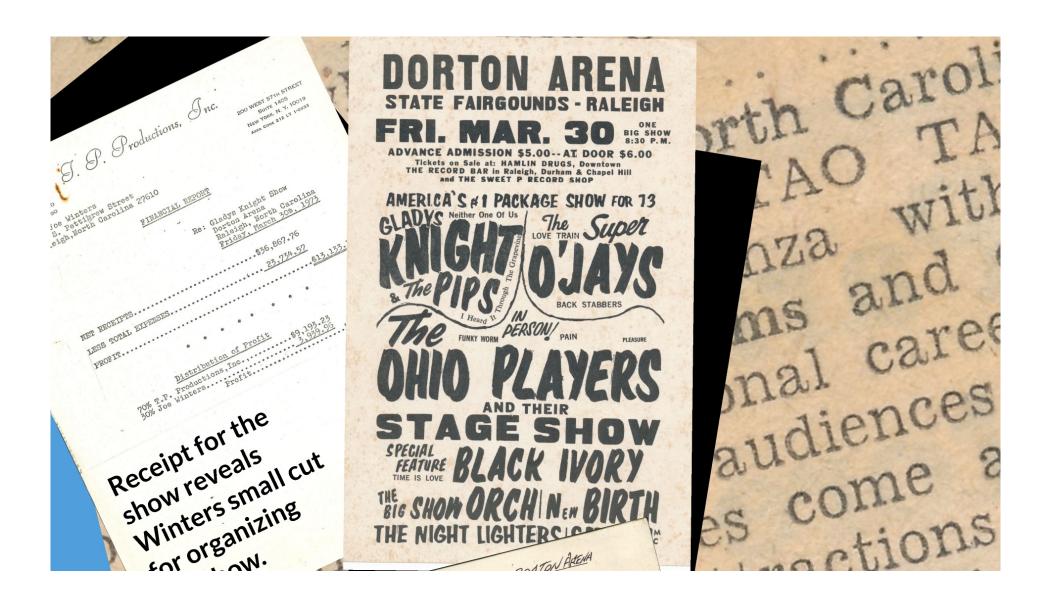
Re: Gladys Knight Show

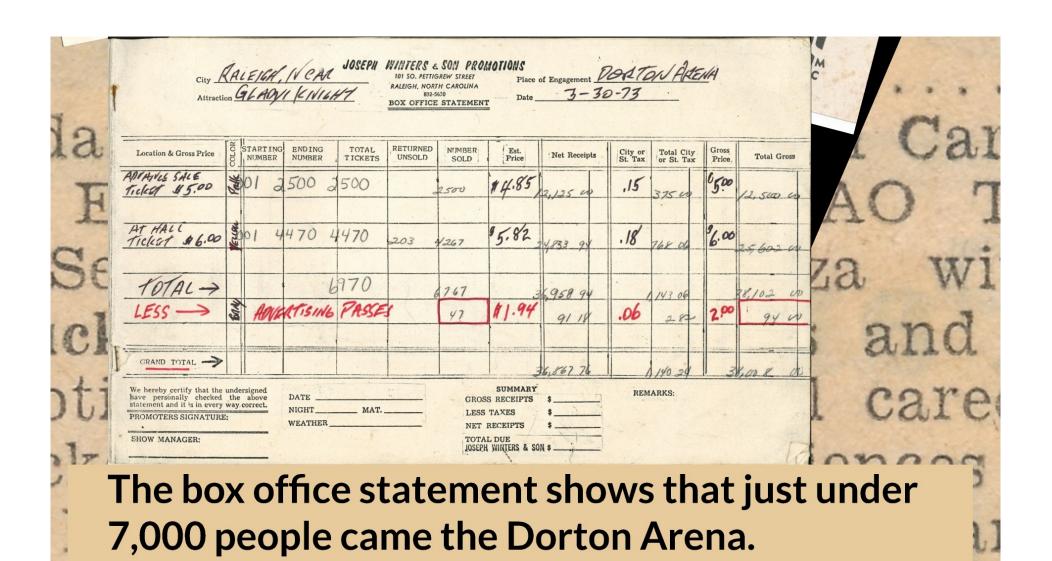
Dorton Arena

Raleigh, North Carolina Friday, March 305, 1973

### Distribution of Profit

The integrated show reflected Americans changing attitudes and the impact of the Civil Rights Movement.





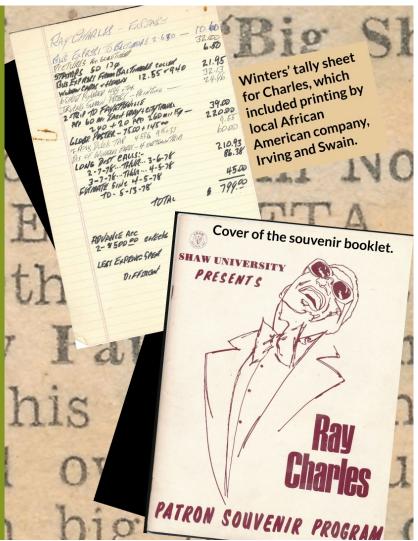


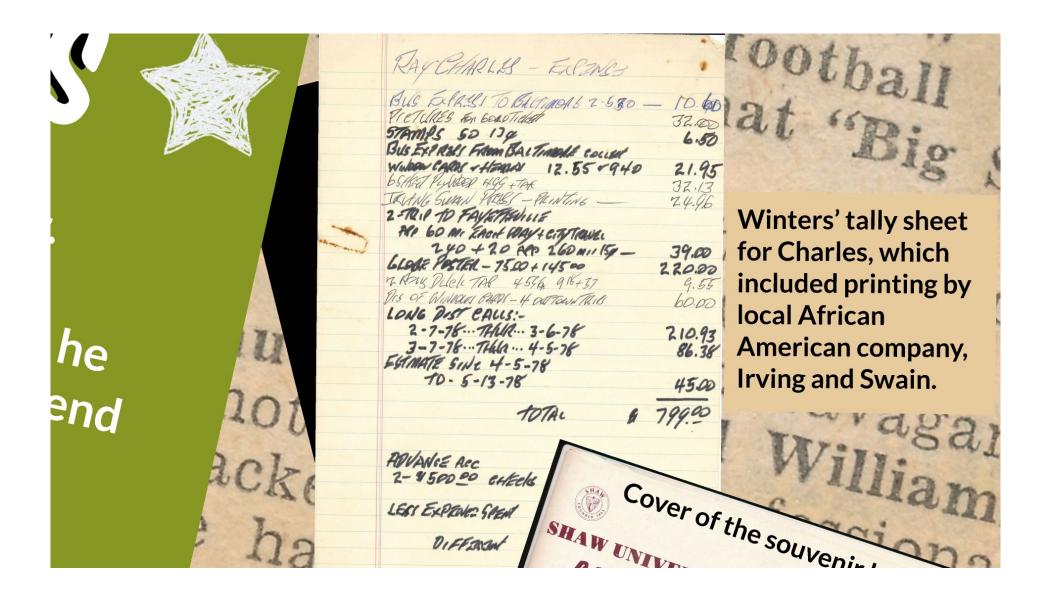


## RAY CHARLES

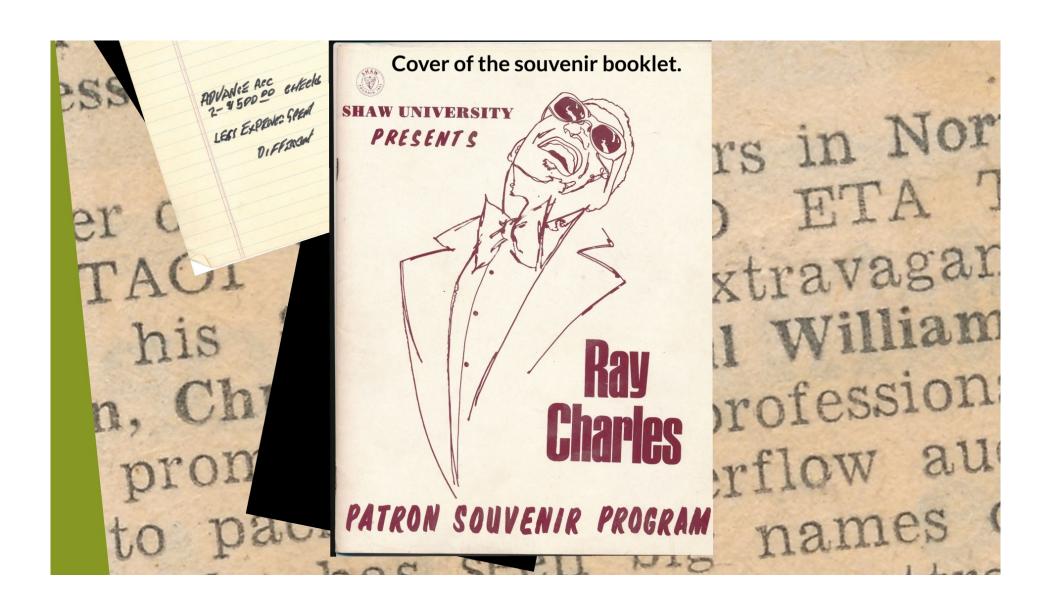


In the late 1970s, Joseph Winters, Sr. organized a benefit show for Shaw University featuring a performer who he had worked with previously, music legend Ray Charles. Benefactors received a photograph of the performer and were acknowledged in the souvenir program. Winters held his show in the newly constructed Raleigh Civic Center on May 13, 1978. Charles was later awarded an **Honorary Doctorate of Humane Letters** from Shaw University in 2000.





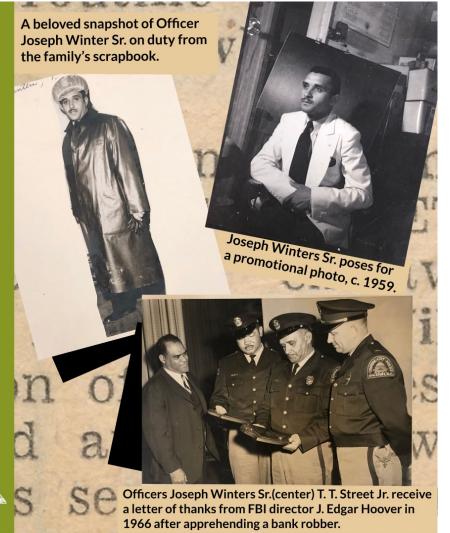
Winters' tally sheet for Charles, which included printing by local African American company, Irving and Swain.





## HIS LEGACY

Through his work as a police officer and visionary entrepreneur, Joseph Winters, Sr. left an incredible legacy on the community and culture of Raleigh. Winters earned the trust of citizens and city leaders through his public service. This allowed his concerts to be successful and bring people together despite segregation. "Those shows were a way to ease us into integration before it became law," remembered Burley Mitchell, former Chief Justice of The Supreme Court of North Carolina. "They gave us a different experience." Joseph Winters, Sr. created experiences that changed minds through the power of music.



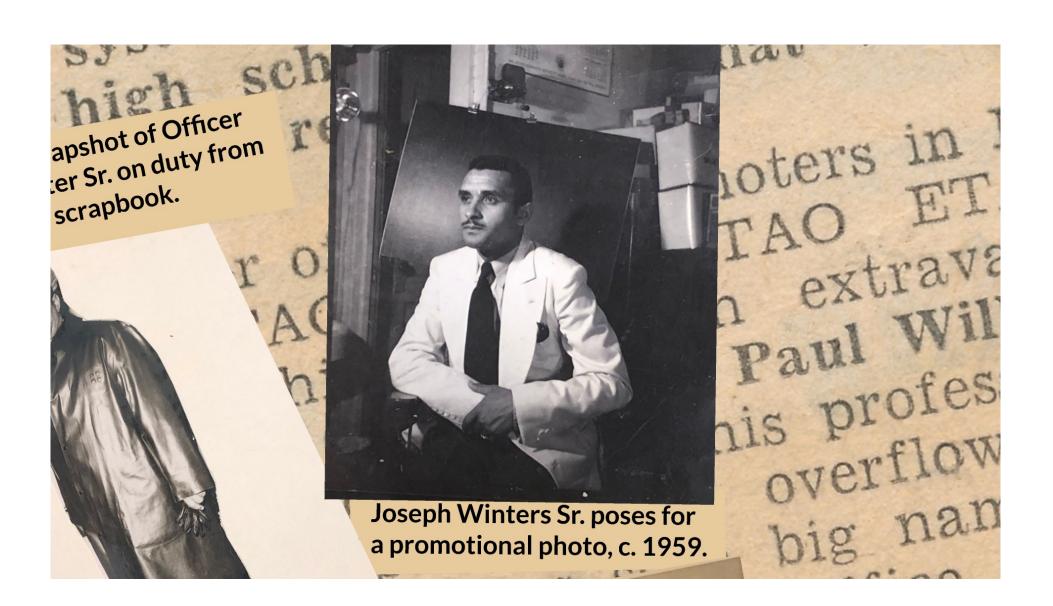
a a dress rehearsal of what "

A beloved snapshot of Officer Joseph Winter Sr. on duty from the family's scrapbook.



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# A LIST OF ARTISTS WHO PERFORMED IN RALEIGH

Bell and The Drells

Aretha Franklin

Arthur Conley

Ashford & Simpson● B. B. King● Baby Washington● Barbara George● Barbara Lewis

■ Barbara Mason

■ Barrett Strong

■ Ben E. King

■ Benny Goodman

■ Betty Everett

■ Betty Wright

■ Bill Doggett

■ Bill Haley & The Comets

• Billy Preston

• Billy Stewart

• Blue Magic

• Bo Diddley 

Bobby "Blue" Bland 

Bobby Day 

Bobby Freeman 

Bobby Lewis● Bobby Womack● Booker T. & the MG's● Brenda Holloway● Brenton Woods

■ Brook Benton Bullmoose Jackson

■ Cab Calloway • Carla Thomas • Charles Brown & his Orchestra • Charlie Spivak & his Orchestra • Chuck Berry • Chuck Jackson • Chuck Willis

◆ Clarence Carter

◆ Clyde McPhatter

◆ Count Baise & his Orchestra • Chubby Checkers • Dakota Staton • David Ruffin • Dee clark ● Della reese ● Dinah Washington ● Dee Dee Warwick ● Dionne Warwick● Don & Juan● Doris Troy● Dorothy Moore● Duke Ellington and his Orchestra Eddie Floyd • Edwin Star • Ella Fitzgerald • Emotions • Erma Franklin • Ernie K-Doe • Erskine Hawkins● Ester Phillips● Etta James● Fats Domino ● Fontella Bass● Frankie Lymon & the Teenagers • Garnett Mimms & the Enchanters • Gene "Duke of Earl Chandler • Gene Allison • Gladys Knight & the Pips • Griffin Brothers Orchestra •

Hank Ballard & The Midnighters • Huev "Piano" Smith & The Clowns • Ike & Tina Turner● Inez Foxx● Ivory Joe Hunter & his Orchestra● J.J. Jackson● Jackie "Mom" Mabley

■ Jackie Moore

■ Jackie Wilson

■ James & Bobby Purfy

■ James Brown

■ Jay & The Americans● Jerry Butler● Jesse Belvin● Jimmy Dorsey & his Orchestra● Jimmy Ruffin ● Joe Henderson • Joe Hinton • Joe Liggins & The Honeydrippers • Joe Simon • Joe Tex● Joe Turner● Johnnie Taylor● Johnny Mathis● Junior Walker & the All Stars● Les Brown & his Orchestra
 Lionel Hampton and his Orchestra
 Little Anthony & the Imperials • Little Eva • Little Johnny Taylor • Little Milton • Little Richard • Little Willie John

Lloyd Price

Louis Armstrong

Louis Jordan

& his Orchestra

Major Lanc•e Margie Day• Marie Bryant• Martha Reese & The Vandellas• Marvin Gaye• Mary Wells

Maxine Brown

Mother's Finest

Nat King Cole

O C Smith

Otis Redding● Patterson and Jackson● Patti LaBelle● Patty Page● Paul "Hucklebuck" Williams Orchestra

◆ Peaches & Herb

◆ Peg Leg Bates

◆ Percy Sledge

◆ Phil Phillips

◆ Pig Meat Markum

Ramesy Lewis Trio

Ray Charles

Robert Parker

Roy Hamilton Ruby & The Romantics • Rufus Thomas • Ruth Brown • Sam and Dave • Sam Cook • Sammy Kaye & his Orchestra● Sarah Vaughan● Shep and The Limelites● Shirley Ellis● Shirley & Lee • Silas Green (from New Orlean) • Sister Sledge • Smokie Robinson • Solomon Burke● Stan Kenton and his Orchestra● Steve Wonder● Stump & Stumpy● Stylistics 

Sugar Pie DeSanto 

Sylvia 

Tammi Terrell 

The Bar-Kays 

The Cadillacs The Cantels • The Chiffons • The Chli-Lites • The Coaster • The Commodores • The Contours • The Crest • The Delfonics • The Dell Vikings • The Dells • The Dixie Cups • The Dreamlovers The Drifters

The Embers

The Everly Brothers

The Falcons

The Five Royales • The Five Satins • The Flemingos • The Four Tops • The Gap Band • The Heartbeats● The Impressions● The Independents● The Intruders● The Isley Brothers● The Jive Five • The Long Ranger • The Lovin Spoonful • The Marcels • The Marvelettes • The Mills Brothers

• The Miracles

• The Monotones

• The Ohio Players

• The O'Jays The Olympics • The Platters • The School Boys • The Sensations • The Shirelles • The Silhouettes• The Soul Sisters• The Spaniels• The Spence Twins• The Spinners• The Staple Singers • The Supremes • The Tams • The Temptations • Theola Kigore • Thomas "Fats" Waller • Tiny Bradshaw & his Orchestra • Tommy Dorsey & his Orchestra • Tyrone Davis

• Vaughn Monroe & his Orchestra
• Wilbert Harrison
• Wilson Pickett
• Woody Herman & his Orchestra • Xavier Cugat & his Orchestra

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