

"The Black Pearl"

*Proud of our Heritage
Confident in our future*

CELEBRATING
50
YEARS

November 2016 | Volume 1 Issue 1

**Black Seaside
Heritage**

History of Atlantic Beach



**A Message from
Mayor Evans**

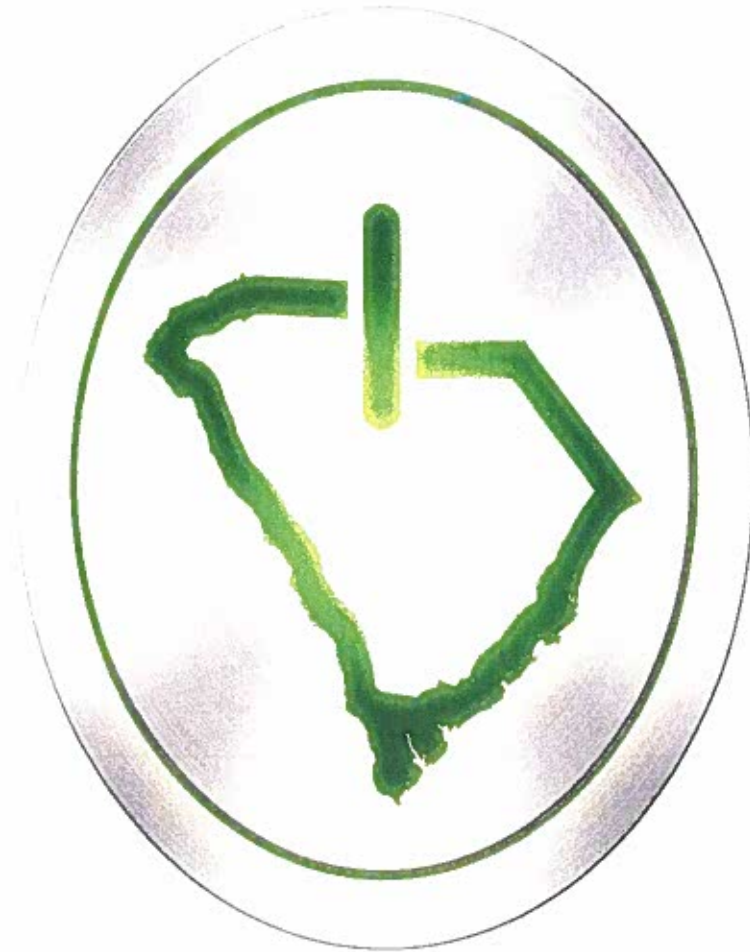
Lifting Gullah

Voices

Atlantic Beach Music Scenery

1966-2016

www.townofatlanticbeachsc.com



PROUDLY POWERING ATLANTIC BEACH FOR 50 YEARS

Cheers to 50 years!

Santee Cooper is honored to have been an area partner for over five decades and continues to power Atlantic Beach toward Brighter Tomorrows, Today.

www.santeecooper.com



Welcome

On behalf of the members of the Atlantic Beach Town Council, I welcome all to our 50th Anniversary Celebration. "The Black Pearl Hometown Reunion and Cultural Festival," is a weekend long music, dance and cultural arts celebration that re-captures Atlantic Beaches' unique Afro-centric heritage. From Friday, November 25 - Sunday, November 27, 2016, entertainers will perform music and dances from 50's, and 60's.

The anniversary celebration will bring together current and former residents, and people from across the country, to join this historic event in celebration of the town's rich culture. The residents of Atlantic Beach are proud of the distinctive history of this African-American enclave, the Gullah-Geechee culture, and the rich musical history that has shaped the town's past and present.

Founded in 1966, Atlantic Beach was one of only a few beaches across America designated for African Americans in the era of segregation. Many people grew up coming here to enjoy the great R&B and beach music, dancing and the world famous "Pavilion" that used to be on the oceanfront. Atlantic Beach, also fondly known as "The Black Pearl," is an American icon and the town is an important part of our national history and culture.

We hope you will actively participate and enjoy the many festivities that we have planned for your enjoyment.



Table of

CONTENTS



■ FEATURES

- 1. Welcome
- 2. Table of Contents
- 4. Message From Town Council
- 5. Town of Atlantic Beach Staff
- 6. Atlantic Beach Music
- 9. Bike Fest
- 10. 50th Celebration Program
- 14. Entertainment Schedule
- 15. Past Town Staff
- 16. Lifting Gullah Voices
- 22. Honoring the Legacies
- 26. Black Seaside Heritage
- 28. History of Atlantic Beach Men's Club

Turning
Dreams
Into Reality
How?
TEXT: (843) 457-5082



ELLIOTT

— REALTY —



Service You Expect. People You Trust.



401 Sea Mountain Hwy
North Myrtle Beach, SC 29582

Condos - Since 1959

Toll Free: 888-669-7853



Message from the Town Council



Councilman Kenneth Mc Lauren has served as a member of the Atlantic Beach Town Council since January 2014– Present. “I am proud and honored to be a member of the Town of Atlantic Beach Town Council at this historic juncture in the Town’s history. This milestone marks a significant achievement for the Town and its rich cultural heritage and legacy that should be celebrated and preserved. I am happy to join with the Town residents in celebrating our 50th Anniversary of the Town’s Incorporation 1966-2016. When others said “no”, Atlantic Beach said “yes”. All are welcome.”



Councilman Lenearl Evans has served as a member of the Atlantic Beach Town Council from January 2014 to Present. He is proud to be a long time resident of Atlantic Beach and is honored to serve the residents of Atlantic Beach. Councilman Lenearl Evans is honored to join in with the Town residents and visitors to the Grand Strand in celebrating the 50th Anniversary of the Town’s Incorporation from 1966-2016.



Josephine Isom has been a resident of Atlantic Beach since 1962, and was employed by FA and Laura Isom at the Bluebird Inn. She is a native of Bucksville, South Carolina. Ronald Isom married Josephine in 1962, and they opened several businesses in Atlantic Beach between 1962-1972. (Isom Shell Gas Station, Isom fireworks, a gift shop, Isom liquor Store., and worked for Horry County Government for 34years) Councilwoman Isom holds an Associate Degree in Criminal Justice and many certificates. She was involved in the process of the first Town firetruck and Spearhead which was the first major town sign for Atlantic Beach. Josephine Isom was the manager for the Town of Atlantic Beach under the administration for mayor Cleveland Stevens 1980’s, and she is currently serving on city council for second term. “I will continue to serve the Town of Atlantic Beach to develop, and prosper and turn all dreams into reality. We need to hold on to the **Historical Significance of Atlantic Black “The Black Pearl” for future generations.**”



Councilwoman Jacqueline Gore has been a resident of the Town of Atlantic Beach all her life. She was an employee at Town Hall for 5 years from 2007-2011 in the Administration Department. In 2015 she made the decision to offer her services to the community and residents by running for a Council seat. Councilwoman Jacqueline Gore wants to pursue development and goals to see the Town develop and grow as she receives calls with questions of what is happening with the Town in regards to development and the Town’s history. Councilwoman Jacqueline Gore hopes that during her time on town Council she can make a difference with the Town moving forward with development so tourist can plan their vacation and experience the wonderful stories they heard about Atlantic Beach from their grandmothers, mothers, aunts, uncles and fathers of their experience about the good, fun and prosperous times in Atlantic Beach in the 1960’s. Councilwoman Jacqueline Gore is determined, dedicated and will focus on whatever she can do to help move Atlantic Beach forward in the coming years and she is excited about celebrating the 50th Anniversary of the Town’s Incorporation from 1966-2016.



Town of Atlantic Beach

Staff



Benjamin Quattlebaum, Jr. has been with the Town of Atlantic Beach since April 2014 until present as the Town Manager.



Cheryl Pereira has served as the Town of Atlantic Beach's Town Clerk and Secretary for over 19 years. "I have been fortunate and blessed to be of service to the Town's past and present Mayors, Town Managers and residents for nearly 20 years. "As the longest tenured employee of the Town of Atlantic Beach, I am honored to be a part of the Town's 50th Anniversary Celebration."



Chief Timothy Taylor started his career in Law Enforcement with the Town of Lake City. There he was promoted to the Rank of Corporal within 10 months on the job, and he received an award as Officer of the Year in 2009. Just one year after he graduated from South Carolina Criminal Justice Academy, he left the Town of Lake City to work with the Town of Andrews. There he was promoted through the ranks of narcotics investigation, Lieutenant, and served as acting Chief of Police before taking the Chief of Police job with the Town of Atlantic Beach. Chief Taylor became South Carolina youngest Police Chief at the age of 28. He will be serving the Town of Atlantic Beach as Police Chief for three years.



Carnisha Hennigan has been employed with the Town of Atlantic Beach as a Police Clerk since February 2016. She holds a Bachelor's Degree in Mass Communication from Francis Marion University. Carnisha is proud to be a part of the Atlantic Beach staff, and is excited to be one of the creators of this magazine.

Atlantic Beach Music Scene Transcends History

BY BEVERLY ELESE SMALLS

By blacks for blacks was the focus of George W. Tyson, the 1934 founding force for the eventual development of Atlantic Beach and its nationally renowned music scene during the U.S. Jim Crow Era.

Legal segregation of public lands, businesses, cultural institutions, and music venues shaped a unique historical landscape for a small South Carolina resort and residential community for African-Americans. The separate culture within American Southern Culture brought the best musicians and vocalists to a region in need of pleasantries.

According to a Town Hall Marker, Atlantic Beach drew many to its shores and lands from the 1930s through the 1970s. A major draw for the hotels, restaurants, pavilions, novelty shops, and beachfront revelries were the rhythm and blues sounds from famous bands and vocal performers.





A 2014 “Charleston City Paper” reported that well known artists like Count Basie, Billie Holiday, Ray Charles, Bo Diddley, and Otis Redding would perform for nearby all white audiences in segregated venues, leave and go to all black night spots in Atlantic Beach for late night shows.

They could not sleep or eat in the white-owned Myrtle Beach hotels or cafes. Wilmington, N.C. native, Larry Price, a jazz alto saxophonist and lecturer in Europe, Asia and the US recalled during an October 17 interview that his band experiences in the 1960s included Myrtle Beach.

The only blacks in Myrtle Beach were, “either on stage or cleaning up,” Price said.

Black audiences reveled to their own ethnicity’s compositions in Atlantic Beach. Some. The names of a few early black-owned venue sites were the Cotton Club, Hawks Nest, and Black Magic Club.

George Tyson’s initial purchase of acres of land for individual business concerns gave way to his sale of land to a new entity, the (ABC) Atlantic Beach Company that sold plots of land to others from the early 1940s through the late 1950s, according to research by Jamesha Gibson.

Mayor Jake Evans’ family connections to the beach community’s music scene provides rich 1960s and 70s cultural and oral histories. His parents were builders and proprietors of motels and most importantly, the Evans Coliseum.

“The musicians encouraged my father, Lenon Evans, a contractor to build a place for them to perform in Atlantic Beach,” Mayor Evans said explaining that those nationally known entertainers were concerned that they weren’t welcome to eat or sleep in Myrtle Beach hotels after playing for whites only. They suggested that the best scenario would be to entertain in a black-owned auditorium in the community that also provided places to stay, relax and dine.

The mayor and family members recall top performers like James Brown, Martha and the Vandellas, Gladys Knight and The Pips, Tyrone Davis, Betty Wright, and Percy Sledge having sell-out crowds in the Evans Coliseum built in 1970 with space for approximately twelve hundred music lovers.

Though the coliseum and other night clubs no longer operate as venues for music and dancing, Mayor Evans promotes the need for telling stories of the once thriving Twentieth Century black-owned beach that provided major entertainment outlets for African-American tourists and vacationers from many states.

His 84 year old mother, Earlene Evans Woods, and siblings have served on Council and continue to participate in Atlantic Beach affairs. The significance of the resort’s Jazz, and Rhythm and Blues Musicology in American History should be respected according to families like the Evans’ and town governors.

“Its rich in history and culture,” the Mayor said. “We want it to be remembered.”

People that are forty years old and younger need to understand why the unique community heritage is important for future generations to know about, he said.



First carry out restaurant in Atlantic Beach



Rosa Stanley

The Vision for the Atlantic Beach Bike Fest



Carolina Knight Riders

In early 1980, while Jimmy Carter was president a group of riders decided to do more than ride their bikes along the Grand Strand and Horry County on Saturday and Sunday afternoons. Meetings were held at homes to organize and sponsor the first Memorial Day Weekend Block Party. The first few rallies in Atlantic Beach drew a small close knit group of family and friends with common interests. Those interests were love for one another, love to ride, and the love of watching motorcycles.

In 1982, the club received the Charter as the Carolina Knight Riders of North Myrtle Beach, with purpose to promote the social welfare of its members and to uphold the highest standard and best traditions of the community. With these morals and values to be displayed by assisting the local community police with functions both financially and univocally. Also help the community with activities such as: Back to School and Halloween parties, Vacation Bible Schools, after school programs, and families in time of need after natural disasters related to hurricanes. The club adopted Memorial Day Weekend as it's anniversary and the Town of Atlantic Beach proclaim the desire to be more involved in the rally with hopes for it to be a social annual event.



The Town of Atlantic Beach 50th Anniversary Celebration

The Black Pearl Hometown Reunion and The Cultural
Arts Festival

November 25-27, 2016

Friday November 25, 2016

Mayor Luncheon

Bay Watch Resort and Conference

2701 South Ocean Boulevard

1:00pm- 2:30pm

North Myrtle Beach, SC 29582

(Main Stage) 30th Street Ocean Blvd, Atlantic Beach, SC

Opening Ceremony

Minister Clara Curry, MC and the Town of Atlantic Beach Mayor and Council

3:00pm-4:00pm

Entertainment

> Wona Womalan West African Drum &

Dance Ensemble Performance 4:15pm-5:00pm

> Arts and Craft Vendors Open on Ocean Blvd 3:00pm-10:00pm

> Concert "Tru Sol Band" 5:30pm- 10:00pm

> Dance Contest

> Children Entertainment Activities

3:00pm-10:00pm

Food and Beverages

> Beer and Wine Tent 3:00pm-10:00pm

> Carolina Seafood Showcase 3:00pm-10:00pm





The Town of Atlantic Beach 50th Anniversary Celebration

The Black Pearl Hometown Reunion and The Cultural
Arts Festival

November 25-27, 2016

Saturday November 26, 2016

Main Stage Entertainment Featuring DJ Torrey

- > Arts and Craft Vendors Open on Ocean Blvd 11:00am- 10:00pm
- > Children entertainment activities 11:00am- 9:00pm
- > Ian Davis and the Carolina Sound Band 1:30pm-4:00pm
- > Dr. Larry Watson and the Wideman Davis Dance Company 4:00pm-5:30pm
- > Darryl Murrill & the Jazzpel Band 5:30pm-10:00pm
- > Dance Contests 1:30pm-10:00pm

Food and Beverages

- > Beer and Wine Tent
- > Carolina Seafood Showcase





The Town of Atlantic Beach 50th Anniversary Celebration

The Black Pearl Hometown Reunion and The Cultural
Arts Festival

November 25-27, 2016

Sunday, November 27, 2016, 12:00pm-7:00pm

Jazz and Gospel Extravaganza

Main Stage, Featuring DJ Torrey– Gospel Extravaganza

- >Arts and Crafts Vendor Open on Ocean Blvd 12:00pm-7:00pm
- >Carolina Seafood Showcase and Beverages Tent 12:00pm-7:00pm
- >Children entertainment activities 12:00pm-7:00pm

Main Stage

Doug Irving Jazz/ Gospel Quartet 1:30pm-3:30pm

50th Anniversary Faith Celebration

PROUD OF OUR HERITAGE

CONFIDENT IN OUR FUTURE

Rev. John Henry, Radio Announcer “Master of Ceremony” 3:30pm-5:00pm

Gospel WPJS AM 1330, Conway, South Carolina

Darryl Merrill & the Gospelpals

Bullah Whitley and Precious Duet Singers

Mt. Pleasant, SC

The Town of Atlantic Beach 50th Anniversary Celebration

The Black Pearl Hometown Reunion and The Cultural
Arts Festival

November 25-27, 2016

Sunday, November 27, 2016, 12:00pm-7:00pm

West Bellamy, Vice-Mayor

Charlottesville City Council, Charlottesville, VA

"PROUD OF OUR HERITAGE"

Rev. Gilbert Randall, Pastor

St Paul AME Church, Little River, SC

"CONFIDENT IN OUR FUTURE"

OBJB Praise Dance Team

Loris, SC

Darryl Merrill & the Gospelpals

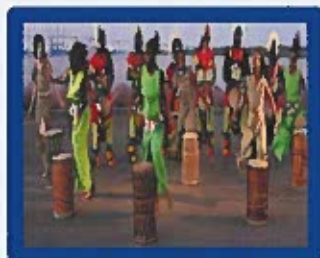
Joshua Rogers 5:30pm-6:30pm

(2012 BET Sunday Best Winner South Carolina Native)

(Anniversary Cake Cutting Tent 6:30pm)



Entertainment Schedule



Friday, November 25, 2016
Wona Womalan West African
Drum and Dance Ensemble

4:00pm-4:45 pm



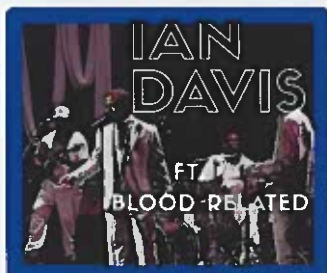
Beulah Shirley



Friday, November 25, 2016
TRU SOL BAND
 5:30pm-10:00 pm



Saturday, November 26, 2016
Wideman Davis Dance
Company
 4:20pm-5:00 pm



Saturday, November 26, 2016
Ian Davis and the Carolina Sound
Band
 1:30pm-4:00 pm



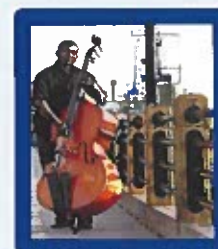
Saturday, November 26, 2016 "6:00-10:00 pm
Sunday, November 27, 2016 " 4:00-6:30 pm
Darryl Murrill & the Jazzpel Band



Saturday, November 26, 2016
Dr. Larry Watson
 Adjunct Professor, South Carolina
 State University
 History, University of South
 Carolina
 4:00pm-4:20 pm



Sunday, November 27, 2016
5:30-6:30 pm
(2012 BET Sunday Best Winner,
South Carolina Native)



Sunday, November 27, 2016
Doug Irving Quintet
 1:30pm-3:30pm



Past Mayors of Atlantic Beach since incorporated

- > *Emory Gore*
- > *Millard Rucker*
- > *Joe Montgomery*
- > *Cleveland Stevens*
- > *Irene Armstrong*
- > *Retha Pierce*

Past Council Members since incorporated

- > *Lefuel Skeeters*
- > *Mary Glass Williams*
- > *Earlene Evans*
- > *Dorothy Hart*
- > *John Mark Simmons*
- > *Willie Isom*
- > *Philbert Mitchell*
- > *Cleveland Stevens*
- > *James Lewis*
- > *John Sketers*
- > *Fannie Sullivan*
- > *Gloria Lance*
- > *Deloris Roswell*
- > *Brenda Brumell*
- > *Vander Moore Gore Jr.*
- > *Jane Evans*
- > *Eva Mcmillian*
- > *Deloris Wilson*
- > *Charlene Taylor*
- > *Donnell Thompson*
- > *Jake Evans*
- > *Retha Pierce*
- > *Carolyn Montgomery*
- > *Wendy Price*

Past Police Chiefs

- > *Henry Hemingway Jr.*
- > *Isaiah Simmons*
- > *Ronald Isom*
- > *Franklin Eagles*
- > *Shane Jacobs*
- > *Michael Bordner*

Past Policeman

- > *Frank Lewis*
- > *Lishus Gore*
- > *Thelton Gore*
- > *Levan Butler*
- > *Durley Freshy*
- > *Archie Lee Green*
- > *Willie Lynch*
- > *Carl Forest*
- > *Charles Bryant*
- > *Ernest Bellamy*
- > *Celward Lewis*
- > *Ivory Lee Young*
- > *Herbert Crawford*
- > *Sunny Boy Hankins*
- > *Buster Brown*

Past Town Clerks and Managers

- > *Flora Watson (Sally)*
- > *Marca Conner*
- > *Linda Angus*
- > *Pete Johnson*
- > *Mervy Mcmillian*
- > *Benny Webb*
- > *William Booker*
- > *Linda Cheatham*
- > *Kenneth McIver*

Lifting Gullah Voices

Bound by Political Correctness

BY BEVERLY ELESE SMALLS

Gullah people's languages and cultures are like a gumbo stew simmering in a cast iron melting pot. African words, phrases, and lifestyles were mixed during active American Slave trade enterprises of the 17th, 18th, and 19th centuries. Like the rice, okra, and tomato base for a gumbo, the acts of capture bondage, and dislocation were background flavors for the main ingredient- slavery.

Unpaid laborers were preferred and in high demand for developing communities and plantations along the southern coastline of the colonies, and United States. Many black slaves exported from West African ports were skilled in farming and irrigation practices most appropriate for life and work in low wetlands. Premium prosperity would come from the successful cultivation of rice, indigo, and tobacco if there were limited or no labor costs.

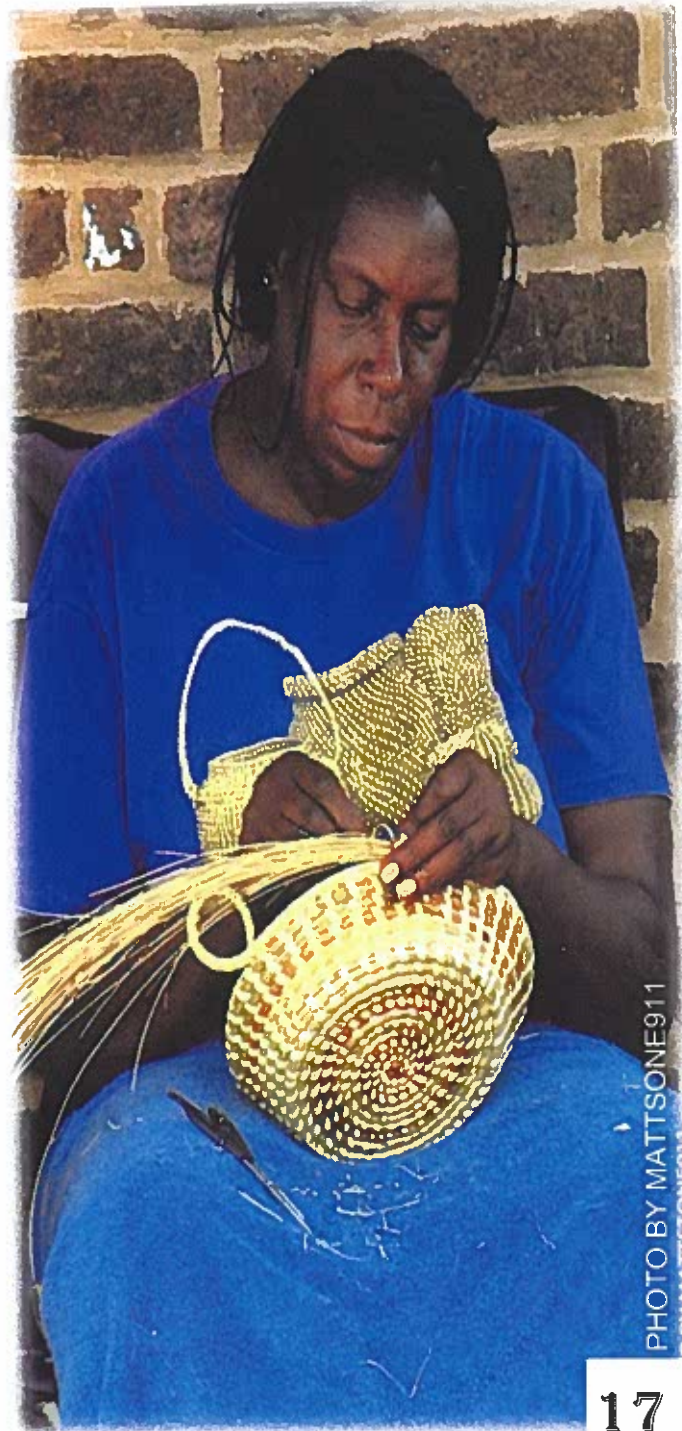
The Africans' physical sizes, strengths and prior conditionings for living in sub-tropical climates proved to be beneficial for those who brought them to the American coastline. These dark skinned natives who were purchases to work the land masses could survive better than whites in the diseases ridden lowlands. Such scenarios enhanced the selfish motives of European and African slave traders. Their systems of capturing and enslaving people from various interior and coastal communities of Africa gained momentum during the 18th century.

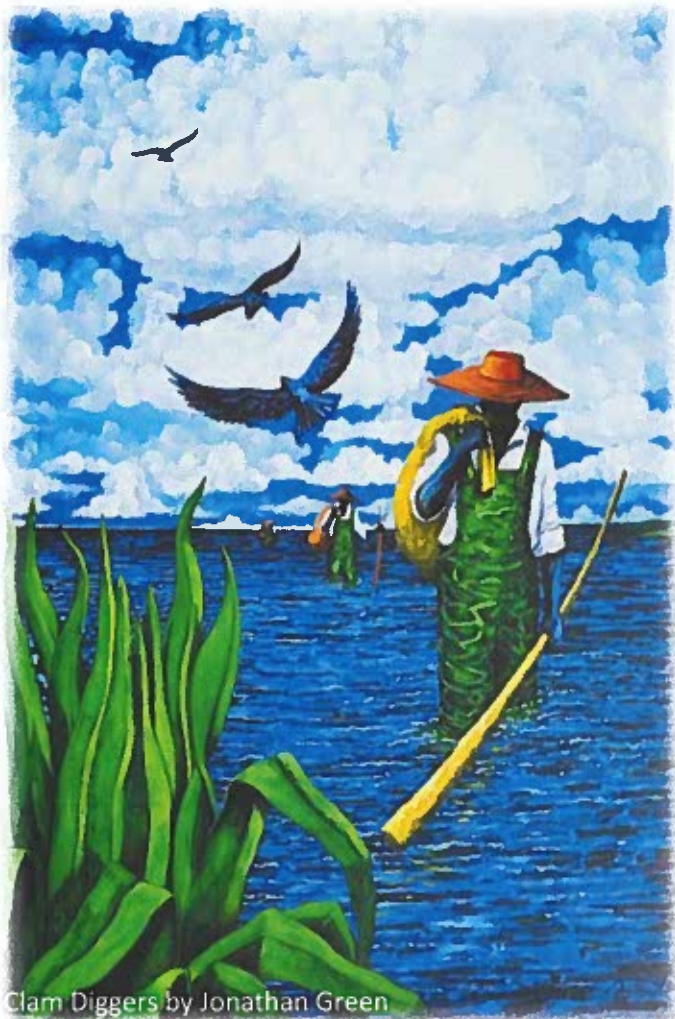




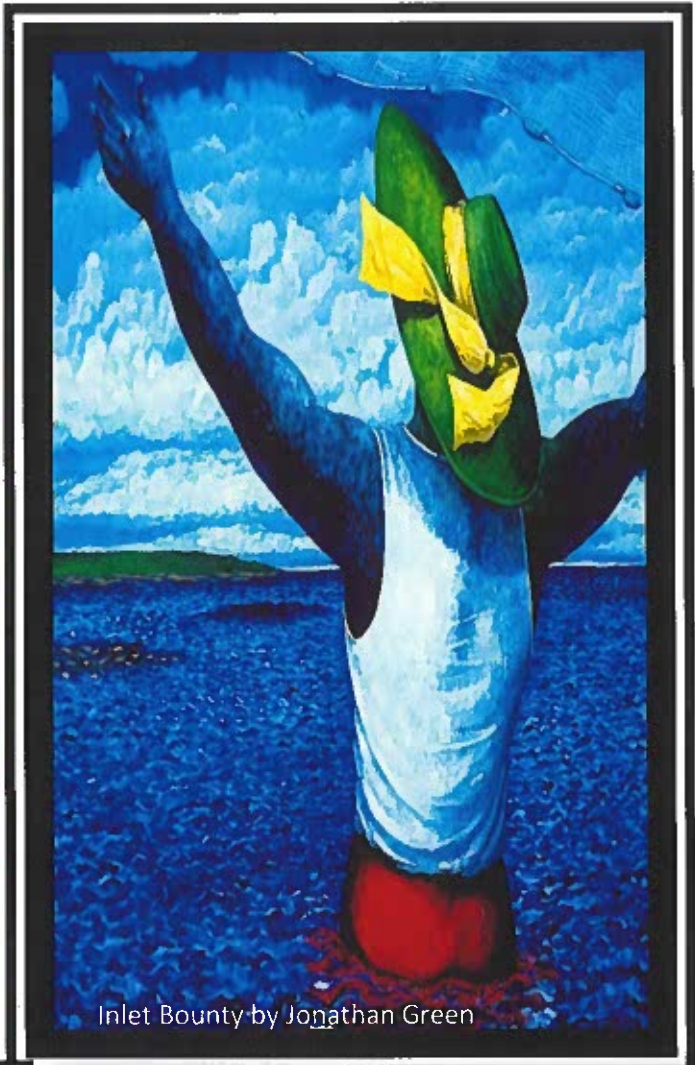
William Mace's 1904 *School History of the United States* reports that in 1750 the thirteen colonies had less than "one million five hundred thousand inhabitants." he described Virginia as having a population of blacks that "nearly equaled whites." his research also revealed that South Carolina had more black residents than whites.

During the early 19th century slaves were also more than half the population of a more northern Port City, Wilmington, N.C. Census reports for this bustling seaport community show the same population trend was true for North Carolina's southernmost county, New Hanover. That region of N.C. is now designated as the northern point of the United States Department of the Interior's Gullah- Geechee Heritage Corridor. The southern tip of the Corridor is Jacksonville, Florida. The "corridor's" Afro- Caribbean people's language skills and traditions link to the descriptive term, Gullah.





Clam Diggers by Jonathan Green



Inlet Bounty by Jonathan Green



Marshland Landscape by Jonathan Green



Free Spirit by Jonathan Green



Harvesting Corn by Sonja Griffin Evans, 48x30in, acrylic on tin



Freedom Dance by Sonja Griffin Evans, 29x39 inches, acrylic on canvas

We hear the Gullah people speak in what some researchers classified as poor grammar. Their words were chronicled in the WPA' Works Progress Administration's Federal Writers' Project that was conducted during President Franklin Roosevelt's "New Deal" stimulus package for a severely depressed economy. The former slaves and their descendants' words make up oral histories compiled from 1936 to 1938.

Though several hundred "free Negroes" also lived in 18th and 19th Century cities like Wilmington and Charleston, their spoken words linked them closely to the enslaved blacks. Most were Gullah speakers. The Gullah culture encompasses the sudden mixtures—associations of Black Africans who brought their native languages, traditions, and customs to their new coastal habitants along the southeastern United States. The American slaves, irrespective of their native villages or tongues were bound together by chains and ankle locks for long periods of travel and bondages. But they did not speak the same language, and could not communicate... at first.

A new system of speaking to fellow Africans developed. Gullah, their new language was birthed through traumatic necessity. The American slaves began creating something of their own, and some of their 21st Century descendants have never abandoned it.

Creole and Pidgen languages- new words and phrases were based on exposure to English speakers, and the new dialects heard from West and Central African language speakers (mostly Bantu and Sudanese). Slaves who lived and worked in close proximities to one another required a common tongue. They spoke, "Gullah."

Their captors' and owners' increasing desires and need for unpaid laborers led to Centuries of moral and social dilemmas for Gullah people in the United States. These dilemmas included long term unresolved issues from early communications problems to sexual taboos. To complicate matters of socialization, Gullah people were forced into unwavering obedience to their white masters while simultaneously being introduced to a new loving God and religion—Christianity. Those who believed thickened their gumbo stew situations with slave songs and “Negro Spirituals” that unified through music that was full of their own Gullah language.

The Avery Research Center in Charleston, S.C. documents that the Gullah language is especially connected to the peoples of Sierra Leone, West Africa, and Barbados. Their new way of speaking, was adopted and spoken regularly by the enslaved workers in southern regions of North Carolina, South Carolina, Georgia, and Northern Florida as well as nearby communities of blacks who lived up to thirty miles inland from coastal regions.

A different term, “Geechee,” became the generalized negative label for these unpaid Gullah people. The words Gullah- Geechee became a compounded definition for this free work force who spoke in broken languages, and maintained unique African and Caribbean customs and beliefs.

They were thought of as strange and laughable by whites, and many blacks were offended to be called a Geechee by other blacks. Present day academic studies of Gullah- Geechees and their descendants tend to focus positively on cultural rituals and beliefs that are respected, interpreted and discussed objectively by scholars around the globe.

The 2006 National Heritage Act that allowed the United States Department of Interior (NPS) National Parks Services to designate and document new historic areas- the Gullah Geechee Cultural Heritage Corridor. It will likely increase interest in these communities that are succumbing to urban progress. The Corridor specifically analyzes the coastal North Carolina counties of Brunswick and New Hanover; South Carolina's Beaufort, Charleston, Cobleton, Georgetown, Atlantic Beach, Horry, Jasper, Berkeley and Dorchester.



JOSEPHINE H. ISOM
Councilwoman

717-30TH AVENUE SOUTH
ATLANTIC BEACH, SC 29582

js.isom@hotmail.com
Tel: 843.457.5082

Shlomi Dadush
Simon Dadush

Cell: (843) 455-1910
(843) 424-3062
Office: (843) 361-2482



Sand Beachwear, Inc.

Souvenirs & Gifts
For all your vacation needs!

FAX: (843) 361-0067 2911 Hwy. 17 South
E-mail: kadoshinc@hotmail.com N. Myrtle Beach, SC 29582

Rooms & Efficiency Apartments

PO Box 1379 Office: (843) 272-6747
N. Myrtle Beach, SC 29598 Residence: (843) 365-5601

Atlantic Pearl Shores Apartments *Live, Work, and Play One Block from the Ocean*

William and Irene Armstrong

408 32nd Avenue, South
Atlantic Beach, SC 29582-4716

AtlanticPearlSC@aol.com
843-222-1019 or 843-222-5824
www.AtlanticPearlShoresSC.com



Professional Body Piercing

Body Jewelry

Autoclave Sterilization

Surgical, Titanium & Gold

4:20

SUPERSTORE North Myrtle Beach, SC

Cigars, Rolling Papers, Water Pipes,
Party Pills, Blunt Wraps, Tobacco
Grinders, Pipes, T-Shirts,

2910 Hwy. 17 South
North Myrtle Beach, SC 29582

BROWN CHAPEL AME CHURCH

358 Brown Chapel Ave.
Conway, SC 29527

Bucksville Community

(843) 397-1252

Community Banking

...at its Best!



**A Tradition You Can
Trust Since 1903.**

ConwayNationalBank.com



MEMBER

Honoring the Legacies of Innovative Visionary



Tony Restaurant and Rose Stanley at
Old Cooper Restaurant



Bernice Elleby Rowell



Sally Watson – 15 years Senior
Town Clerk



Cara Taylor



Mrs. Laura Isom



Hezekiah Hemingway
(Hezekiah Hotel) Early
1960s



James Drumgoole



Franklin R. DeWitt,
Esquire (First Town
Attorney)



Earlene Woods (Black Magic,
Evan's Motel, The Colosseum,
Former Council Member)



Gladys Nichols Bethea
(Bethea's Hotel and
Restaurant)



Flora Ellen Devaughn
Grantham – Jones

THE DREAM



Josephine Isom, of Jo's
Ceramics and Gifts,



Millard Rucker, Sr.
(2nd Mayor for 7 years)



Jacqueline Knox
Blue Moon



Eloise Bethea Gore
E & E Hotel



Tessie Gore Twine
Mildred L. German
Smith
Clarence Smith



Ronald Isom (2nd police
chief for 4 years and
council for 8 years)



Jesse F. Adderton,
Jr.



Eugene Woods
(Wood's Motel &
Apartments & Grill.
Remodeled First
Missionary Baptist
Church 1964)



Athell Parmley (Parmley
Motel & Grill



Thaxton Dixon
(Riviera Motel)



Frank Isom (Blue Bird
Inn)



Glenda Robinson
Bradley



Waddie Harrison Gore
(Exon Gas Station)



Joann Blain Williams &
George C. Walls Jr. (Mobile
Home Park on 32nd Ave

A Tribute To Our Mother

Mrs. Earlene Evans Woods

As children, we cant comprehend or fully realize the meaning of our Mother's love, how tender and how wise, Her patience and helpful caring thoughtful things up the days. Years know the depth of her protectiveness learn...But as we understand for we through older eyes her love and and many other

Her guidance, Her ways. The special she does to brighten go by, before we concern, The love in it takes so long to grow, we look back and see, and wiser hearts, loyalty. It's these things that make her grow more dear, more admired and more appreciated with each passing year. So we say Thank You, Lord for our beautiful Mother for the love she always gives us and her friendship that is never failing, for her kind eyes that see gentle wisdom that carries us through, for her prayers that lifts us up and dreams she holds in her heart for us. We say thank you Lord for all the happy memories we're made together and all the hugs, smiles and tears we have yet to share. Your journey has not been easy, but your Faith has never faltered and your heart has never surrendered...



Momma, you are our courage, our hope and our inspiration. You are awesome and amazing. You are simply an extraordinary Woman, Mother, and Friend. More than our prayers could express, more than our hearts could ever say we are so thankful to God for entrusting us to love the World's Greatest MOM.

We love you, Your Children

Lenearl, Leon, Irene, Jane, and Jake



Atlantic Pearl Shores Apartments

Live, Work, and Play One Block from the Ocean

www.AtlanticPearlShoresSC.com



IRENE ARMSTRONG

Real Estate Specialist

irene.armstrong@elliottcoastalliving.com

843.280.5704 Office

843.222.1019 Cell

843.249.2876 Fax

BETTER HOMES AND GARDENS REAL ESTATE

Elliott Coastal Living

701 Sea Mountain Hwy

North Myrtle Beach, SC 29582

www.elliottcoastalliving.com

Better
Homes
and Gardens
REAL ESTATE

Elliott
CoastalLiving

Evans Motel
1/2 Block from the Ocean
& Lounge

408 31st Avenue, South

Earlene, Leneral, & Jake Evans

North Myrtle Beach SC 29582

Managers

Atlantic Beach Section

843-272-8006/-272-5509/-756-6875

WOODS APARTMENTS
Efficiency, 1, 2, 3 & 4
Bedrooms
One Block from Ocean

Atlantic Beach Section

Earlene Woods

607 31st Avenue South

Manager

North Myrtle Beach SC 29582

843-272-5509 or 843-399-3224



Alma's Quest House

709 30th Ave South
Atlantic Beach, SC 29595

Phone: (843) 361-7339

Professional Service at its best



& Cremation Service, LLC

Atu J. Williams
L.E., L.F.D.

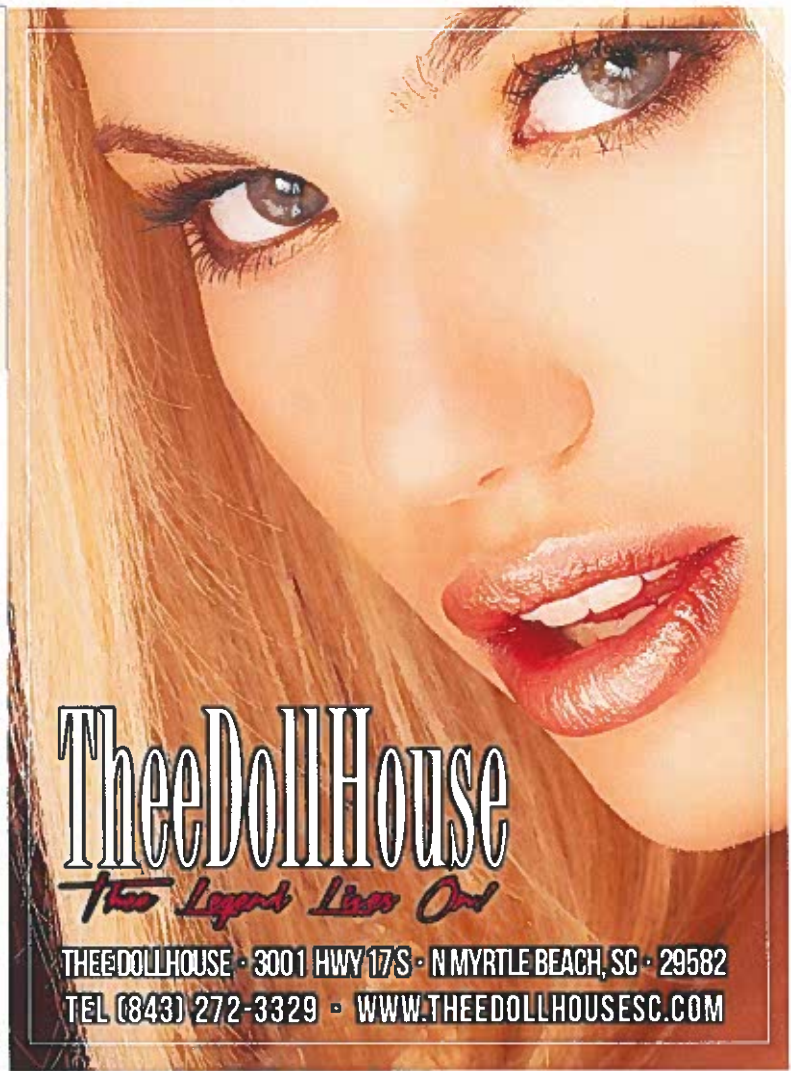
Tammy Gore-Williams

843-916-8929

oceanviewfh@yahoo.com

oceanviewfuneralhome.com

1212 Carver St
Myrtle Beach, SC 29577



Thee Doll House

The Legend Lives On!

THEEDOLLHOUSE • 3001 HWY 17S • N MYRTLE BEACH, SC • 29582
TEL (843) 272-3329 • WWW.THEEDOLLHOUSESC.COM



E & E Motel

410 31st Ave S, Atlantic Beach, SC
29582

(843) 446-1188



**PARASAIL
&
BANANA BOATS**
843-222-CAPT
AtlanticWaterSports.net

\$25 Off
Parasailing
Double or Triple flights only
Before 11am - Expires 12/31/2011

\$5 Off
Banana Boat Rides
Before 11am - not valid with specials

\$5 Off
Kayak, Surfboard
& SUP rentals
Before 11am - not valid with specials

32ND AVE. S - NORTH MYRTLE BEACH
ON THE BEACH - 1 MILE NORTH OF BAREFOOT LANDING
JUST SOUTH OF BAYWATCH RESORT

Black Seaside Heritage

By: BEVERLY ELESE SMALLS

A 1930s black dreamer, George W. Tyson had an idea to build up and prosper from the beauty of the Atlantic Ocean and its possibilities for his kind - the coloreds, Negroes or any other name given to dark skin and mulatto people who eventually became referenced as Gullah Geechees.

Descendants from West African slave ships, and vessels from "the Islands," West Indies and all points of the globe, adjusted and adapted to make life work for the adverse conditions of daily life.

In 1934, Tyson, a black community businessman, approached white land owner, R. V. Ward to purchase land. He bought almost fifty acres of beachfront property and created a development selling plots of land to other blacks for approximately ten years. The Atlantic Beach Company continued similar land sales for another decade.

According to Ronald J. Stephen, researcher and professor of African-American Culture and History, new small motels, restaurants, novelty shops, and night clubs opened in a section of South Carolina off Highway 17, known as Atlantic Beach for blacks.





James Ward Seabrook
(1886-1974)



Dr. Peter Carlisle Kelly III
(1911-1980)



Dr. Robert Keith Gordon
(1893-1964)



Roxie Ballen Tyson
(1889-1973)

Popular uses of the Intracoastal Waterway linked to leisure boating, onshore dining, music, dancing, and family and group visits by locals and out-of-towners. Atlantic Beach became a model community for black tourism, specialty shops, eateries, pavilions, hotels, motels. and night clubs. Residential property owners grew and housed hundreds of families by the 1960s.

Municipal services, town employees, business owners, entertainment venues, golfing events, and lodging needs for black vacationers declined seriously with the advent of a new era in American History. Legal desegregation of public lands, businesses, and cultural institutions was formalized through the 1963 US Civil Rights Act. Services by and for blacks were no longer absolute necessities.

The availability of other places, resorts, beaches, and businesses previously off limits to blacks offered intrigue and new opportunities for families, church groups, school children, and a growing African-American middle and professional class that had patronized Atlantic Beach.

Since the 1980s, one major entertainment venue, Memorial Day Bikers' Weekend has drawn the thousands of visitors once commonplace in Atlantic Beach. The town is now listed on the National Register of Historic Places.

Josephine Isom, a Town Council representative who moved to Atlantic Beach for work in 1962 remains hopeful regarding the future.

“I want Atlantic Beach to get new developments and have an increased tax base,” Isom said. “It will happen.”

History of Atlantic Beach Men's Club

By: Joe Montgomery

President of Atlantic Beach Men's Club



The Atlantic Beach Men's Club was organized and chartered in 2013. It derived from a group of men within the Atlantic Beach Community socially gathering together. However, listening to the vast array of discussions among fellow neighbors, there was always one common interest shared, the concern of "The Town of Atlantic Beach." this passionate discussion about the town and hearing the various philosophies from all walks of life inspired one, Mayor Jake Evans to formally propose and organize the Atlantic Beach Men's Club.

The Atlantic Beach Men's Club shall consist of men dedicated to serving the needs of our community; our purpose setting aside all personal differences shall always be to Facilitate, Promote and Provide a high degree of Social Fellowship, Support Wholesome Recreational Activities, Encourage both Entrepreneurial Development and Civic Responsibility among its members and those of our community. Being a member means accepting that we are tools for and of our community; we must always endeavor to facilitate and participate in changes that prove to be constructive and which continues to promote a better thriving community.

After the organization was properly chartered in 2013, the following listed officers which were elected: President, **KEN MCLAURIN**, Vice President, **JOE MONTGOMERY**, Recording Secretary, **WILLIAM BOOKER**, Financial Secretary/ Treasurer, **JAMES B. DEWITT** and Chaplain, **LARUE SHERMAN**.

Since its inception, The Atlantic Beach Men's Club has accomplished the following:

- Assisted with the Annual clean up in the town.
- Worked very closely after a contested and delayed election in 2013 Mayoral Race with Sandy Martin, Executive Director of Horry County Board of Registration, Horry County Election Commission and Marci Andino, Executive Director of South Carolina's Election Commission to get Governor Haley to issue an Executive Order for us to conduct an Election. Which Mayor Jake Evans subsequently won and was sworn into office.
- Provided financial assistance to members who were ill.
- Financed "Back to School" Bash for school children in the Atlantic Beach Community.
- - Participated in commending the late Senator Dick Elliott, our Representative from this area, who aggressively obtained State Grants to enhance the Town's streets and Administration.
- - Restoration of the Town's Community Center for various activities
- - Served in an advisory capacity to the contractors placing a new roof on the Town's Hall.

Friends of the Pearl



Purpose: To unite the ladies of Atlantic Beach and the surrounding community in sisterhood with neighborhood resolve by addressing some of the community issues. Resolution of our purpose include initiatives such as:

In addressing health needs, several workshops with area physicians who donated their time were:

Dr. Dode Washington – OB Gyn

Dr. William Hughes – Urology

Dr. Cornelius Bec – DDS

Established free health screening for Atlantic Beach citizens by the Conway Medical Center health van.

The van conducts health screenings quarterly.

Affordable Health Care Act Workshop

Several Gullah activities led by the late Bunny Rodrigues who was an icon in the Gullah community.

Friends of the Pearl members were involved in other community activities which include:

Fundraising to help with capital improvements in Atlantic Beach

Christmas celebrations with children and community members in need

Orchestrating the Atlantic Beach Reunion

Sponsoring the first two-day Atlantic Beach Jazz Festival

Providing Christmas decorations for the Atlantic Beach Community Center.

Additionally, the Friends of the Pearl sponsored several community Fish-Fry's and an annual cookout for its members and their families.



Membership: The members of the Friends of the Pearl have contributed to the community in many ways. These are the wonderful ladies who comprise the Friends of the Pearl:

Lynda Booker (President) - served as a member of the Municipal Election Commission. She is an Interior Designer by profession.

Janie Isom (Vice President) - a long term resident of Atlantic Beach who provides assistance and support in all activities. She retired from the Horry County Schools Department of Transportation.

Alice Graham (Secretary, when available) - a dedicated FEMA agent and served a chair of the Municipal Election Commission for many years.

Charlene Taylor - served on the Town Council of Atlantic Beach for fourteen years and retired from the National Bank of South Carolina.

Linda Moye Cheatham - served as Town Manger and CFO for the Town of Atlantic Beach. She is currently Chief Deputy Director of Finance for the City of Richmond, VA.

Gloria Lance - A long term resident of Atlantic Beach served on the Town Council of Atlantic Beach for thirteen years. She currently works with FEMA.

Jane Sketers - a long term resident of Atlantic Beach and served as treasurer of the Friends of the Pearl for five years.

Carolyn Gore - a long term resident of Atlantic Beach, served as assistant treasurer of the Friends of the Pearl. She is currently a member of the Municipal Election Commission.

Pat Mallette - a long term resident of Atlantic Beach and a committed member of the Friends of the Pearl and serves on the Housing Authority Board of Directors. She is one of the most valuable teachers at North Myrtle Beach High School

Dorothy Floyd - an original member of the Friends of the Pearl and served on the faculty at Georgetown Horry Technical College.

Edna DeWitt - an original and committed member of the Friends of the Pearl and a retiree of Coastal Carolina University. She is known for her chocolate cakes.

Tracy DeWitt - one of the newest members of the Friends of the Pearl and daughter of Alice Graham. She currently works with children at a day care facility and she was instrumental in accounting for finances of the club at the Atlantic Beach Jazz Festival.

Carla Taylor - one of the newest members of the Friends of the Pearl and she is acting treasurer of the Friends of the Pearl. She is currently an administrator with Horry County Schools.



HISTORY OF ATLANTIC BEACH, SOUTH CAROLINA

Atlantic Beach, South Carolina, one of a very few historically Black, incorporated municipalities in the United States, was founded in the 1930s by George Tyson, an African-American businessman.

Envisioning a seaside setting where African-Americans could vacation in peace, Tyson purchased two tracts of land which became known as "Pearl" and "Atlantic Beach". Financial difficulties caused those holdings to later mortgage



als formed the Atlantic Beach Company. This company, which consisted of ten stockholders, purchased the land from the mortgage company, and obtained a charter from the State of South Carolina to plat and subdivide the property.

Atlantic Beach thus became one of only a few oceanfront areas located on the Eastern Seaboard open to African-Americans for recreational purposes.



In 1966 the South Carolina Secretary of State issued a municipal charter for Atlantic Beach, South Carolina. Election of a Mayor and Town Council was held on June 14, and on June 30, the charter was granted.

Atlantic Beach was the setting of the 1960s vintage movie "Shag." The beachfront, Ocean Boulevard, the former Atlantic Beach Thirtieth Avenue, transformed for 250-plus movie stars, extras and movie crew for over a week.



In 1987 Atlantic Beach celebrated 25 years of incorporation with the theme, "Together We Can: 25 Years of a Proud Heritage."

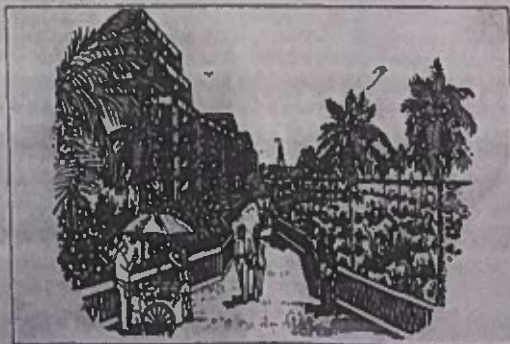
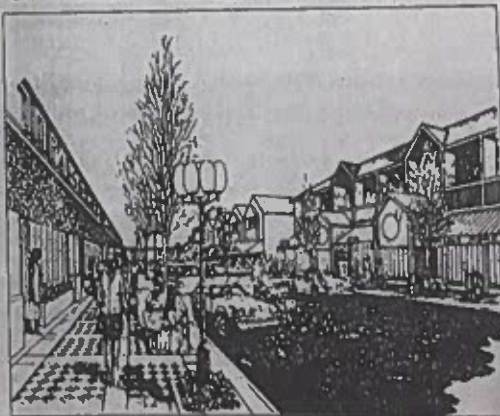
Atlantic Beach's central location on U.S. Highway 17 provides easy access to shopping malls, more than 60 golf courses, tennis facilities, boating and deep sea and pier fishing, amusement parks, arts and cultural events, and other attractions in nearby North Myrtle Beach, Myrtle Beach and Little River.



The 8,400 square foot community center of Atlantic Beach (page 3, upper right) offers many opportunities for conventions, dances, concerts, and other social activities. The center will seat 500 persons concert style or seat 350 at tables for a convention.



Atlantic Beach, SC / The Future



For more information, contact:
Dept. Of Tourism
Town of Atlantic Beach
P.O. Box 1425
North Myrtle Beach, S.C.
29598

Atlantic Beach Community Center
Virginia St.
1-803-272-5287

Atlantic Beach Town Hall
717 30th Ave. S.
1-803-272-5287

ATLANTIC BEACH, S.C. has always been, since its establishment in the early fifties, a delightful and enjoyable place for families and individuals to play, relax and have fun. Many vacations are planned around a visit to this historic beach town which is mostly owned and run by African-Americans. The town, however, is not exclusively for African-Americans — all people are welcome. Atlantic Beach intends to become a distinctive place for vacationers. Raising the public awareness of this fine family-oriented community will give citizens and tourists an additional spot along the Grand Strand to enjoy while relaxing and having fun.

South Carolina Department of Parks, Recreation and Tourism.

Of Value To Us Yesterday, Today And Tomorrow!

Atlantic Beach, SC / Today