

Chronicle Profile

# 'A Dream Come True'

By Art Blue  
Staff Writer

In 1974 a man started working on a dream. Today that dream has materialized into a business enterprise, consisting of two fish markets and three seafood restaurants.

Bill Ray has spent many hours of hard work and a lot of faith to make his venture pay off. Ray's Bone Fish House markets and Ray's Soul and Seafood restaurants are growing businesses in Winston-Salem with plans to expand to other cities in the near future.

The dream started in the basement of a grocery store on Cherry Street near 25th Street

when Ray opened his first fish market with \$25 and 25-pounds of fish on credit. After working as an assistant to the veterinarian at the Boulevard Animal Hospital for 18 years, Ray became frustrated with the job and quit. "I love animals and have several of my own," said Ray, "but I just got fed up with the owners of the animals that were brought to the hospital and I couldn't take it any more."

He got the idea of opening the fish market when, as a sports fisherman on weekends, he found he never had enough fish from his catch to go around for all the neighbors and friends who wanted

them. "I used to bring my fish back and give them away and I never seemed to have enough to go around no matter how many I caught. That's when I got the idea of opening a store and letting the people come to me," said Ray.

So, with \$25 and the 25-pounds of fish, the dream was born. Things weren't a huge success at first. "I only had three or four customers the first week, but I was determined to succeed," Ray said. Business did pick up slowly and on Christmas Eve, Ray moved from the basement of the grocery store to a more visible location on 14th Street and Underwood Avenue.

"My rent was due to increase on the first of the year and I was still in a basement. I felt my business could increase if I had more exposure and the new location looked more promising. Since the rent was better, I felt I would be getting more for my money," said Ray.

Business did increase with the change of location and the freshness of the seafood Ray offered to his customers. He stayed at the Underwood location for a year until he was displaced when the area was cleared for redevelopment. In late 1975, Ray moved his fish market to its present location at 14th Street and Cherry. The dream was to have several suc-

cessful fish markets, but in 1978 the dream took on a more elaborate scope.

The idea of opening a seafood restaurant filtered in almost the same way the original dream was born. "I use to cook fish for lunch at the market everyday. One day a customer came in while I was cooking and he asked if I would cook a fish for him. I did and he liked it. He came back everyday that week and suggested I start selling fish dinners," said Ray.

When the barber shop next to the fish market moved, Ray secured the location and spent a year working late into the night remodeling the interior for a restaurant.

The location was ideal because a customer could pick out a fish in the market, go next door and have the same fish cooked and served for a meal.

Business at the market grew and expansion was needed. Ray's Bone Fish House #2 opened on Northwest Blvd. and Trade Street in May of this year. The third restaurant opened at Patterson and Glenn Ave. in July, and the second market, located in the Ogburn Station Shopping Center, opened two weeks ago.

"My business is built on faith, hope, and charity," said Ray. "We practice that with every customer that walks through our door, we



Bill Ray outside one of his fish concerns.

will do our best to satisfy." Ray adds that hard work and determination has been the key to his success. He and his wife Darnella have 6 children, 5 sons and a daughter.

There are sacrifices one has to make when they devote themselves totally to their business. "It's been two years

since I've been able to really go fishing," laments Ray. "Fishing relaxes the mind so clearly that it brings me complete peace. Eventually I'll take a vacation and get down to some serious fishing."

Ray may get that vacation soon, but right now he's working on that dream and the dream is growing.



September Birthdays

Mrs. Hattie Vaughn celebrated her 70th birthday Sunday, Sept. 14, by hosting a party for her sister and two close friends, all of who have birthdays in September. Pictured are (L to R) Mrs. Hattie Vaughn, Mrs. Hettie Talbot, Mrs. Ora L. Griggs, sister of Mrs. Vaughn (standing), and Mrs. Cora Broome.

## Jeffers Joins Local Animal Hospital As Veterinarian

By Art Blue  
Staff Writer

Winston-Salem native Calvert B. Jeffers, D.V.M., has joined Dr. Martin G. Lorber at the Boulevard Animal Hospital in the general practice of veterinary medicine.

Jeffers, a graduate of Atkins High School in 1957, received his B.S. degree in biology from Tuskegee Institute in 1962 and returned to Winston-Salem to work as a lab technician at Bowman Gray School of Medicine after graduation.



Jeffers

He joined the Army in 1963, as a medical lab specialist and worked in the research laboratory at Fort

Knox, Ky., until his discharge in 1975. He studied veterinary medicine.

After leaving the Army, Jeffers worked for the Seagram's Distillery in Louisville, Ky., as a production supervisor from 1965 to 1968. It was while working at the distillery that he decided he wanted to be a veterinarian, so it was back to Tuskegee where

Graduating in 1972, Jeffers received both a Doctor of Veterinary Medicine degree and a B.S. degree in Agricultural Science.

He and his wife Patricia have three children, Mona, age 15; Calvert III, age 12; and Jennifer, age eight.

## Gate-Boggan Reunion

The Gatewood-Boggan sixth annual family reunion was held Sept. 13, from 2 to 6 p.m. at the Benton Civic and Convention Center.

Hosts for the reunion were Joe Gatewood and Mary Betha, both of Winston-Salem.

New officers for next year's family get-together were elected, they are president, James Ratliff of Durham; vice president, Elizabeth Banks of Fayetteville; secretary, Wilma Booth of Charlotte; and assistant secretary, Mary Betha of the city.

Other family members among the guests were

Cassie B. Young of Wadesboro, and Caroline Leak of Lumberton.

Special guests were Tom Elijah, executive director of the Winston-Salem Urban League, and Evangelist Ethel Lindsey, pastor of Pleasant Union Baptist Church.

Immediately following the reunion, a surprise birthday party was given for Caroline Leak, by her daughters, Mary Betha of Forest Hill Avenue and Elizabeth Banks of Fayetteville.

Approximately 80 people attended the event. Next year, the reunion is to be held in Charlotte.

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## Native Practices Dentistry

By Art Blue  
Staff Writer

David R.J. Plummer, D.D.S., has joined the practice of local dentist, Dr. J. Raymond Oliver, Jr. Plummer is a native of Winston-Salem and graduated from Reynolds High School in 1971.

He received his B.S. degree from North Carolina Central University in 1975 and entered the University of North Carolina School of Dentistry, graduating in 1979.

Plummer worked at the Reynolds Health Center for a year before joining Oliver this past August.

Experiencing a close and personal association with



Plummer

dentistry early in his life, Plummer said, "I had my front teeth knocked out when I was 6 or 7, so I was very much acquainted with dentistry early for a somewhat extended period," he recalled.

It wasn't until his sophomore year at NCCU that he decided he wanted to be a dentist.

"I was good with my hands and had a pretty sharp mind," said Plummer, adding, "It was a choice between dentistry and medicine and I felt dentistry offered me the best means of combining both the abilities of my hands and mind."

The fact that Plummer likes to see things from beginning to end played a part in his choice as well.

"As a dentist you can start with a bad situation, correct it, and see the results of your efforts, whereas with medicine, it is often a case of applying your skill and hoping for the best," he said.

As for the future, Plummer hopes to open his own practice in the northwest area of Winston-Salem within the next year. Until then, he will help Oliver.

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## Audio/Visual — Puppet WORKSHOP

September 20, 1980

Time: 10:30 A.M. - 4 P.M.

(Audio/Visual Session 10:30 a.m.-12

— Puppet Session 1 p.m.-4 p.m.)

Where: **Sears Activity Room**  
**Hanes Mall**

★Get ideas for working with puppets



★Learn to use overhead projectors

★See what's available in transparencies & filmstrips



★Get acquainted with filmstrip projectors

★Master poster making with opaque projectors

This workshop is FREE. It is designed to meet needs of workers in adult, youth & children's departments.

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