THE CUBA FAMILY ARCHIVES FOR SOUTHERN JEWISH HISTORY AT THE BREMAN MUSEUM

MSS 250, CECIL ALEXANDER PAPERS

BOX 1, FILE 28

NEWSPAPER ARTICLES, 1953 - 1984

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New Building Plans Progressing Rapidly

At a recent meeting of the new building committee, with chairman Ben Massell presiding, the architects, Messrs. Rothschild and Alexander, and Leon Spector of the National Jewish Welfare Board, announced that the blueprints would be ready for final review around Nov. 1st. It is hoped that bids for building will go out shortly thereafter.

Mr. Massell has also said that the first floor plan would include an auditorium, seating 700, a Nursery School, a gymnasium, executive and general offices, a lounge for the general public, as well as such items as check rooms, wash rooms, and one large meeting room, seating 125 people. On this floor, too, there will be a large kitchen for serving into the auditorium.

The second floor will contain 10 club rooms, staff office, a beautiful library, and one large meeting room seating 150.

The ground floor will contain a drama workshop, a junior game room and youth lounge, an arts and crafts workshop, a Scout room, a snack bar, handball courts, an adult game room, facilities for 1500 gym equipment baskets, a special exercise room, showers, dry and wet steam room, massage room, a swimming pool, with a special balcony for spectators.

SUMMER CAMPS SERVED 470

470 girls and boys carry into the fall season pleasant memories of outdoor experiences in the recently concluded Center camping program.

Camp Rutledge was filled to capacity with 160 different children, directed by Ed Jackel. Dr. Rose Lahman heads the Camp Rutledge Committee.

Camp Ajecome, the Day Camp, concluded its eight-week program after serving 250 different children, under Mary Joel Well's direction. This committee is headed by Mrs. Joe Cuba.

There were 60 tots in the special Nursery Session, headed by Mrs. Ralph Sacks. Mrs. Joseph Haas is chairman of the Nursery School Committee.
Panels Named To Pick 5 Women of the Year

BY MARJORY RUTHERFORD

The men who will select Atlanta's 1959 Women of the Year were announced here Thursday.

Chairmen of selection committees in five fields—the Arts, Business, Civic Service, Education, and the Professions—were disclosed at a luncheon at the Capital City Club arranged by the 15th annual WOTY organization.

Committees, each comprising seven prominent Atlanta men, will receive and act on nominations for the WOTY honor. One of the city's highest, most eagerly desired accolades. Each committee will select one woman, and from the field of five will come the ten 1959 Woman of the Year, traditionally announced in January at the annual WOTY recognition banquet.

COMMITTEES LISTED

Sponsor of the 1959 WOTY event is Colonial Stores, represented by Colonial President Joseph Selz. Cecil A. Alexander is chairman of the Arts Committee. His co-chairman is George Goodwin, and other members are Robert Bartlett, George Beatie, Herbert R. Elms, Henry Sopkin and Philip T. Shuttle.


BRAY, LANGLEY CHAIRSMEN

C. Sims Bray is chairman of the Civic Service Committee. Other members are Augustus H. Sterne Jr., co-chairman, and Dr. Darrell Ayer, William H. Glenn Jr., A. C. Latimer, Frank O'Neill and Jack Spalding.

Chairman of the Education Committee is Dr. Noah Langdale Jr. His co-chairman is Dr. Paul Weber. Other members are Harlold Jackson, Dr. Ward Palford, Eugene Patterson, Dr. Claude Purcell and Dr. Paul West.

Chairman Bobby Dodd heads up the Professional Committee, with Arthur Hays Jr. as co-chairman. Other members are Howard Beals Jr., Dr. Murdock Epper, Dr. Lamont Henery, Branchon Morris, and Herbert H. Thurpe.

NOMINATIONS INVITED

It's not too early to send in nominations for the 1959 WOTY. Mrs. Robert G. Watt, chairman of the organization's new board of directors, said Thursday. Deadline for nominations will be announced later.

Nominations may be sent to committee chairmen or to Mrs. Jack Norris, WOTY secretary, 2113 DePuy's Perry Rd., NW.

Mrs. David C. Black is co-chairman of the 1959 WOTY board. Other directors are Mrs. Robert F. Adamsen, Mrs. Annie Sue Brown, Atlanta 1958 Woman of the Year, Mrs. Harold N. Cosledge, Mrs. Donald Hastings, Mrs. Charles D. Hurt, Mrs. C. Baxter Jones Jr., Mrs. John S. Knox, Miss Helen B. McDuffie, Mrs. Floyd W. McRae Jr., Mrs. Berrien Moore Jr., Mrs. Charles T. Pottinger, Mrs. James D. Robinson Jr., Mrs. James M. Sibley and Mrs. Albert E. Thornton.
POLITICAL INSIDERS now believe that Atlanta will not elect a Negro mayor in 1969, although they point to some special circumstances which could change the outlook.

These insiders say there is only one obvious candidate, Sen. LeRoy Johnson. They do not believe he could win under ordinary circumstances. Those circumstances involve a large number of white candidates who split the vote so effectively that he gets into a runoff with a very conservative white candidate. They figure that would give Johnson a slim chance.

The other two obvious black candidates are committed to other races. One is Maynard Jackson, who contested Sen. Herman Talmadge and lost last fall. Jackson has announced for mayor pro tem. The other is Vernon Jordan, the director of the Voter Education Project. Jordan is about to run for alderman.

JOHNSON MAY NOT be around at the windup of the race. He obviously wants to become one of the power brokers in it. Many observers think he might get out and swing his support to one of the white candidates as the campaign rolls into the summer.

Others think he will run simply because he would be the first serious candidate from his race to run for the mayor's office.

Reg Murphy is editor of The Atlanta Constitution.

PICKING A FRONT RUNNER in the mayor's race at this point would be as futile as settling on a boy's name before the child is born.

Supporters of Sam Massell, Rodney Cook and Charles Weltner all believe they could win. Others think the split would project Milton Farris or Everett Millican into the runoff. There are some who think architect Cecil Alexander would be a good compromise.

But with the qualification deadlines still as far away as they are (August) and the campaign just settling down to developing issues, nobody can be sure what will happen.

ALEXANDER HAS defined the issues as clearly as anyone. He says two are paramount. “The first of these is our drift toward polarization—black versus white, rich versus poor, educated versus uneducated, liberal versus conservative. The city cannot survive this. Either we move toward unity or we have sold out Atlanta,” he said.

That means stopping blockbusting and encouraging real neighborhood participation. It means optimism in the future which will keep city life tolerable.

Secondly, Alexander said, “The problems of this city cannot be solved within the present city limits. We must have an area-wide government. There are irrational, bitter objections based on race and economics. . . . The black political structure fears loss of power. The white suburbanite thinks that he can exclude the racial and economic problems.”

THE QUESTION OF whether the next mayor is going to be black thus is not paramount in Alexander’s view. “This city has nothing to fear from the color of its government—only from the government that is beholden to only one group, only from a government black or white which must support policies of separation to survive.”

It is not for that reason that Atlanta’s next mayor is likely going to be white. It is that the Negro community has not yet developed a leader who can go into the entire city and win confidence and white votes.

From here, it looks as if Atlanta is less likely to elect a Negro mayor this year than Los Angeles, where Tom Bradley is running strong against incumbent Mayor Sam Yorty.
By RALEIGH BRYANS

Architect Cecil Alexander has done the politically unappealing thing of proposing that all local governments in metropolitan Atlanta come together under one umbrella.

He proposes a federation of governments such as Toronto has had since 1951. The officials elected by the several local governments would sit in a legislative body serving the whole.

Alexander would call it the "Commonwealth of Atlanta." That's deliberate. It avoids the more stand ard terminology, "Metro government," which has fearsome connotations for so many.

"The name, commonwealth, implies a coming together of equals for the common good," he says.

Alexander spoke on the subject Thursday at a luncheon for planners sponsored by the Atlanta Region Metropolitan Planning Commission.

HE PROPOSED that the Metropolitan Atlanta Council of Local Governments, a creature of the planning commission, create a "blue ribbon" committee to explore federation.

Alexander at the start promised to "speak out on the unappealing," his way of saying that as a general rule persons in authority have avoided proposing any area wide government.

Mayor Ivan Allen, for example, when he began championing a city-Fulton County merger last year, expressed the feeling that to go beyond was to dabble in something politically unreal.

Alexander revealed he had taken it upon himself to visit Toronto, Miami, Jacksonville and Nashville—all cities which have attained area wide governments—in preparation for his speech.

As he put it, this journey and his proposal arose from his concern over the consequences for Atlanta if it continues as a "patchwork" of separate local governments.

It is worth noting that in the past he has evidenced a desire to run for mayor, but he gave no indication his speech was meant to enhance his potential in that respect.

Alexander decried "Stop Atlantas" movements, arising both within the city, among blacks, and without, among white suburbanites.

"The white suburbs would raise a curtain of indifference from the victim. Water—some connected, and the waste from one family would pour down through the ceiling to the building. Through the distribution system below, the building at where. Crooks be followed. Somebodys else's office or apartment. This heaven, beloved, in a building, noisy structure wouldn't have a tenant."

"There would be no orderly distribution of functions through the building. A hamburger stand could show up anywhere and puncheared machines would disturb sleep here and there, as amonia fumes from blueprinting operations were permeated everywhere. Crooks would come up in the building at the ground floor, and if they got upstairs, couldn't be followed. A fire? No matter: that on another floor. Trash? Throw it out the window or into somebody else's office or apartment. This heaven, beloved, in a building, noisy structure wouldn't have a tenant."
Atlanta Commonwealth

A COMMONWEALTH of Atlanta form of government, a federation of municipalities within metropolitan Atlanta, has been proposed by architect Cecil Alexander as a possible solution to the problem of government within the area.

The idea merits further exploration.

It is generally recognized that metropolitan Atlanta is an economic entity. The municipal and county governments which comprise it are interdependent. The prosperity of each is largely dependent upon the prosperity of the whole.

VIEWING IT on this basis, there are many problems which are metropolitan in scope. To try to solve them within the confines of a given municipality, for instance, is unreal.

Equally unreal is any idea of merging the five counties which constitute metropolitan Atlanta into one huge and unwieldy government.

But mergers of one sort or another are being urged. The General Assembly considered merging Atlanta and Fulton County, which it could do. The "courtesy" which the legislature extends to its members when considering measures involving their respective districts is a courtesy and not a right. It can be eliminated at any time. And it is quite probable that the General Assembly could again consider such a merger at any future session.

On the other hand the tri-cities of East Point, College Park and Hapeville have talked of possibly merging into a single municipality.

But the problems extend beyond the boundaries of even a merged Atlanta-Fulton County.

AND THAT IS why Mr. Alexander's proposal should be given serious consideration. He holds up Toronto, Canada, as an example. The Toronto federation contains six municipalities, including Toronto itself. The federation has a council of 33 members with the individual governments remaining as live functioning entities. The individual governments are all equal to each other. The individual governments retain certain powers and share others with the federation.

To keep metropolitan Atlanta functioning as the vibrant urban complex it is requires the combined efforts of those who make it up. There is no need for the mayor of Atlanta to become the mayor of metropolitan Atlanta. But there is a need for a common effort to solve common problems.

Mr. Alexander's proposal may be that way. We should examine it and see.
"A Commonwealth Of Atlanta' Urged
Federation of Municipalities
Would Be Similar to Toronto"

By ALEX COFFIN

A federation of Atlanta area municipalities patterned after Toronto—"a Commonwealth of Atlanta"—was proposed by architect Cecil Alexander Thursday.

Speaking at a luncheon called by the Atlanta Region Metropolitan Planning Commission, Alexander suggested a blue-ribbon committee representing all segments of the metropolitan area to discuss recommendations for an area-wide government.

"It seems to me that a federation will give us the means to cope with metropolitan problems that do not stop at man-made borders," Alexander said.

"At the same time the suburbs retain autonomy in local matters and have a say in overall matters of the area.

"In the same way the political balance within the central city is not drastically changed and an effective means is established to give these citizens a voice in the affairs of the entire region," he said.

Alexander said consolidation efforts now going on among various governments should not be a threat because Toronto's experience shows that the fewer governments the better.

"Now let's face the facts," Alexander said. "The present effort to stop Atlanta is motivated by fear of the encroachment of our racially oriented urban problems. It is also motivated by fear of higher taxes and the fears of elected officials in the suburbs. These fears are real, but since when did a people prosper whose actions were motivated by fears?

"The black political forces say stop Atlanta so as to preserve the trend toward a majority position in the city," Alexander said.

"The architect said, "we must acknowledge these attitudes and try to find a government which adjusts to them. I believe that the federated government could be the answer."

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"At the same time the suburbs will have some control of their own affairs," he said. "The federation would give them a voice in the affairs of the entire region."

"We can go on as we are with a patched up attempt at cooperation, but with the continuing growth of polarization making urban life ever more difficult. Black versus white, affluent versus the wretched, educated versus uneducated, urban versus suburban will surely destroy us," Alexander said.

"After studying consolidation efforts in Miami, Jacksonville, Nashville, Toronto, Minneapolis, St. Paul and Indianapolis, Alexander said the Toronto two-tiered federation government merits Atlanta's attention.

"The Toronto federation contains six municipalities, including Toronto itself. The federation has a council of 33 members with the individual governments remaining as live functioning entities, Alexander said. The individual governments retain certain powers and share others with the federation.

"This name commonwealth implies a coming together of equals for the common good... I have been told to go slow—that there are too many other immediate problems. This cannot buy," Alexander said.

"It seems to me that our problems can only be solved within the framework of an area government," he continued. "We can take care of our streets and roads, build rapid transit system, improve our education facilities, strengthen our police, solve our sewer and water problems and still preserve local government. Impossible? Toronto did it!"
Carter library stirs a new fuss

By Bill Berkeley
Staff Writer

Former President Jimmy Carter has raised the dander of several Atlanta architectural firms by suggesting they play second fiddle to a Hawaiian architect in the design of Carter's proposed presidential library.

Carter spokesman Dan Lee said the former president is still undecided on the design for his library, intended as the centerpiece of Atlanta's Great Park.

But he reportedly favors a concept proposed by the Hawaiian architect over designs submitted by four local firms: FABRAP, Jova/Daniel/Busby Architects, Heery & Heery Architects, and John Portman and Associates.

Architects in the local firms said they originally had been led to believe that Carter would select one of their designs soon after they were submitted in March.

But the former president is said to have been dissatisfied with those designs. Since they were submitted, Carter reportedly has suggested to at least two of the local firms the possibility of some sort of joint venture with the Hawaiian architect, Herbert Lawton, in the implementation of Lawton's design.

One of the Atlanta firms, FABRAP, reportedly worked with Lawton's design for almost a month but dropped out when it could not conclude a satisfactory working agreement.

The four Atlanta firms are irked because in discussions with Carter himself in January, they were told that only local architects were being brought into the competition for design of the library.

"The invitation first came in an interview in which he (Carter) told us very frankly that he was talking to four firms," said Henri Jova, a principal in Jova/Daniel/Busby.

"We knew from the outset who the firms were," said Jova, adding, "I think all four firms were interviewed by him personally, perhaps all on the same day."

Jova said his firm prepared its design and made its presentation to Carter along with the other three firms.

"But we didn't hear for a long time and eventually we heard a rumor that someone had been selected and then a second rumor and some outside architect had been selected," he said.

Cuba Family Archives

Design Competition for Carter Library
Has Prominent Architects in a Sift

By Art Harris
Washington Post Staff Writer

ATLANTA, July 24—A design competition for Jimmy Carter's presidential library has left prominent Atlanta architects angry and bitter after Carter later favored the design of a Hawaii architect who didn't participate in the competition.

"We will select yours or one of the other Georgia architectural firms, and we can then go into much more detailed planning for the library," Carter wrote one firm on Jan. 15. A copy of the letter was obtained by The Washington Post. Similar letters went to three other Atlanta firms.

"We would not have entered had we not felt one of the four firms would be selected," said architect Stanley Daniels. "We've learned a bitter lesson." The firm spent about $75,000 in manpower and material on the project.

"I'm very disillusioned and disappointed in the way it was handled," said John Portman, a former Carter supporter and well-known architect whose towers of glass and steel have changed the face of cities from coast to coast. His firm was among four that submitted detailed plans. He declined further comment.

Former White House counsel Robert Lipschutz, a Carter library trustee, said that Carter never intended the competition to be a "formal selection procedure."

"It was not 'informal,' " one architect fumed. "There were dates, deadlines and presentations before what was, in effect, a jury."

Carter courted them, summoning several to his 17th-floor office in the Richard Russell Federal Building downtown to express his ideas for the complex that was to be a tribute to his presidency.

He gazed out the window, at the hillside where General Sherman once camped before torching the city, and said he saw it rising there, "a very impressive" building, but not "unduly ostentatious," said one architect who went to his office. Carter did not elaborate, saying, "I don't want to inhibit your creativity," according to the architect. The firms got a 31-page booklet discussing library requirements, and Carter said he and his wife, Rosalynn, would decide quickly on the final design.

"We're talking four firms," the architect said Carter told him. "We know we'll be comfortable with any of the four." The firms, among the most respected in the South, are John Portman & Associates, Jova/Busby/Heery International, and Finch, Alexander, Barnes, Rothschild & Paschal (FABRAP).

Carter wanted sketches in three weeks. Then came the letters, and on March 5, frenzied weeks and thousands of dollars later, the firms dragged elaborate drawings, slide shows and models before Carter and an audience that included his wife, his son Chip, Lipschutz, former attorney general Griffin B. Bell, lawyer Charles Kirbo, former energy chief Charles Duncan and aide Dan Lee.

At stake were not only handsome fees from a project some estimate could cost as much as $50 million, but also prestige. "It was a plum," one architect said.

Lipschutz said the architects had not been lured into the project. He said his telephone had been ringing off the hook from architects and developers hungry for a piece of the library action in these lean construction times. "No one twisted anybody's arm to participate," he said.

Weeks dragged on and there was no word of a winner. The architects got anxious. But Carter had a problem: he liked parts of each design, sources said, but he wasn't wild about any entire design. Meanwhile, he'd taken a liking to the sketches of another architect, Herbert Lawton of Honolulu.

"You wouldn't want us to pick something we didn't like, would you?" Carter asked Lee, who asked one architect.

Lee said Carter remains committed to use a Georgia design firm, insisting that no final decision has been made. But architects say he has had trouble finding a leading Atlanta firm willing to work on the Lawton design as a joint venture.

FABRAP broke off relations with Carter after working briefly with the Hawaii architect, concluding that it would be left with no serious design role, sources said.

"We are not involved in the project," said FABRAP President Henry Teague. "We'd never been selected. We competed and didn't get the job."

After Carter met him during a vacation in Hawaii, Lawton came up with sketches for the library: a three-part circular structure of segmented domes linked by water and fountains and described by one spurned architect as looking like "a large orange juice squeezer." Lawton has designed two Hyatt hotels, one on Waikiki Beach, another on Maui.

Lawton refused comment, referring inquiries to Carter aide Lee in Atlanta.

At a recent Washington reunion, Carter passed out numbered sketches of the design showing a three-part structure with a conference center, a "hall of presidents" and library.

The drawings were retrieved quickly, lest the sketches wander into print. Later, Carter pitched former aides for $5,000 donations for the library, asking them to raise an additional $10,000 in pledges each.

Some of the competing Atlanta architects read about the incident in the May 31 edition of Newsweek. They were still awaiting word on who won. Carter aide Lee promised an announcement about a winner in about a week.
LOCAL ARCHITECT THINKS SO

Big Future for Government Complex Area?

BY GENE THAPR

The south side of the railroad tracks in Atlanta has always been the wrong side of the tracks. And if Cecil Alexander sees the future correctly, it won't be the wrong side of the tracks much longer.

"I keep feeling that the area in Atlanta whose time is coming is the area parallel to the railroad tracks from the Cousins Properties site to the Georgia Railroad site," said Alexander.

But, he warns, "I hope what I see as a real possibility won't just dwindle off because of a lack of effort, planning, and coordination."

Alexander, an Atlanta native who has played an important role in Atlanta's development for the past 20 years, is not too well known to the general public, due to a lack of publicity about him — but the city's civic and business leaders know him.

They know him for his work as board chairman of Finch Alexander Barnes Rothschild & Paschal Inc., architects, and for his long emphasis on the need for extensive city planning — and when he speaks, they listen, he has to say.

And now he's saying that "It's time that Atlanta began redoubling the south side of the railroad tracks, for there are some unique things over there."

Alexander is talking about the railroad tracks that run east-west through Atlanta under the viaducts, just south of the Five Points area. It's along these tracks that Underground Atlanta has been developed.

In truth, the south side of the tracks, as described by Alexander, expands out to Spring Street and to 19th, 20th, and 21st. "I see this as something of Atlanta's Golden Triangle," he said.

There are already some major establishments in this area, such as Rich's downtown store, Underground Atlanta and the Georgia, Fulton County, and Atlanta government complexes — but it used to be even more.

When I was growing up," said Alexander, "the heart of Atlanta's merchandising area was the corner of Alabama and Whitehall Streets, with all of the city's big department stores right around there."

"But Davison's finally decided to move up to where it is now, and people began speculating that the end was anything on the south side of the tracks. On further out was the garment area, nothing happened, and it just deteriorated," he said.

This farther out area is now largely old warehouses, second-hand stores, and taverns. Close in, there are mostly inexpensive shops, stores, and cafes."

"But Rich's held on," said Alexander, along with the government complexes. There also was the Southern Railway office building on Spring Street, the new C&S Bank building on Martin Street, as well as the development of Underground Atlanta.

There are some of the 'unique things' that Alexander — whose firm has been architects for The Coca-Cola Co. headquarters, The Georgia Power Building, The First National Bank Tower, some of the Georgia State University complex and Philips Plaza — sees in the area south of the railroad tracks. But there are lots more.

"It takes someone coming to Atlanta with fresh eyes to really see the thing," said Alexander, "but in the next 10 years from today that they'd bought the property now."

Other major factors favoring the future development of the area are, according to Alexander:

1. The traffic patterns. Several streets in the area disperse traffic to and from I-75, I-85, and I-40, which interchange near. "It's really amazing how many ways there are to get in off the expressways and get back on," he said. "No other place in Atlanta has that situation."

2. The coming of rapid transit and the viaducts. "The development of the east-west line of the rapid transit will cause less disturbance to the city than any of the lines," he said.

3. Space for development. "There are 75 acres that are available for development," said Alexander. "There is some open land in the area, plus many other structures that could be torn down."

4. Planned or possible developments by large companies. One of these is the southern Railway site, on part of which the planned $29 million, 20-story Federal Building will be built. It will be on the site of the old Terminal Station at Spring and Mitchell Streets. Alexander's firm is architects for the building.

Adjacent to this, on more Southern Railway property, is one of the sites under consideration for the proposed $35 million Georgia World Congress Center, early planning for which has begun.

A couple hundred or less yards away is the large property and air rights holdings controlled by Cousins Properties. The Omni is being built on part of this property. Cousins has made no official announcement about his plan for the site, but reports indicate a very large commercial, residential, and hotel development.

Between the State Capitol and the Georgia State facilities is the high fields controlled by First Railroad and Banking Co. of Augusta. Some kind of large development is considered likely on this site at some time in the future.

There were tentative plans for a $200 million development in the area in 1969 by Raymond D. Nasher, a Dallas, Texas developer, but it was called for several reasons, including lack of adequate financing.

In the area south of the railroad tracks, "I see a chance to create an 18-hour day city, with restaurants, entertainment, and shopping," said Alexander, "but it will take planning."

Alexander has long been a strong advocate of planning and has made numerous speeches on the subject, with his interest ranging all over Atlanta and other cities in which his firm does work.

Among his suggestions for Atlanta has been the planting of big trees along the expressway as it moves around the edge of the city.

"I see the crossroads of the Southeast, with thousands of cars going through daily," he said. "Planting the trees would be like a river of green moving through the city."
"Will Atlanta Be A Good Place To Live In 1982?"

More, Better Low Cost Housing Asked Of City

Cecil Alexander, architect and former chairman of the Citizens Advisory Committee on Urban Renewal in Atlanta, addressed the Timely Topics Luncheon Monday at the Edgewood Avenue YWCA, and outlined an agenda of things that must be done if the city is to meet the expected 1980 population increase to two million people.

In giving the audience a positive defense of his topic, "Will Atlanta Be A Good Place To Live In 1982?" Alexander said emphatically: "Atlanta is the future's city. The next 20 years will see us become a world city and it will be a spearhead of democracy."

"We can fight the cold war here in Atlanta ... not with witch hunts, but by putting democracy in action. If we move together, we will forge a mighty weapon of democracy. Communists abroad and extremists at home are standing by watching to see us break our backs on the anvil of violence, hatred and prejudice.

"We must demand of ourselves and our government that we move through changing times with vigor, courage and intelligence ... the ultimate goal always in sight; a city resting on the foundations of American democracy."

NEED FOR HOUSING

In pointing out the "seamy side" of the rural to urban population explosion, Alexander said, "we need more and better low cost public housing and relocation of all persons involved in such projects."

"Opponents of urban renewal include slum owners and some who feel it is at odds with the rights of private property," Mr. Alexander said.

He said that urban renewal is a catalyst to set the following necessary steps in motion: a) good government and administration, b) planning, c) human welfare and education.

"Continuation of good government should and must be maintained not only in the city, but by Congress. Only state responsibility will earn state's rights," the architect said.

In education Georgia shares with the other southeastern states the lowest per capita expenditure on children, Alexander said. "If our state and local communities will not provide the best possible education, then U. S. federal government must step in."

Mr. Alexander cited a recent newspaper report that 300 additional class rooms will have to be built this year with a need for only 17, due to segregation practices in our city school system.

Chatham Asks U.S. Court Dismissal Of Desegregation Suit

SAVANNAH, Ga. — (UPI) — The Chatham County school board Friday asked federal court to dismiss a suit brought by Negroes seeking to desegregate Savannah public schools.

The school board said the suit did not represent a claim upon which relief could be granted and that the court was without jurisdiction.

The board also argued the claim is too indefinite and that plaintiffs be more specific in their assertions.

Parents of 36 Negro children filed the suit Jan. 18 in federal district court here.

Friday's motion to dismiss the suit was filed by Basil Morris, attorney for the county school board; Georgia Atty. Gen. Eugene Cook and Freeman Leverett, deputy assistant attorney general and legal counsel for the school board and its members.

The attorneys listed these grounds in asking dismissal of the suit:

The suit failed to state a claim upon which relief can be granted.
Bridge Renamed For Hermoine Alexander

By Faye Edmundson
Neighbor News Editor

The Paces Ferry Bridge over the Chattahoochee River has been renamed in honor of the late Hermoine Weil Alexander, who was a prominent Northsider and wife of well-known Atlanta architect Cecil Alexander.

The Fulton County Commission last Wednesday finalized action on the renaming. The bridge was dedicated to Mrs. Alexander in a ceremony at the bridge May 13 in which Commissioner Milton Farris and Commissioner Michael Lomax read a proclamation praising Mrs. Alexander for her efforts to save the bridge for its historic value. The commission took a vote and decided to let the bridge stay, he said.

Mrs. Alexander was active in many organizations including the Atlanta-Fulton County League of Women Voters, the American Cancer Society, Spelman College and the Academy Theatre.

The bridge was dedicated as a symbol of Mrs. Alexander’s “efforts to serve as a bridge between groups of people separated by prejudice, race, religion and economic status,” Moore said.

A plaque bearing Mrs. Alexander’s name is to be placed on the bridge at a later date, according to Moore.

About 200 persons, including Atlanta and Fulton County officials and friends of Mrs. Alexander attended the dedication ceremony, Moore said. Speakers, in addition to Lomax, included Isabel Stewart, wife of the president of Spelman College, who read Sidney Lanier’s poem “Song of the Chattahoochee;” Carol Mauldawer, who represented Atlanta Mayor Andrew Young’s office; Atlanta Councilman John Lewis, who represented Coretta Scott King; Rabbi Alvin Sugarman; Rev. Lawrence R. Schmuhl; Phoebe Lundeen, a friend of Mrs. Alexander; and Edgar Cullman, a college classmate of Cecil Alexander.

Also participating in the ceremony were Mrs. Alexander’s husband Cecil Alexander and son Doug Alexander.
Atlanta Group Combats DUIs

By Linda Rehkopf
Neighbor Staff Writer

The first meeting of the Hermoine Weil Alexander Fund's Committee to Combat Drugged and Drunken Driving was held last Thursday, with the organization targeting education as a major thrust to combat the DUI problem in Atlanta.

The Alexander Fund was established by Northside Atlanta resident Cecil Alexander, a prominent architect whose wife was killed by a drunk driver last year. Alexander was seriously injured in the accident.

"What we expect to do in the public information area is target programs to the general public and towards student populations," Alexander said.

"We have strong committee participation from members of local school boards and presidents and headmasters of the private schools and colleges in the area, he said.

"First we want to find out what is going on in public education," Alexander said.

"We want to raise the awareness of students by talking with them about DUI and its consequences, de glamorizing drinking and fast driving, providing literature for the schools, developing an awards program to recognize students who are involved in combating DUI and speaking to the PTA's and other parent groups," he explained.

The committee, through meeting such as last Thursday's, also intends to educate the public about the risks involved in driving while under the influence of drugs or alcohol.

"We want to provide speakers for civic organizations, initiate advertising and mailings, work with radio, television and print media on DUI education and provide recognition of contributors who have been instrumental in combating the problem," Alexander said.

The committee last Thursday awarded State Sen. Paul Coverdell and Mrs. Joe Frank Harris with plaques for their efforts to stem the tide of DUI deaths in Georgia.

The committee also passed a resolution to raise the minimum drinking age to 21, a movement which is gaining popularity around the country.

Georgia's minimum legal drinking age currently is 18.

Alexander said that although the committee won't lobby for stricter legislation, "We will let it be known very strongly where we stand" on the issue.

"What makes this committee is the influence of the people who have agreed to serve on it. They will give it tremendous strength in the business and education communities," Alexander said.

Some prominent Northsiders who have agreed to serve on the committee include Anne Cox Chambers, Alana Shepherd, Dr. Elliott Galloway, Dr. Noah Langdale, Tom Cousins, Larry Gellerstadt, Sam Massell and Robert Scherer.

Other members of the committee include honorary member Mrs. Rosalyn Carter, Jean Young, Dr. David Apple, John Cox, Jesse Hill, Dr. Willis Hurst, former governor Carl Sanders, Dean Day Smith and Rev. James Swilly.

The Alexander Committee also will work to abate the problem of drugged and drunken driving through law enforcement and criminal justice, Alexander said.
Capt. Alexander's Plane Hit by Japs

Jap antiaircraft hits on Marine Captain Cecil A. Alexander Jr.'s dive bomber "have the same effect as water poured on a duck's back," says a dispatch from a Marine Corps combat correspondent in the Marshall Islands.

The Atlanta Marine's plane has been hit five times in 17 missions over remaining Jap-held atolls in the Marshalls, but each time he brought his plane back to home base safely.

"The last shot, however, came too close for comfort," said Captain Alexander, 26. "It hit between my gunner and me."

Another Atlanta pilot in the "Ace of Spades" squadron, said the dispatch, is Captain Thomas E. Hennessy, 28, of 2524 Woodward Way, N. W. Captain Hennessy's plane has been unhit in 15 missions.

Captain Alexander's sister, Charlotte, is the wife of Lieutenant Roman L. Weil, also in the Central Pacific in the same outfit. Another Georgian member of the squadron, Captain Homer Cook, Porterdale, was killed in action.
Cecil Alexander isn't trying to get even

But he wants drunken drivers off the streets

By Keith Graham
Staff Writer

Almost a year has passed, but Cecil Alexander relives those nightmarish moments that led to his wife's death every time he turns in his driveway.

The nightmare began around 11 p.m. Oct. 25, 1983, as Alexander, a prominent Atlanta architect, and his wife were driving home. He had slowed for the turn off Mount Paran Road when a speeding car — driven by a 16-year-old prep school student with a suspended driver's license — crossed the center line and smashed head-on into his car.

The next few moments proved to be the last Alexander would share with Hermione Weil Alexander, his wife of 42 years.

"We're going to get out of this, honey," Alexander said to her before they were transported to a hospital. And then, as he recalls all too vividly, Hermione began calling for oxygen.

The next morning, as Alexander began what was to be a two-month hospital stay, he learned from one of his two daughters that his wife was dead.

The driver of the other car later said he had been drinking Long Island Tea, a potent concoction made with several kinds of liquor.

One recent Sunday afternoon, Cecil Alexander sat in his office at the modern, hilltop home he designed for his family. He looked straight ahead at a portrait of Hermione and said he still feels plenty of anger about the tragedy.

But the architect, a distinguished-looking man of 56 with thinning hair and graying sideburns, didn't want to dwell on his loss. "I'm not trying to get even with anybody because I can't get even," he said. Instead, he's trying to bring about some much-needed change — a halt to the slaughter of innocent victims by inebriated drivers.

It's not the only problem in the community, said Alexander, a senior principal of FABRAP, Inc., Architects and Engineers. But it's a serious one. And with the help of the committee he organized earlier this year — the Hermione Weil Alexander Fund Committee to Combat Drugged Drivers — he wants to do something about it.

"On a typical Friday or Saturday night between 11 p.m. and 3 a.m., one out of four drivers coming toward you may be drunk," said Alexander. "I'm not a prohibitionist, but I'm trying to get the word out that when you mix drinking and driving, then you've got a potential homicide on your hands."

The architect shifted uncomfortably in his chair — he had just endured surgery to remove a couple of bolts from his hip that he hopes will be the final operation resulting from the accident — and began to describe the blue-ribbon committee he's put together to attack the problem.

Subcommittees are already at work, he said, on public and student education, legislative action, criminal justice, law enforcement and establishing ties with related groups such as Mothers Against Drunk Driving, Students Against Drunk Driving, Families in Action and the League of Women Voters.

Their work is supported by the Hermione Weil Alexander Fund, now totaling about $35,000 and administered by the Metropolitan Atlanta Community Foundation, Inc. The Metropolitan Atlanta Crime Commission is helping with staff support.

The Alexander committee numbers almost 70 and includes such prominent citizens as Sam Massell, Herman Russell, Jean Young, Walter Russell, Larry Gellerstedt, Elias Blake, Tom Cousins, Philip Alston Jr., Luther Alversion, Jack Watson, Anne Cox Chambers and William Schwartz. The members are coming up with their own committee proposals, Alexander said, and while his role is to suggest the broad strokes, he doesn't want to usurp the initiative of the volunteers.

So far, everyone agrees on three priorities.

"No 1.," said Alexander, "is to get Georgia to muscle up to raising the drinking age." President Reagan has already signed legislation mandating that states will lose a share of their federal highway funds unless they increase the age to 21 within two years. Statistics show that drivers between the ages of 18 and 21 — the legal drinking age in Georgia is now 19 — are involved in three times more deaths in proportion

See ALEXANDER, Page 3-B
Cecil Alexander accepts Temple award for Hermie

by Vida Goldgar

In a moving ceremony Saturday evening at The Temple, Cecil Alexander accepted the 1984 Temple Centennial Award which was given posthumously to his wife Hermione for her major achievements in improving human relations within the city of Atlanta. The event culminated the annual Jacob M. Rothschild Memorial Institute.

In making the presentation, Rabbi Alvin Sugarman quoted Hillel: “Separate not thyself from thy community,” and said “Each of us here tonight, our whole community, has been enriched by Hermi’s life.

Sugarman said, “This particular night was chosen because the memory of Rabbi Rothschild most easily coalesces with the memory and the honor that we wish to bestow on Hermi’s life.”

Cecil Alexander, still recovering from severe injuries suffered in the automobile tragedy which took the life of his wife, responded by saying, “I am honored to be able to accept this in Hermi’s name. I was blessed to have shared 40 years of our life together and I have been astounded, as I am sure she would have been, at the outpouring of warmth and concern that I felt in this community.” He said that “from family, from friends, from the congregation itself, I’ve felt an arm around me for the last three months of friendship and love that I really didn’t know existed. I want to thank you all for being part of it.” Then, with special emphasis, Alexander concluded with “I am so glad I could be here this evening to accept this award in Hermi’s name.”

The Centennial Award was described by Temple President Marvin Botnick as funding a Judaica section for the Fulton County Public Library. Each recipient’s name will be affixed to those books presented during that year.

Deputy Librarian Hyde accepted the check for the purchase of the first books.

Another highlight of the evening was the announcement that The Temple will become the second Jewish congregation in Atlanta to open a night shelter for the homeless. At the suggestion of Bennie and Joy Howard, and with the ready agreement of Rabbi Sugarman, The Temple will, on Feb. 5, extend its Helping Hand project to provide food and beds for homeless couples. Congregation Shearith Israel was the first to join Atlanta’s churches in providing night shelters for the homeless. In just a week’s time, the Howards have gotten donations of equipment such as beds, a washing machine and a drier and a shower.

There is still a need for volunteers in many areas, including a planning and coordinating group; night volunteers; food committee and procurement committee.

For further information, call The Temple, 873-1731.
VIVIAN FRANKEL

I cry for you.
I cry for me.
You—always the essence of grace and gentility.
Me—who needed that aspect of your nature to soften my harsher self.
I cry for you.
I cry for me.
You—the one with such clarity of vision and understanding that put everything into it's proper perspective.
Me—the recipient, who paused and reflected your words instead of rushing headstrong and emotionally forward.
I cry for you.
I cry for me.
You—too young, too vital, too much to live for and give.
Me—without my confidant, my friend, my sister.
I cry for you.
I cry for Ephraim.
You—the quiet, gentle force that provided a haven. Nurturing his explosive energy and spirit.
Ephraim—the independent, the strong, the dominant. All these things because you were there, always the source, the wellspring.
Ephraim, the public person.
Vivian, the private person.
I cry for you.
I cry for your children.
You—who wanted nothing more than to be allowed to see them mature, grow older and be happy.
Jay, Judy, David and Danny—who will forever miss the unconditional and undemanding love that could only come from Mom.
I cry for you.
I cry for Harry and Joanie
You—drawing peace and contentment from the closeness of kinships.
Harry and Joanie—a part of their lives, gone to become a cherished memory.
I cry for you.
I cry for your future students.
You—with talent and gentleness. Making students feel beautiful and special while teaching them without their awareness.
The students—Never to have the opportunity to gather around you and receive the warmth of your smile or feel the magnetism of your personality.
I cry for you.
I cry for everyone.
You—so much goodness, so much sincerity, so much caring, so much kindness.
Everyone—who will feel the loss of one of the truly good people that Hashem blessed us with for too short a time.
I cry for you.
I cry for me.
You—because you are no longer with us.
Me—because I love you and will miss you.
Letters

Some buildings should be left alone; not the Winecoff

The Editors: A serious issue is involved in the debate over the preservation of existing buildings and the life quality of Atlanta. Until recently we have destroyed older structures with little thought. Now strong attention is directed to the saving of the past. However, in preserving the past we cannot afford to lose the future. That future not only involves the economic viability of Atlanta, but the credibility of its present culture.

In the C&S Bank at Marietta and Broad is the magnificent main banking room. To put this in place involved drastic changes to the then existing building, inside and out. If the original building, a good, but not great structure, had been declared untouchable, the design of the banking room, by master architect Philip Schutze, could never have been realized.

Some buildings in Atlanta must remain untouchable as architectural masterpieces or otherwise significant structures. These include the "old" post office (on Forsyth at Walton) and the Healey Building (across the street). But for those structures to have been built, older buildings had to be demolished.

It is not the substitution of a modern building for an older one that destroys the character of a city. If the owner and the architect of the new structure are sensitive to the environment of the structure, its people, if attention is paid to the relationship of the ground floor to pedestrians passing by, if the materials used are warm, if landscaped plazas are built, and if sunlight is allowed to flood the site, the new building can truly enhance the city rather than destroy it.

Today's architects and planners have, in most instances, developed a fine sense of obligation to the city. They, no less than their predecessors, can create a liveable, attractive environment. Atlanta contains good and bad examples of the owners' and architects' response to the city. The good should be applauded so that those who follow will be encouraged.

The old Winecoff Hotel is now a subject of contention. It is not distinguished architecture. As a historical building, it is a monument only to the night of terror and death in Atlanta. A far more appropriate memorial to those who died that night would be a safe modern building, a fine example of the ones learned from that fire. Let the tect of the Winecoff (W.L. Stoddbe remembered for his outstanding design of the Ponce de Leon Apartment

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Architects miffed over Carter library

By Bill Berkeley
Staff Writer

Former President Jimmy Carter has raised the danger of several Atlanta architectural firms by suggesting that they play second fiddle to a Hawaiian architect in the design of Carter's proposed presidential library.

Carter spokesman Dan Lee said the former president is still undecided on the design for his library, intended as the centerpiece of Atlanta's Great Park.

But he reportedly favors a concept proposed by the Hawaiian architect over designs submitted by four local firms: FABRAP; Jova, Daniels, Busby Architects; Heery & Heery Architects, and John Portman and Associates.

Architects in the local firms said they originally had been led to believe that Carter would select one of their designs soon after they were submitted in March.

But the former president is said to have been dissatisfied with those designs. Since they were submitted, Carter reportedly has suggested to at least two of the local firms the possibility of some kind of joint venture with the Hawaiian architect, Herbert Lawton, in the implementation of Lawton's design.

Lee confirmed Thursday that Carter is favoring an alternative to the designs submitted by the Atlanta firms, but he declined to give details.

Lee stressed, however, that no decision has been made either on the library design in general or on Lawton's design in particular.

"Only one thing is certain," Lee said. "There will be a Georgia architectural firm involved in a major role in the design of the library."

But an executive in one of the local architectural firms said Thursday Carter is still exploring the prospect of enlisting one of the local firms in the implementation of a plan that essentially would conform to Lawton's concept. He said the reaction to such an arrangement has not been warm.
Alexander wants to stop drunken drivers

By Keith Graham
Staff Writer

Almost a year has passed, but every time he turns in his driveway, Cecil Alexander relives those nightmarish moments that led to his wife's death.

The nightmare began around 11 p.m. Oct. 25, 1983, as Alexander, a prominent Atlanta architect, and his wife were driving home. He had slowed for the turn off Mount Paran Road when a speeding car — driven by a 16-year-old prep school student with a suspended driver's license — crossed the center line and smashed head-on into his car.

The next few moments proved to be the last Alexander would share with Hermione Weil Alexander, his wife of 42 years.

"We're going to get out of this, honey," Alexander said to her before they were transported to a hospital. And then, as he recalls all too vividly, Hermione began calling for oxygen.

The next morning, as Alexander began what was to be a two-month hospital stay, he learned from one of his two daughters that his wife was dead.

The driver of the other car later said he had been drinking Long Island Tea, a potent concoction made with several kinds of liquor.

One recent Sunday afternoon, Cecil Alexander sat in his office at the modern, hilltop home he designed for his family. He looked straight ahead at a portrait of Hermione and said he still feels plenty of anger about the tragedy.

But the architect, a distinguished-looking man of 66 with thinning hair and graying sideburns, didn't want to dwell on his loss. "I'm not trying to get even with anybody because I can't get even," he said. Instead, he's trying to bring about some much-needed change — a halt to the slaughter of innocent victims by inebriated drivers.

It's not the only problem in the community, said Alexander, a senior principal of FABRAP Inc., Architects and Engineers. But it's a serious one. And with the help of the committee he organized earlier this year — the Hermione Weil Alexander Fund Committee to Combat Drugged and Drunken Driving — something can be done about it.

"On a typical Friday or Saturday night between 11 p.m. and 3 a.m., one out of four drivers coming toward you may be drunk," said Alexander. "I'm not a prohibitionist, but I'm trying to get the word out that when you mix drinking and driving, then you've got a potential homicide on your hands."

The architect shifted uncomfortably in his chair — he had just endured surgery to remove a couple of bolts from his hip that he hopes would be the final operation resulting from the accident — and began...
Cecil Alexander

He would like to see breathalyzers installed in all bars, and he believes bars and package store operators should be held liable for knowingly contributing to drunk driving. He wants young people forgo giving a thought to what they can do to prevent guests from driving home drunk. "There could be a designated non-drinker in every group, and I'll be or she'll be the driver," Alexander said. "One person in that group ought to say, 'I'm not going to drink tonight,' and it ought to be a badge of courage, not that he's a sot. I think it's a matter of getting over to people that drinking isn't funny and drunk driving isn't funny."

All of these steps, in his view, are just a matter of playing the percent, ages. "Most people," Alexander said, "don't want to go out and kill somebody. Most people don't want to get hurt themselves."

But when people do drive under the influence, he attacks. "The experience of going to jail is a real chastening experience," Alexander said. "Public service is all right if it's in an area where the guy or the woman is exposed to the effects of drunk driving. Six or eight months of weekends cleaning up parks would do."

For habitual offenders long-term confinement may prove necessary. "There are going to be people who are never going to get off it," Alexander said, "by God, you shouldn't let them roam around. There should be treatment for the treatable and confinement for those who aren't."

But the real solution, he said, would be this: "If you've had a drink and get behind a wheel of a car, you lose your license."

According to Atlanta City Councilman John Lewis, it's hard to imagine Alexander not making an impact on any problem he attacks. "Over the years -- long before my time in Atlanta and I have been living here almost 22 years -- Cecil Alexander has been one of the most effective and concerned citizens of the city," Lewis said. "Cecil has just a world of contacts, and there are so many people who respect him and who love him and loved his wife."

For more than three decades, he has been a consistent advocate of racial harmony. He is past chairman of the Citizens Advisory Committee for Urban Renewal, a successful group that the new committee's structure imitates, past vice president of the Atlanta Symphony and past acting chairman of the Atlanta Regional Metropolitan Planning Committee.

Alexander knows that not everyone takes the problem of drunk driving seriously, though, he wants to make the message penetrate. He himself never had an accident before the wreck that killed his wife, he said. He had never even received a ticket for a moving traffic violation. And he wasn't so different from many other people. "You always think, This is not going to happen to me," he said. "Then you stop for one moment, and you see your own name in the headlines. You see your wife's picture in the paper. It really brings it home."

The youthful driver of the car that hit him pleaded guilty to driving under the influence and vehicular homicide. Even though he has already been sentenced, some legal matters are still pending. And Alexander did not want to discuss any details of the accident.

But he did elaborate on the pain he has felt since. Not the physical pain, though he hit his head, hurt his shoulder and elbow, broke his hip, suffered some nerve damage and now walks with a limp because one leg is a half-inch shorter than the other.

Instead, he spoke of the mental anguish.

"It took me a while before I was comfortable driving again," Alexander said. "I feel like I've been out in a jungle. People are mean. They're driving wildly."

Far worse, however, has been the pain of living without the woman who meant so much to him. That's the toughest, he said. "One of the problems is the best memories are the hardest."

Alexander conceded that there were times, particularly as a younger man, when he had a drink or two and drove a car. "But knowing what I know now," he said, "I should have never gotten behind the wheel. If you drink, don't drive. It isn't a slogan. It's a necessity."

"There's no ultimate solution to this all the way," Alexander said. "All I see is doing everything you can to diminish it. It's such a senseless slaughter."

FROM 1B

to describe the blue-ribbon committee he's put together to attack the problem.

Subcommittees are already at work, he said, on public and student education, legislative action, criminal justice, law enforcement and establishing ties with related groups such as Mothers Against Drunk Driving, Students Against Drunk Driving, Families in Action and the League of Women Voters.

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The Alexander committee numbers almost 70 and includes such prominent citizens as Sam Mussel, Herman Russell, Jean Young, Walter Russell, Larry Gellerstedt, Elias Blake, Tom Cousins, Philip Aiston Jr., Luther Alversen, Jack Watson, Anne Cox Chambers and William Schwartz. The members are coming up with their own committee proposals, Alexander said, and while his role is to suggest the broad outlines of the volunteers, he doesn't want to usurp the initiative of the volunteers.

So far, everyone agrees on three priorities.

"No. 1," said Alexander, "is to get Georgia to muscle up to raising the drinking age." President Reagan has already signed, and will be installing that states will lose a share of their federal highway funds unless they increase the age to 21 within two years. Statistics show that drivers between the ages of 18 and 21 -- the legal drinking age in Georgia is now 19 -- are involved in three times more deaths in proportion to the size of their group than any other age bracket.

The other priorities are to encourage liquor companies to take the glamour out of their advertisements and to push in the coming state legislative session for a bill to be proposed by state Sen. Paul Coverdell (R-Atlanta). The bill would establish a system for reviewing DUI cases and, where necessary, requiring treatment for alcoholism.

Beyond those initial efforts, Alexander hopes the committee will be able to make specific proposals in a number of related areas.

He wants new tests for drivers who may be under the influence of drugs or a mixture of drugs and alcohol.

Mas 250, Cecil Alexander Papers, The Cuba Family Archives at the Breman Museum.
The Alexanders and Atlanta: a family and a city intertwined

BY Lyons Joel


These were the conditions faced by Atlanta's first Jews. Their history is our history, their success our success, and their pain our pain—because it is their stories and experiences that have evolved into our great American Dream.

THE ALEXANDERS ARRIVE

The Jewish men who settled in Atlanta during the 1840s were, like many of their age, ambitious, independent, and relentless. Jacob Haas and Henry Levi were the town's first Jews, followed by the Aaron Alexander family in 1848. That year, Atlanta's population was about 1,800. Just a few years before, in 1845, the town was called Marthasville. (Supposedly, one reason for changing the name was that railroad agents had a hard time fitting "Marthasville" on a ticket.)

Aaron was quite a guy. Born in Charleston in 1812, he was the 1st American-born Jew among Atlanta's male antebellum pioneers. Aaron was the grandson of a Revolutionary War officer and the oldest son of Abraham Alexander. In Atlanta, Aaron started a drug business, which he then moved to Philadelphia. His business failed, though, and because of his debts, he was sent to Philadelphia's Moyamensing Prison. Aaron's family was so devoted to him that his wife, Sarah, and their three children remained there until his release. "Moyamensing" is the private battle cry of the Alexander clan—one loud yell and the drinks start flowing.

Aaron was still heavily in debt when he returned to Atlanta, but he eventually paid all the judgments against him, and went on to become a partner in the successful hardware business that his two sons established in 1865. He was also a founder of the very successful Atlanta Mining and Rolling Mill, an extensive facility on Marietta Street that manufactured and reconditioned train rails.

A HOUSE ON PEACHTREE AND ALEXANDER COLA (ALMOST)

In the late 1850s, Aaron paid $150 for a piece of property on Peachtree Street. It had 100 feet of frontage and went back 400 feet to the next street. Aaron built a fine house, which remained with the family for 60 years. The address was 233 Peachtree Street, now the site of the magnificent Peachtree Center complex.

Behind the main house, Aaron built two other houses facing Ivy Street. In the early 1860s, one of the houses was rented to a Dr. John Pemberton. He was having a rough time financially and couldn't pay his rent. Instead, he offered Aaron's son Julius a large interest in a formula he had just developed. Julius told him, "No thanks!" The formula was for a new drink called Coca-Cola, which was purchased by Asa Candler, who also rented one of Julius Alexander's houses. That was probably the most unfortunate "no thanks" in history.

THE SECOND GENERATION GOES TO WAR

Aaron belonged to the Whig Party and opposed secession, so he remained strongly pro-Union throughout the Civil War. However, when Georgia was invaded, he sent his sons, Joseph, Jacob, and Julius, into the Confederate Army and charged them with their duty.

Julius Alexander followed in the footsteps of his Revolutionary War hero grandfather, and became the second Alexander to fight in a major war. In November 1864, he enlisted in the 1st battalion infantry of Georgia. In December,
Henry Alexander
AND LEO FRANK

Henry, Julius's son, graduated Phi Beta Kappa from the University of Virginia at the age of 20, and secured his law degree from the University of Virginia in one year. He returned to a distinguished career as one of Atlanta's most respected lawyers, and was considered an authority on constitutional law. In World War I, Henry held the rank of captain. Serving in the Georgia legislature, he was one of the few Jews in the early 1900s to hold elective public office. It is often said that history repeats itself, and 80 years later, Henry Alexander's great nephew, Doug Alexander, was elected to the Atlanta City Council.

Cecil Alexander, Jr., grew up on St. Charles Avenue, off North Highland. He graduated from Yale and MIT, and received his master's in architecture at the Graduate School of Design at Harvard. Cecil joined the Marines as a combat pilot in World War II and received the Distinguished Flying Cross. Thus, he continued his family's tradition of patriotic service that now spanned the Revolutionary War, the Civil War, and both World Wars. After the war, Cecil became one of the city's movers and shakers. Both mayors William Hartsfield and Ivan Allen called on him with their toughest challenges—drugs and race relations. Mayor Hartsfield appointed him chairman of the Citizens' Committee for Urban Renewal, a controversial, federally-funded slum removal program. When Ivan Allen became mayor, he asked Cecil to continue with the project. Cecil invited 72 local leaders to participate in Mayor Allen's dream. Seventy-one accepted. Two-thirds white, one-third black, it was the first integrated civic commission in Atlanta. Thus, Atlanta's famous nickname, "the city too busy to hate," was perpetuated, and right in the middle was Cecil Alexander. He tempered the moods and feelings in one of the era's most provocative and touchy situations. Ralph McGill, the Atlanta Constitution's famous editor, published the reports and followed the progress of this committee, as it blasted the trail to a peaceful future for our city.

In 1965, Mayor Ivan Allen had a chance to move the Milwaukee Braves baseball franchise to Atlanta. However, he had to build a stadium and fast—by the 1966 season. Cecil's architectural firm, Finch, Alexander, Barnes, Rothschild, and Paskall was hired to design it, and the stadium was built in seven months. The Milwaukee Braves opened the 1966 season as the Atlanta Braves, and the rest is history.

A TRADITION CONTINUES

Cecil and his wife, Helen, live a few blocks off Peachtree Street—the street of so much Atlanta history.

The heirs of Aaron Alexander remain Atlantans, six generations in our city. In Atlanta are Cecil's children, Terri and Phil Alexander Coox and their children, Alexander Milkey and Rachel Milkey; Judy and Ed Augustine and their son, Jed; and Doug and Anne Alexander and their sons, Wilson and Julian. Henry's two daughters, Rebekah and Judith, spend their lives now between New York and Atlanta.

The experiences, the trials and tribulations of the Alexanders provide an important lesson in the history of early Jewish life in the South. This family, now in its seventh generation in America and its sixth in Atlanta, represents the hopes and ideals of this great country.