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ESTHER AND HERBERT TAYLOR
JEWISH ORAL HISTORY PROJECT OF ATLANTA
ATLANTA JEWS**

MEMOIRIST: JOSEPH K. HEYMAN
INTERVIEWER: RAY ANN KREMER
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INTERVIEW BEGINS

<Begin Tape 1, Side 1>

Ray Ann: This is Ray Ann Kremer interviewing Joseph K. Heyman on February 11, 1992, for the Jewish Oral History Project of Atlanta, co-sponsored by the American Jewish Committee, the Atlanta Jewish Federation and the National Council of Jewish Women.

Mr. Heyman, I've had the privilege of reading the book you wrote about your family called *My children's roots and kinfolks*.¹ I'm not quite sure what year was that written.

Joseph: In 1981. It was actually written over a period of time from about 1977, finished in 1981. I don't know whether you've seen the update of about a half a dozen pages which I did, I think, in 1987.

Ray Ann: I don't know if I noticed that, but I'll go back and . . .

<Interruption in tape>

Ray Ann: We can go on now. You can hear both of us on this tape.

Joseph: Fine.

Ray Ann: I've read the book. Your family history goes back, and your wife's family history goes back to the 1700's. I'm not going to go into all of that on this tape because it's so well done that any researcher can just read it. I would like your impressions of things, and especially of Atlanta, going back to your earliest remembrances of the city and when you were very young.

Joseph: That's right. I was . . . I don't remember the day I was born, but it was in a home on the corner of Washington and Glen Streets, which would now be in the south parking lot behind

¹ *My children's roots and kinfolks* was a biography of the Heyman family authored and published in Atlanta in 1981 by Joseph K. Heyman.

the Atlanta Fulton County Stadium.² I lived there until I was about five years old. I remember quite a few things that happened at that time. I remember who some of the neighbors were.

Ray Ann: Good. Who?

Joseph: Mrs. Dorothy Selig Joel,³ for example, lived about a block away on the other side of the street. My friend, later friend, Oscar Strauss⁴ lived caddy-corner across the street from me, also on a corner lot. His mother⁵ was one of the . . . was originally a Rich and the daughter of one of the brothers who founded Rich & Brothers,⁶ a big store here in Atlanta. Rabbi Marx⁷ and his family lived about a half block away, a little closer to the downtown, also on Washington Street. There were quite a number of families that lived in that same area.

Ray Ann: Did you play with these . . .

Joseph: These were families, incidentally, who mostly belonged to the Reform⁸ congregation, The Temple,⁹ which was located at that time about half a dozen blocks away on Pryor Street. The

² Atlanta–Fulton County Stadium, often referred to as ‘Fulton County Stadium’ and originally named ‘Atlanta Stadium,’ was built to attract a major league baseball team. In 1966 it succeeded when the Milwaukee Braves relocated to Atlanta. The stadium was built on the site of the cleared Washington–Rawson neighborhood, which had been a wealthy area and home to much of Atlanta’s Jewish community. The Braves continued to play at Fulton County Stadium until the end of the 1996 season, when they moved into Turner Field, the converted Centennial Olympic Stadium originally built for the 1996 Summer Olympics. The stadium was demolished in 1997. A parking lot for Turner Field now stands on the site. In 2016, the property was purchased by Georgia State with plans to build a new park for its baseball team within the footprint of Atlanta–Fulton County Stadium.

³ Dorothy May Selig Joel (1910–1998) was the wife of Lyons Barnett Joel and the daughter of Simon S. Selig Sr., the founder of Selig Chemical Company. She was a graduate of Girls’ High School in Atlanta.

⁴ Oscar Richard Strauss Jr. (1908–1981) was a vice-president at Rich’s and an executive at Selig Manufacturing Company. He attended Emory University and graduated from the New York School of Retailing. He was the grandson of Emanuel Rich, one of the founders of Rich’s department store chain.

⁵ Rubye Cecile Rich Strauss (1882–1955).

⁶ Rich’s was a department store retail chain, headquartered in Atlanta that operated in the southern United States from 1867 until 2005. The retailer began in Atlanta as M. Rich & Co. dry goods store and was run by Mauritius Reich (anglicized to ‘Morris Rich’), a Hungarian Jewish immigrant. It was renamed M. Rich & Bro. in 1877, when his brother Emanuel was admitted into the partnership, and was again renamed M. Rich & Bros. in 1884 when the third brother Daniel joined the partnership. In 1929, the company was reorganized and the retail portion of the business became simply, Rich’s. Many of the former Rich’s stores today form the core of Macy’s Central, an Atlanta-based division of Macy’s, Inc., which formerly operated as Federated Department Stores, Inc.

⁷ Rabbi David Marx was a long-time rabbi at The Temple in Atlanta, Georgia. He led the move toward Reform Judaism practices. He served as rabbi from 1895 to 1946. When he retired, Rabbi Jacob Rothschild took the pulpit that Rabbi Marx had held for more than half a century.

⁸ Reform Judaism is division within Judaism especially in North America and Western Europe. Historically it began in the nineteenth century. In general, the Reform movement maintains that Judaism and Jewish traditions should be modernized and compatible with participation in Western culture. While the Torah remains the law, in Reform Judaism women are included (mixed seating, bat mitzvah and women rabbis), music is allowed in the services and most of the service is in English.

⁹ The Temple, or ‘Hebrew Benevolent Congregation,’ is Atlanta’s oldest Jewish congregation. The cornerstone was laid on the Temple on Garnett Street in 1875. The dedication was held in 1877 and The Temple was located there until 1902. The Temple’s next location on Pryor Street was dedicated in 1902. The Temple’s current location in Midtown on Peachtree Street was dedicated in 1931. The main sanctuary is on the National Register of Historic

old Standard Club¹⁰ was about a half a mile north of where we lived. It was, incidentally, quite close to the two other principal Jewish congregations in Atlanta at that time, namely AA¹¹ and Shearith Israel.¹²

Ray Ann: We're talking about from about 1908 to 1913.

Joseph: That's correct. To some extent, these conditions . . . We moved away at that time, but the other conditions that I'm talking about prevailed for another considerable number of years. The Reform temple did not move out on Peachtree Street until, I believe, 1929 or 1930. I believe that the old Standard Club was there until they moved out on Ponce de Leon Avenue which would probably have been either in the latter part of the 1930's or very early 1940's. It happened, though, that my dad who came from a country town wanted more space. The family bought a lot out on Peachtree Road about a mile beyond, further out than what would now be called the center of Buckhead,¹³ in 1912 or 1913. We moved out there, I'm sure, in 1913.

Ray Ann: Before we get out to that house, though, I'd like a little more color on the area that you . . . now I realize you were gone by the time you were five. Did you play with any of those people you mentioned?

Joseph: Yes. I played with people my age. We had neighbors. It was practically an entire Jewish neighborhood. I'm sure that . . . I have read some of the oral histories that have been done

Places. The Reform congregation now totals approximately 1,500 families.

¹⁰ The Standard Club is a Jewish social club that started as the Concordia Association in 1867 in Downtown Atlanta. In 1905, it was reorganized as the 'Standard Club' and moved into the former mansion of William C. Sanders near where Turner Field is now located. In the late 1920's the club moved to Ponce de Leon Avenue in Midtown Atlanta. Later, the club moved to what is now the Lenox Park business park and was located there until 1983. In the 1980's, the club moved to its present location in Johns Creek in Atlanta's northern suburbs.

¹¹ Ahavath Achim (AA) was founded in 1887 in a small room on Gilmer Street in Atlanta, Georgia. In 1901 they moved to a permanent building at the corner of Piedmont and Gilmer Street. In 1921, the congregation constructed a synagogue at Washington Street and Woodward Avenue. The final service in that building was held in 1958 to make way for construction of the Downtown Connector (the concurrent section of Interstate 75 and Interstate 85 through Atlanta). The synagogue moved to its current location on Peachtree Battle Avenue in 1958. Rabbi Abraham Hirmes was the first rabbi of the then Orthodox congregation. In 1928 Rabbi Harry Epstein became the rabbi and the congregation began to shift to Conservatism, which they joined in 1952. Cantor Isaac Goodfriend, a Holocaust survivor, joined the congregation in 1966 and remained until his retirement. Rabbi Epstein retired in 1982, becoming Rabbi Emeritus and Rabbi Arnold Goodman assumed the rabbinic post. He retired in 2002. Rabbi Neil Sandler is now the rabbi.

¹² Founded in 1904 in Atlanta, Georgia, Shearith Israel began as a congregation that met in the homes of congregants until 1906 when they began using a Methodist church on Hunter Street. After World War II, Rabbi Tobias Geffen moved the congregation to University Drive, where it became the first synagogue in DeKalb County. In the 1960's, they removed the barrier between the men's and women's sections in the sanctuary, and officially became affiliated with the Conservative movement in 2002.

¹³ Buckhead is an area located northwest of Downtown Atlanta with gracious homes, elegant hotels, shopping centers, restaurants, and high-rise condominium and office buildings. Buckhead is a major commercial and financial center of the Southeast, and it is the third-largest business district in Atlanta, behind Downtown and Midtown.

by other people who also lived in the Washington Street area, but to an important extent, in the time after the time that I'm talking about. I would say that probably most of the Jewish families there were of Germanic background, for example. The latter occupants there were mainly of further Eastern European background. Most of the later residents, I guess, belonged probably to either the Shearith Israel or to the AA. There was a change in the character in that sense.

Ray Ann: Did many of the German Jewish people move about the same time that your father moved?

Joseph: They moved mostly a good deal later.

Ray Ann: About when?

Joseph: I'm not sure that I can come out with an accurate date on that, but a lot of them moved out to the Ponce de Leon area and sections near Ponce de Leon Avenue.¹⁴ My guess would be that that was mainly in the 1920's. I'm not positive of those dates. We moved way out. We were out in the country. We were just about the only Jewish family in the neighborhood at the time. In fact, when . . . I'll get to it a little later if you want to get some of these impressions . . . in the school I went to, I think I was the only Jewish child there. The school I went to after we moved out on Peachtree Road . . . I guess I started school not too long after that. I started just before I was six. That was R. L. Hope School¹⁵ which was located on Piedmont Road just . . . It would be about a block or so off of Peachtree Road, right across from where the Kroger¹⁶ store is today, right behind the new Nikko Hotel¹⁷ Incidentally, people have a hard time quite believing this, but when I went to that R. L. Hope School, it was a four-room wooden building. There were four teachers. There was no running water. We drank water from a well that was located right behind the building. There were two outhouses, separated along sexual lines. The principal of that school, by the way, was a Miss Ida Williams¹⁸ for whom the library in Buckhead was

¹⁴ Ponce de Leon Avenue often simply called "Ponce," provides a link between Atlanta, Decatur, Clarkston, and Stone Mountain, Georgia.

¹⁵ R. L. Hope Elementary School was a public school in the Buckhead area of Atlanta, Georgia that originated when a building that housed as a 'hospital for the insane' was relocated in 1909 to Piedmont Road near Peachtree Road. The two-classroom frame building was replaced in 1925 by a larger one-story red brick building. It was demolished in the 1980's.

¹⁶ Kroger is a supermarket chain operating in the southeastern United States.

¹⁷ Grand Hyatt Atlanta in Buckhead is a hotel in the Buckhead neighborhood of Atlanta, Georgia, The hotel opened in 1990 as the Hotel Nikko Atlanta, owned by Nikko Hotels. It was purchased by the Hyatt Corporation in 1997 and renamed the Grand Hyatt Atlanta.

¹⁸ Ida Williams was an elementary school principal and teacher who led the effort in the 1920's to establish a library in the Buckhead area of Atlanta, Georgia. The library was known as the Ida Williams Library until 1989 when it was replaced by a new building and renamed the Buckhead Library.

subsequently named. I grew up in a virtually non-Jewish neighborhood after I was . . . from five years old on.

Ray Ann: How did you feel about that?

Joseph: It never bothered me much one way or the other. You always find some degree of antisemitism.¹⁹ It's what I would today call antisemitism.

Ray Ann: How was it expressed then?

Joseph: The only real signs that I . . . I guess there are a couple of signs that I can find in which it is expressed. One would be the fact that during the war period . . . We got into the war in 1917 which was after I had been living out there about four years. I remember that kids—friends of mine my age, contemporaries—if they wanted to express displeasure at me would refer to me not only as a Jew or a Jew baby, but as a German Jew baby because the war was against Germany. Our sympathies were always on the other side even long before we got into it. That would be one sign. I started to think of another sign which escapes me at the moment, but . . .

Ray Ann: I'm curious what being . . . I can understand the German part, but what being Jewish had to do with the war, World War I?²⁰

Joseph: I don't know that it had anything to do with it, but I would be slurred in that way. Apparently it didn't bother me too much. I don't . . . I survived it, certainly.

Ray Ann: You had a lot of friends.

Joseph: My social friends were . . . I guess this was the other point I was going to make. I didn't really have a lot of social friends at this early age among my school companions. My social friends were basically those whom I saw on the weekend, either when I went to temple which was still down on Pryor Street, and a long ride from . . . eight miles or so away from my home. My mother [Minna Simon Heyman],²¹ fortunately, liked to go to temple every Saturday morning, and I usually went with her. I went to Sunday School, to religious school, which was always on Sunday. I do go back enough to remember that before we moved—this was before I was five years old, I guess—I did go to a kindergarten, a nursery school or something of the sort,

¹⁹ Antisemitism is prejudice against, hostility to, or hatred of Jews.

²⁰ World War I, also called First World War or Great War, was an international conflict that in 1914–18 embroiled most of the nations of Europe along with Russia, the United States, the Middle East, and other regions. The war pitted the Central Powers—mainly Germany, Austria-Hungary, and Turkey—against the Allies—mainly France, Great Britain, Russia, Italy, Japan, and, from 1917, the United States. It ended with the defeat of the Central Powers.

²¹ Minna Simon Heyman (1873-1952) was a native of New Orleans who relocated to Atlanta in 1896 when she married Arthur Heyman, Sr.

at The Temple. I began to make my Jewish social friends at that time. We saw a lot of each other on the weekends.

Ray Ann: Who were some of those people?

Joseph: Most of them are gone by now. I'll try to think of some who are still around.

Ray Ann: Any of them, names.

Joseph: Yes. I mentioned Oscar Strauss, who lived across the street from me on Washington Street, and I kept up a good friendship with him. In the meantime, his family moved out near Ponce de Leon area. He's now gone. David Greenfield.²²

<Interruption in tape>

Ray Ann: You were telling me about friends from school, Sunday School or preschool.

Joseph: This was more Sunday School. George Kohn²³ who later became the husband of Amilie Kohn.²⁴ You maybe know Amilie. She's still around. He's not. David Greenfield, incidentally, committed suicide. He was buried on his twenty-fourth birthday. I remember that most vividly.

Ray Ann: Oh, my goodness.

Joseph: We became very close friends. I guess he was my closest friend.

Ray Ann: That must have been very unusual in those days.

Joseph: We went to University of Georgia²⁵ together.

Ray Ann: Was that a terribly unusual thing in those days?

Joseph: Yes, it was pretty unusual, but it happened. We never quite knew why.

Ray Ann: Was he a depressive kind?

Joseph: No, he wasn't when I knew him, and I really knew him well. I had not seen much of him in the two or three years before this happened. It was quite a blow when it did happen.

Sidney Goldin²⁶ was a very close friend of ours. Bill Breman²⁷ was a very close friend of ours.

²² David Greenfield (1908-1932).

²³ George M. Kohn, Jr. (1909-1980) was born in Virginia but lived in Atlanta from early childhood. He was a manager and publisher of Grier's Almanac after working as a publisher's representative. He was a graduate of Yale University. He was a member of The Temple and the American Jewish Committee.

²⁴ Amalie Frank Kohn (1911-2001) was born in Washington, DC, and moved to Atlanta, Georgia in 1934 when she married George M. Kohn, Jr. She was a member of The Temple. She was a volunteer with the Service Guild, and a Gray Lady at Lawson General Hospital during World War II.

²⁵ The University of Georgia, founded in 1785, also referred to as UGA or simply Georgia, is an American public research university in the city of Athens in the U.S. state of Georgia.

²⁶ Sidney Goldin (1909-1995) was a native Atlantan who relocated to New York City in 1942 to work for the Shell Oil Company. He retired as vice-president of marketing for Shell Asiatic Petroleum Company. He was a World War

We formed a little club, as far as the boys were concerned, which was called the YAA, and which we variously told people was either the Young American Athletes or the Young Athletic Americans, whichever they had guessed the other. We tried to keep people fooled as to just exactly what it was.

Ray Ann: What age was this club formed?

Joseph: This would be at age 12, in that neighborhood, something like that. Maybe 10 or 12. We had athletic teams, and we used to play games against the South Side Tigers, which was another Jewish group. Sometimes we would have games against the kids at the Orphan's Home,²⁸ which was out on Washington Street, further out than where we were.

Ray Ann: Who would have been in the South Side Tigers?

Joseph: I'm trying to remember. I think . . . my guess is that Joe Brown,²⁹ who later became Fran Brown's³⁰ husband. I think he was in that group. There was a Joe Gershon.³¹ There was a S. M. Franco.

Ray Ann: These people were members of The Temple?

Joseph: These were all members, most of them members of The Temple, yes. They were about our age. It was just a different group. I don't know why I can't explain why there were two groups.

II veteran who was awarded a Bronze Star. He graduated from Georgia Tech in 1929 and was later inducted into the Georgia Tech College of Engineering Hall of Fame and the Georgia Tech Athletic Hall of Fame. He and his wife Hazele donated \$5 million to Georgia Tech to fund a scholarship endowment.

²⁷ M. William (Bill) Breman (1908-2000), owner of the Breman Steel Company, was a longtime resident and community leader of Atlanta, Georgia. Bill received numerous humanitarian and human relations awards for the extensive community service work that he did, including the Distinguished Service Award of the Gate City Lodge of B'nai B'rith (1965); the American Jewish Committee Human Relations Award (1981) and the Abe Goldstein Humanitarian Award of the Anti-Defamation League (1984). He served as president of The Temple and the Jewish Home, now called the William Breman Jewish Home. Bill also founded the William Breman Jewish Heritage Museum.

²⁸ The Hebrew Orphans' Home was located at 478 Washington Street in Atlanta, Georgia. The residence facility was open from 1876 to 1930. It was originally called the Hebrew Orphans' Asylum and was originally an actual orphanage. In 1901, the name was changed to the Hebrew Orphans' Home. Then its services phased into placing children in foster home care and helping with adoptions instead of an actual orphans' home, during which time it was called the Jewish Family and Children's Bureau (and another variation—Jewish Children's Services). Finally it got out of the children's institutional care business entirely. In 1988, the organization's mission changed and it became the Jewish Educational Loan Fund (JELF) with the goal of providing low-interest post-secondary education loans for Jewish students.

²⁹ Joseph "Buster" T. Brown, Jr. (1906-1987) owned Bryant Lithographing, a business in Atlanta, Georgia. He was in the United States Army during World War II.

³⁰ Frances Claire Printz Brown (1919-1995).

³¹ Possibly Joseph A. Gershon, Jr. (1907-1975), a native of Atlanta who relocated to Tucson, Arizona. Gershon Brothers Woodenware in Atlanta was a family business, of which his father Joseph A. Gershon, Jr. was president until his death in 1933. Joseph Jr. enlisted in the United States Army during World War II.

Ray Ann: Did most of these people live near Pryor Street and Washington Street?

Joseph: At one time or other they did.

Ray Ann: At that time.

Joseph: By the time these clubs were formed, we no longer lived on Washington Street. I don't think any of this group lived on Washington Street. I know the Greenfields lived out on West Peachtree Street, somewhere around Third or Fourth Street. The Strausses lived on Fairview Road which was behind Ponce de Leon Avenue. Both George Kohn and Sid Goldin lived somewhere off of West Peachtree Street, as I recall. Irving Samuels³² was another good friend of ours. They lived up in the 1050 Apartments.³³ I'm not sure about all of these, but that's more or less as I remember them. The place where we congregated was at The Temple. That was our social center, in a sense. Most of the families also probably belonged to the Standard Club, and so we would see each other. What about the girls? If you get boys, you're also going to have girls around. Mostly we dated . . . At the time we began to date, we went to dancing school, mostly with girls who would be a year or two years younger than we were. These included people like Alene Fox Uhry;³⁴ Florette Visanska Rothschild,³⁵ who now lives in Columbus, Georgia; Dot Selig Joel,³⁶ who is the aunt of Steve Selig,³⁷ Arlene Freitag Frohsin,³⁸ who became

³² Irving Lewis Samuels (1908-1911) was a Jewish educator who relocated from Atlanta, Georgia in 1934 and resided in Houston, Texas. He was a graduate of the University of Georgia and a member of Phi Epsilon Pi. The Irving L. Samuels Outstanding Teacher Award for Jewish Studies is given annually in memory of Irving Lewis Samuels for his 21 years of teaching at Congregation Emanu El in Houston. While his mother Elizabeth (Lizzie) Samuels played piano at Atlanta's Temple Sunday School during his childhood, it was 1972 before he became a *bar mitzvah* along with his grandson Amiel in Haifa, Israel.

³³ The Briarcliff Hotel, now the Briarcliff Summit Apartments, is located at 1050 Ponce de Leon Avenue (original address: 750 Ponce de Leon Avenue) in the Virginia Highland neighborhood of Atlanta, Georgia. It was constructed in 1924 by Asa Candler Jr. as a hotel called "The 750." It has been at times a hotel and at times a luxury apartment building since its opening. The building was converted to low-income housing in the 1980's. It is on the National Register of Historic Places.

³⁴ Alene Fox Uhry is Alfred Uhry's mother. Alene's mother was Lena Guthman Fox. Lena was the model for the character 'Miss Daisy' in *Driving Miss Daisy* by her grandson, Alfred Uhry.

³⁵ Florette Visanska Rothschild (1910-2003) was a native Atlantan who moved to Columbus, Georgia during the 1930's and subsequently resided in Savannah, Georgia. She was a member of Temple Israel in Columbus and Temple Mickve Isreal in Savannah. She was a longtime member of the Jewish Ladies Aid Society and The Century Club. Mrs. Rothschild was a volunteer for the American Red Cross since the days of World War II and served on its Board.

³⁶ Dorothy May Selig Joel (1910-1998) was the wife of Lyons Barnett Joel and the daughter of Simon S. Selig Sr., the founder of Selig Chemical Company. She was a graduate of Girls' High School in Atlanta.

³⁷ Simon (Steve) Stephen Selig III (b. 1943) is the son of Simon Selig Jr. and Caroline Massell Selig. After college he worked in the Selig real estate development business, campaigned for Jimmy Carter in his presidential campaign, after which he moved to Washington D.C. where he served as Deputy Assistant to the President. After his government work he returned to Selig Enterprises and then founded Southern Promotions, which arranged conventions and concerts in the Atlanta area. He was instrumental in bringing the Music Midtown Festival to

very active in a lot of civic stuff; Carol Hess [Long],³⁹ was in my Sunday School class; Ernestine Hirsch⁴⁰ who later married Gene Stern.⁴¹ She is the mother of Teena Stern⁴² who married Julian Mohr,⁴³ and I guess more recently was married to Jack [Watson],⁴⁴ the lawyer that was on President Carter's staff; Lucile Apfelbaum Loveman⁴⁵ she now is. She's the mother of Emily Kisber.⁴⁶ I'm just trying to name a few as I think of them. They were the . . . Kitty Spitz [Guthman]⁴⁷ who was the first wife of Richard Guthman,⁴⁸ the mother of young . . . what I would call young Richard Guthman⁴⁹ who was on the city council for a number of years; Peggy

Atlanta. Today Selig Enterprises is one of the major real estate companies in the Southeast with shopping centers, official buildings and industrial complexes. He was also active in the Jewish community with roles in the Jewish Federation of Greater Atlanta and the United Jewish Communities, where he served as chairman of the annual campaign and president of the Federation from 1996 to 1998. He donated the building for the Selig Center and William Breman Jewish Heritage Museum in Midtown Atlanta.

³⁸ Levy, Arlene Freitag Frohsin (1913-1987), a native of Atlanta, Georgia, was one of the organizers of The Service Guild in 1936 and its first president. She was a long-time chairman of Volunteer Services for the Atlanta Jewish Home. She was named Atlanta's Woman of the Year in 1959.

³⁹ Carol "Babette" Hess Long (1908-1978) was born in Mobile, Alabama and lived in Atlanta, Georgia during her childhood. She relocated to Wilkes-Barre, Pennsylvania after marriage in 1932. She was a founding member and president of the Jewish Historical Society of New York.

⁴⁰ Ernestine Hirsch Stern (1908-1957) was a native Atlantan who taught dancing classes at the Jewish Educational Alliance and the Lottie Hentschel Dance Studio in Atlanta.

⁴¹ Eugene J. "Bug" Stern (1900-1957) was a native of Montgomery, Alabama who lived in Atlanta. He was the president of Scripto.

⁴² Teena Marie Stern was born in Atlanta, Georgia in 1935. She was one of the founders of the Carl Ratcliff Dance Theater, Atlanta's first Modern Dance company.

⁴³ Julian Boehm Mohr was born in Atlanta, Georgia in 1930. He is the chief executive officer of Momar, Inc. A graduate of Georgetown University, he was a member of B'nai B'rith, Civitan of Atlanta, and Toastmasters (president 1959).

⁴⁴ Jack Hearn Watson Jr. was born in El Paso, Texas in 1938. He is an attorney and government official who served as White House Chief of Staff to President Jimmy Carter from 1980 to 1981. He graduated from Vanderbilt University. He served in the United States Marine Corps before attending Harvard Law School. Among his accomplishments, he became a partner in King & Spalding after relocating to Atlanta.

⁴⁵ Lucile Apfelbaum Loveman (1908-1996) was born in Atlanta and relocated to Nashville, Tennessee after marriage to Adolph Maurice "Morris" Loveman (1894-1975). In Nashville she was a member of the Vine Street Temple, the and the Jewish Community Center.

⁴⁶ Emily Loveman Kisber was a native of Nashville, Tennessee, who resided in Atlanta, Georgia. She was a playwright and actress in local community theaters. Subsequent to the death of her husband Stuart Kisber, she married Milton Kafoglis in 2012. She was a member of The Temple in Atlanta, Georgia.

⁴⁷ Katherine "Kitty" Spitz Guthman (1910-1983) was born in Atlanta, Georgia. She was a member of The Temple and served on the board of directors for the Jewish Home in Atlanta.

⁴⁸ Richard Aaron Guthman, Sr. (1907-1984) was a native of Savannah, Georgia. He was a Georgia Tech graduate who was employed by Montag Brothers. He was on the board of The Temple in Atlanta, Georgia. He was married to Katharine Spitz Guthman.

⁴⁹ Richard Aaron Guthman, Jr. (1935-2014) was a native of Atlanta, Georgia who served almost four terms as a city councilman in Atlanta during the 1970's and 1980's. He was a Grady High School graduate and had a degree in industrial engineering from Georgia Tech. He was first employed by Montag Brothers, and later as a senior vice president at National Bank of Georgia. He was on the board of trustees for The Temple and a member of the Gate City Lodge of B'nai B'rith. He served in the United States Army for 2 years before beginning his career.

Hirsch⁵⁰ who was married to Oscar Strauss and was the mother of Margaret Weiller.⁵¹ That was pretty much the crowd, so far as we were concerned, who I grew up with socially. It was centered on The Temple, on the Standard Club, and we did . . . Most of us took dancing lessons, incidentally, from Arthur Murray,⁵² which name may be familiar to you. He was a student at Georgia Tech⁵³ when he started teaching dancing.

Ray Ann: The real Arthur Murray.

Joseph: Arthur Murray who formed Libby May Dancing Groups. His first were in Atlanta, Georgia.

Ray Ann: He himself taught you?

Joseph: He himself taught us.

Ray Ann: Oh, my goodness.

Joseph: He later . . . I remember the first classes were at the old Standard Club when it was on Washington Street. Then he rented a building out on the corner of Peachtree and Third Streets, which was called the Club De Vingt, very fancy.

Ray Ann: How do you spell De Vingt?

Joseph: Club De Vingt, the French, French Twenty. I like to tell the story that during Arthur Murray's lifetime, he paid me . . . He had me on a retainer of \$200 a month provided I would never tell anybody that he taught me how to dance. That's part of our social life in those days. We had lots of fun.

Ray Ann: I'm going to take us back again . . .

⁵⁰ Margaret Patricia "Peggy" Hirsch Strauss (1910-1961).

⁵¹ Margaret Patricia Strauss Weiller (1933-2012) was a fourth generation Atlantan. She was a great granddaughter of Emanuel Rich, one of the four Rich brothers who founded Rich's Department Store. She was Director of the Women's Division at the Atlanta Jewish Federation for 17 years. She was founding chair of The Louis Kahn Group Home. She received the Hannah G. Solomon Woman Award from National Council for Jewish Women (NCJW) in recognition of her leadership and community service. She served as chairman of the William Breman Jewish Heritage Museum for four years, spearheading the development of its core exhibition, *Creating Community: The Jews of Atlanta from 1845 to the Present*. She subsequently chaired the Archives committee and served as a lifetime Trustee of the Museum Board.

⁵² Arthur Murray (1895-1991) was an American dance instructor and businessman whose name is most often associated with the dance studio chain that bears his name. In 1919, Murray began studying at Georgia Institute of Technology in Atlanta and taught ballroom dancing at the Georgian Terrace Hotel. He eventually started opening dance schools across the country. There are now hundreds of Arthur Murray studios globally, with specially trained instructors.

⁵³ The Georgia Institute of Technology (commonly referred to as 'Georgia Tech' or 'Tech') is a public research university in Atlanta, Georgia. It is a part of the University System of Georgia. The educational institution was founded in 1885 as the Georgia School of Technology as part of Reconstruction plans to build an industrial economy in the post-Civil War Southern United States.

Joseph: Okay.

Ray Ann: . . . because when we got into all this, I was asking how you got to preschool, and your mother was taking you to temple. How did you get there?

Joseph: By car.

Ray Ann: You had a car.

Joseph: Yes, we had a car. Mother never drove, so I guess that our . . . We usually had someone who was a combination yardman [who] helped serve and drove. I'm sure at a pay that would probably, oh God, be the equivalent of maybe an hour. A week's pay would be the equivalent of an hour's today, or maybe less, I don't know. The prices of domestic help would easily explain why almost everybody had domestic help in those days, and plenty of them.

Ray Ann: What did you think of *Driving Miss Daisy*?⁵⁴ Does that describe life to you?

Joseph: I loved it. One of the reasons I loved it was that Alfred Uhry⁵⁵ and my oldest daughter were confirmed⁵⁶ in the same class, and Alene Uhry, his mother, is really one of our closest and oldest friends—oldest is the sense of the longest tenure. She wouldn't like it the other way. I loved *Driving Miss Daisy*. I knew Mrs. Alene's mother [Lena Guthman Fox],⁵⁷ Alfred's grandmother, pretty well. I think Daisy was a combination of not only his grandmother but of some of the other aunts and ladies that he knew in the elder Jewish community. He just . . . I think it's a marvelous job.

Ray Ann: You were going to temple, and your social life continued to revolve around . . .

⁵⁴ *Driving Miss Daisy* (1987) is the first in what is known as Alfred Uhry's 'Atlanta Trilogy' of plays which earned him the Pulitzer Prize for Drama. Uhry adapted it into the screenplay for the 1989 Academy Award winning film of the same name. The film starred Jessica Tandy (Daisy Werthan), Morgan Freeman (Hoke Colburn), and Dan Aykroyd (Boolie Werthan). The story of 'Miss Daisy,' a Southern Jewish widow and Hoke, her black chauffeur, is set in Atlanta between 1948 and 1973 as their 25-year friendship reflects the social changes in the American South.

⁵⁵ Alfred Fox Uhry was born December 3, 1936 in Atlanta. Uhry is a playwright, screenwriter, and member of the Fellowship of Southern Writers. He is one of very few writers to receive an Academy Award, Tony Award (2) and the Pulitzer Prize for dramatic writing. Uhry's early work for the stage was as a lyricist and librettist for a number of musicals. *Driving Miss Daisy* (1987) is the first in what is known as his Atlanta Trilogy of plays and earned him the Pulitzer Prize for Drama. He adapted it into the screenplay for the 1989 film which was awarded the Academy Award for Writing Adapted Screenplay. The second of the trilogy, *The Last Night of Ballyhoo* (1996), received the Tony Award for Best Play when produced on Broadway. The third was a 1998 musical called *Parade*. The libretto earned him a Tony Award for Best Book of a Musical. Uhry wrote the screenplay not only for the film version of *Driving Miss Daisy* but also for the 1993 film *Rich in Love*. He co-wrote the screenplay for the 1988 film *Mystic Pizza*.

⁵⁶ Confirmation marks the culmination of a special year in the life of Jewish students between ages 16 and 18; a period of religious study beyond bar or bat mitzvah. In some Conservative synagogues the confirmation concept has been adopted as a way to continue a child's Jewish education and involvement for a few more years.

⁵⁷ Lena Guthman Fox was Alene Fox Uhry's mother. Lena was the model for the character 'Miss Daisy' in *Driving Miss Daisy* written by her grandson, Alfred Uhry.

Joseph: Pretty much around the people that I went to Sunday School with.

Ray Ann: The people you went to school with, you really just didn't see socially? What happened when you went to high school?

Joseph: It was pretty much the same thing, really. When I went to high school, I went to the Fulton County High School. Where we lived out on Peachtree Road was several miles outside the city limits of Atlanta. It was country, you see. My friends, when they reached high school age, were either at Tech High⁵⁸ in the city or at Boys' High⁵⁹ in the city. The girls were at Girls' High⁶⁰ or at Washington Seminary⁶¹ or at NAPS,⁶² which was North Avenue Presbyterian School, just for girls I think at that time. Some of the boys were at Marist⁶³ which was a Catholic prep school.

Ray Ann: Where was Marist in those days?

Joseph: Marist was then located in Atlanta, downtown—I'm trying to place it—at the corner of where the Holy . . . What is the name of the church, the Holy Innocents⁶⁴ or something like that? It was where Ivy Street, which is now called Peachtree Southern Avenue or something, ran into Peachtree and what's now Ralph McGill Boulevard, until then it was called Forest Avenue. It

⁵⁸ Tech High School in Atlanta, Georgia, was only for boys interested in the applied sciences (electricity, automobiles, aviation, skilled manufacturing, etc.). Tech High and Boys' High merged in 1947 to become coed Grady High School.

⁵⁹ Boys' High School was founded in 1924 and is now known as Henry W. Grady High School. It is part of the Atlanta Public School System. It has had many notable alumni, including S. Truett Cathy, the founder of Chick-fil-A. It is located in Midtown Atlanta.

⁶⁰ Girls' High School was one of seven schools that were part of the original Atlanta public school system. It opened in 1872, and was the only public school in the area exclusively for girls. It was a superb school academically, and had 104 rooms including science halls, laboratories, sewing rooms, a library, and outdoor classrooms. In 1947, Atlanta high schools became co-educational and Girls' High was renamed 'Roosevelt High School.'

⁶¹ The Washington Seminary was founded in 1878 by Anita and Lola Washington, two great nieces of George Washington. The original school, which was conducted in their parlor, was called the 'Misses Washington School for Girls.' In 1882 the name was changed to the 'Washington Seminary.' By the late 1940's, Washington Seminary was housed in a campus covering eight acres with seven buildings. Washington Seminary merged with the Westminster School in 1953.

⁶² The North Avenue Presbyterian Church Day School (NAPS) was established in 1909 with 20 boys and girls. It stressed scholastic training, daily Bible Study, and Christian precepts. In 1920 the school moved to Ponce de Leon Avenue and grew. In 1942, reorganization occurred with resulted in the school becoming the 'Napsonian School.' In 1950 it merged with Westminster School.

⁶³ Marist School is an independent private Roman Catholic college preparatory school currently located in Brookhaven, Georgia, north of Atlanta.

⁶⁴ Holy Innocents' Church had its beginning in Atlanta in 1872 at the corner of Ponce de Leon and Juniper Streets with the erection of a chapel-classroom. After a tornado struck, it was moved to a new building at 16th Street and Spring Street in 1896. In 1954 it was demolished when the Interstate-85 Expressway was built. Its current location is in Sandy Springs, Georgia.

was right there at that intersection. It was really on Ivy Street, facing, but practically on Peachtree. That's where Marist was.

Ray Ann: What did you do with your summers when you were very young, elementary school?

Joseph: It depends what age we're talking about.

Ray Ann: Let's start all the way from kindergarten on up.

Joseph: I don't really remember specifically my summers. We used to do a lot of traveling, family. I had 39 first cousins, which is an awful lot of first cousins measured by today's standards anyway. They were located at various and sundry places, mostly from where my parents had come from. There were quite a few in New Orleans [Louisiana], which was where my mother's home was. She still had siblings there. I had first cousins there. I had aunts and uncles who lived in either West Point, Georgia, or in Montgomery, Alabama. We used to visit both of those places. One of my mother's sisters lived up in a little town in Kentucky. We used to visit up there a lot. A lot of the summers were spent doing that sort of inter-family visiting. In turn you'd get reciprocal visits from them. As I got older, I went to camp. I went to camps that did not involve many Jewish people. I went to a Boy Scout⁶⁵ camp when I was 12, which was up in Gainesville, Georgia, on what is now Lake Lanier.⁶⁶ The lake that it was on then has been swallowed up by Lake Lanier. I went to a camp for three years up in north Georgia, Camp Dixie,⁶⁷ where I learned every Christian Sunday School song in the book. I sang. It didn't hurt me.

Ray Ann: Why did your parents choose to send you to such a Christian camp?

Joseph: It wasn't completely Christian. There were other Jewish boys who went there. It was affordable. It was nearby. I enjoyed it. I could get in some good swimming, good hiking, good story-telling, good blackberry and huckleberry picking, swimming, and all the usual things that you get at camp. For some reason, in those days, we sent the boys to the southern camps and sent the girls to the northern camps. I remember my sister [Dora Heyman Sterne]⁶⁸ went up to . . .

⁶⁵ Boy Scouts of America is a youth organization in the United States. It was founded in 1910 to train youth in responsible citizenship, character development, and self-reliance through participation in a wide range of outdoor activities, educational programs and at older age levels, career-oriented programs in partnership with community organizations. They wear a uniform and earn merit badges for achievements in sports, crafts, science, etc. The boys start as a Cub Scout until age 11 and can move up to be an Eagle Scout.

⁶⁶ Lake Lanier is a large man-made lake (38,000 acres or 59 square miles) in northern Georgia. It was created by the completion of the Buford Dam on the Chattahoochee River in 1956.

⁶⁷ Camp Dixie is a private Christian summer camp for boys and girls located in the Blue Ridge Mountains of Northeast Georgia. Camp Dixie was founded by A.A. "Pop J" Jameson in 1914.

⁶⁸ Dorah Heyman Sterne (1896-1994) was a native of Atlanta, Georgia who resided in Birmingham, Alabama. She served a three-year term as president of the Birmingham chapter of the National Council of Jewish Women and was

she's somewhat older than I am. Incidentally, she's still around and she's 95. She's doing pretty well too.

Ray Ann: I think she's been interviewed actually.

Joseph: I don't think so.

Ray Ann: No?

Joseph: I doubt if she's been interviewed here in Atlanta. I'm sure she has in Birmingham [Alabama] where she lives.

Ray Ann: Okay.

Joseph: She lives in Birmingham. Josephine Heyman,⁶⁹ who I know has been interviewed, is my sister-in-law.

Ray Ann: Okay.

Joseph: She was married to my oldest brother [Herman Heyman]⁷⁰ who has been dead for 22 years, 24 years.

Ray Ann: Where did the girls go to camp? Where did she go?

Joseph: I know she went to Accomac⁷¹ which was a Jewish camp in Maine. I know that my daughters, when we sent them to camp, would usually start off at non-sectarian southern camps. I think that my oldest daughter went to Camp Dixie for girls for one year, which was not too far from . . . near Clayton, Georgia. Each of the girls went later to a camp up near Brevard, North Carolina, then called Gay Valley⁷² They have since changed that name. That's too

active in the League of Women Voters in Birmingham.

⁶⁹ Josephine (Jo) Joel Heyman (1901-1993) was a Jewish civic and political activist in Atlanta. During the 1930's, she conducted night classes to teach Holocaust refugees English. When the Association of Southern Women for the Prevention of Lynching expanded, she became an active member. In the 1940's she was one of five women founders of the United Nations Association of Atlanta. She and her friend, Eleanor Raoul Greene, started the DeKalb County chapter of the League of Women Voters. In the 1960's, she turned her efforts to promoting racial desegregation. She also gave years of service and leadership in the National Council of Jewish Women and Hadassah.

⁷⁰ Herman Heyman (1898-1968) was born in Atlanta, Georgia. He was a graduate of Tech High School, the University of Georgia, and Columbia University Law School. He served as a second lieutenant in the First World War. Upon graduation, he opened his own practice, eventually joining the firm of his father, who was also a prominent Atlanta attorney. Along with Elliott Abram, he successfully argued the case that abolished Georgia's county unit system which had provided outsized political influence to the smaller counties. In the Jewish community, he served as president for The Temple, the Federation of Social Services, the Atlanta chapter of the American Jewish Committee, and the Atlanta Lodge of B'nai B'rith. He was also president of the Atlanta Community Planning Council and the Legal Aid Society.

⁷¹ Accomac was a camp located in Bridgton, Maine that existed from 1911 until about 1959. It was attended by Jewish campers and had minimal Jewish observances. It did not observe *kashruth* and used the *Union Prayer Book*, a *siddur* published by the Central Conference of American Rabbis to serve the needs of the Reform Judaism movement in the United States.

⁷² Gay Valley is a summer camp for boys and girls located in Brevard, North Carolina that was founded by Mary

[unintelligible], unfortunately they had to change the name. I thought Gay Valley was a very nice name.

Ray Ann: How do you spell that?

Joseph: G-A-Y. Gay.

Ray Ann: Gay Alley.

Joseph: Gay V-A-L-L-E-Y. Since then they've changed the name to honor the name of the lady who started it and ran it for many years. I've always thought it was so funny that they had to change that name because the term "gay" has lost its original meaning, I guess. They went there. They ended up at camps in Maryland, just as they ended up at colleges in the North rather than the South. Why? I don't know. That's the way it has been in my family.

Ray Ann: What about with your contemporaries? They were at different schools. How would you say your school experience compared with your Jewish friends' school experience where they were with more Jewish people?

Joseph: I think that they established . . . Let me back up a minute . . . It's a little hard to tell because of this: I think that virtually all of my close Jewish friends from my boyhood are gone. They have died. Maybe with one exception, and he doesn't live in Atlanta. I haven't seen him in years. The others to whom I was close are all gone. I find that friends of mine who are maybe five to ten years younger than I am, people with whom I'm quite friendly now, mostly went to Boys' High. There is a real comradery between these guys who went to school together. I haven't had that. I guess it has tended to make me somewhat more of a loner than some of them feel. I don't know if that's true or not, but . . .

Ray Ann: You felt very close to your Temple group of friends growing up.

Joseph: Yes, I did. I say they're gone. I don't have them anymore.

Ray Ann: Yes, but going back to then when you were talking as kids. How did you compare it? Surely you each talked about your schools.

Joseph: I don't know that we ever talked much about school.

Ray Ann: You just didn't.

Joseph: I don't recall it.

Ray Ann: You don't know that your education or anything else was much different than theirs.

Joseph: I doubt it.

Ray Ann: Your school was more rural.

Joseph: It was not more rural. It had more rural people in it. I don't say that it was any more rural. I don't think it was any poorer. For example, I remember having . . . personally he's become a pretty good friend of mine in just the last couple of years. He went to Boston Latin,⁷³ and then on to Harvard.⁷⁴ He grew up in the Boston area. He was completely flabbergasted when he found that this county high school that I went to had four years of Latin, which I took. I had two years of French there. I would guess that my education was just as urban and just as cultured as that of my friends who had much better, maybe, social lives at their schools than I did. Maybe the fact that I didn't have a lot of close social friends at high school may have made me work harder, may have given me more time. I didn't spend a heck of a lot of time . . . I spent a lot of time doing outside stuff because I was on my basketball squad at high school. I was on a tennis squad. I think there was a short period of time when we even had a chess team or something like that. I went out for the baseball team. I had friends. We just weren't intimate socially, but we did see each other. We got along fine. There was never much problems. I never really had much . . . If I had any sense of feeling that there was much of antisemitism around, I don't remember it. I certainly wasn't scarred by it, let's put it that way.

Ray Ann: These people that you went to school with in the county, did you later in life run across them? Were they involved in the business community?

Joseph: I've run across some of them. I haven't really kept up too much with the people at the old Fulton High School. Now, every now and then I run into somebody who went to Fulton High. We remember each other and drink a toast to it or something. That's sort of rare. I just haven't run into too many of them. I went to the University of Georgia where I was a member of the Jewish fraternity. That was much more Jewish oriented at that time. We tried to mix on the campus. We tried to participate in anything that went on.

Ray Ann: What were you involved in at Georgia?

⁷³ Boston Latin School is a public exam school in Boston, Massachusetts. It was established on April 23, 1635, making it both the oldest school in America and the first public school in the United States.

⁷⁴ Established in 1636, Harvard is the oldest institution of higher education in the United States. Originally named Harvard, as a college, it was recognized as a University in 1780. Harvard is based in Cambridge and Boston, Massachusetts

Joseph: A lot of different things. I was involved in debating. I was involved . . . I got a letter in cross-country. I belonged to several of the honorary clubs, societies, and that sort of thing. I worked pretty hard too.

Ray Ann: What was the Jewish fraternity like? What was your fraternity?

Joseph: Phi Epsilon Pi.⁷⁵

Ray Ann: It was the only Jewish fraternity?

Joseph: No, there were three Jewish fraternities at Georgia at that time.

Ray Ann: Oh my goodness. What were they?

Joseph: Phi Epsilon Pi⁷⁶ or Phi—I'm not sure which—and Alpha Epsilon Pi,⁷⁷ I think. There was a pretty good group of Jewish fraternities.

Ray Ann: What about sororities? What were the Jewish sororities?

Joseph: Sigma something, Sigma . . .

Ray Ann: . . . Delta Tau.

Joseph: Yes, SDT. Sigma Delta Tau,⁷⁸ I think, was probably the only Jewish sorority. There were not a lot of Jewish girls there.

Ray Ann: Isn't that interesting. Lots of Jewish boys though.

Joseph: There were a good many Jewish boys. I would say there was a high percentage of Jewish males to females at the University of Georgia. I think there was a high percentage of males to females, leaving out the [Jewish] adjective. There was a much larger actual number of Jewish boys than there were Jewish girls. I'm sure that was the case.

Ray Ann: Did many of the . . .

⁷⁵ Phi Epsilon Pi (PEP) was a predominantly Jewish fraternity active between 1904 and 1970. At its peak it had at least 48 chapters across the United States and Canada. In 1970 PEP was absorbed by Zeta Beta Tau.

⁷⁶ Phi Epsilon Pi (PEP) was a predominantly Jewish fraternity active between 1904 and 1970. At its peak it had at least 48 chapters across the United States and Canada. In 1970 PEP was absorbed by Zeta Beta Tau.

⁷⁷ Alpha Epsilon Phi (ΑΕΦ) is a sorority and member of the National Panhellenic Conference. It was founded on October 24, 1909 at Barnard College in New York City by seven Jewish women. It is a national sorority with multiple chapters across the United States. Although it is a historically Jewish sorority, it is not a religious organization and welcomes women of all religions and race who honor, respect and appreciate the Jewish faith and identity.

⁷⁸ Sigma Delta Tau (ΣΔΤ) is a national sorority and member of the National Panhellenic Conference and was founded March 25, 1917 at Cornell University in Ithaca, New York. The original name, Sigma Delta Phi, was changed after the women discovered a sorority with the same name already existed. Today, Sigma Delta Tau has over 40,000 initiates from 100 chapters around the United States. Sigma Delta Tau was founded by seven Jewish women. There is no religious requirement for membership to the sorority, nor is it affiliated with any one religion.

Joseph: We dated pretty much across the board. We dated some of the Jewish girls. Mostly we were more interested in the girls back in Atlanta, to be honest.

Ray Ann: You came back to Atlanta?

Joseph: Yes, we would come in for parties and that sort of thing.

Ray Ann: Those who were younger than you, the girls back in Atlanta?

Joseph: Yes, correct. That's right. It was mixed, some were my age and some were in the younger group. I would say there wasn't too much distinction between those. I would guess that the girls who were . . . About the widest difference in age between the males and the females would have been about a year and a half to two years. We dated girls who were in our same confirmation class—which meant of the same age—to those who were maybe one to two years behind us so far as religious school was concerned, which [unintelligible].

Ray Ann: Did you have a lot of fraternity parties that you invited these girls up for or . . .

Joseph: Not a lot. We were a pretty small fraternity, actually.

Ray Ann: Who were some of the people in it?

Joseph: Who were some?

Ray Ann: Yes, from Atlanta.

Joseph: I've mentioned some of them already.

Ray Ann: They went to Georgia with you?

Joseph: Some of them did, yes. I'll tell you somebody else who was there at the same time I was there. It was Morris Hirsch,⁷⁹ who was the deceased husband of Julia Hirsch,⁸⁰ if you know Julia. I mentioned David Greenfield, whom I've mentioned before. I mentioned Irving Samuels. As a matter of fact, Herbert Ringel,⁸¹ who was my cousin, Martha Ringel's⁸² husband at one

⁷⁹ Morris Hirsch (1906-1967) was the third-generation president of Hirsch's, a retail clothing firm created in 1863 in Atlanta. He was a graduate of the University of Georgia and a member of The Temple and the Commerce Club.

⁸⁰ Julia Weil Hirsch (1908-1999) was born in Birmingham, Alabama and relocated to Atlanta, Georgia after marriage to Morris Hirsch in 1929.

⁸¹ Ringel, Herbert Arthur (1908-1990) was an Atlanta attorney who was born and grew up in Georgetown, South Carolina. He was a graduate of the University of Georgia (UGA) and UGA's law school, where he was a member of Phi Epsilon Pi (PhiEps) fraternity. He was a naval officer during World War II, serving with Admiral Nimitz in the Pacific theater. He was a president of The Temple, the Gate City Lodge of B'nai B'rith, and Jewish Children's Services.

⁸² Heyman, Martha Strassburger Spear Ringel (1920-2010) was born and raised in Pittsburgh, Pennsylvania. Martha attended Wellesley College in Massachusetts. She married Robert L. Spear in 1937. In 1961 she was remarried to Herbert Arthur Ringel and relocated to Atlanta, Georgia. After his death, she married Joseph Kohn Heyman in 2001. Martha was very active in the general Atlanta community as a leader in the National Council of Jewish Women (NCJW) which honored her with the Atlanta Section's Hannah G. Solomon Award.

time, was two years behind me in college. There was a chap named Jack Lissner⁸³ from Brunswick, Georgia, with whom I became particularly close.

Ray Ann: I'm just getting a smattering and basically try to get a feeling of . . . Did people have cars up there like they do now?

Joseph: Yes. One of my former . . . with whom I roomed one year and with whom also I took the first trip I ever took to Europe was Edwin Haas⁸⁴ who is not now living. He was an older brother of Elliott Haas.⁸⁵ You may know of Elliott Haas. You've heard of a real estate firm, used to be a real estate firm here, Haas and Dodd. This was the Haas of that group. Joe Haas,⁸⁶ who would be a cousin of these, to whom I'm quite close now, was in a little younger group and I didn't know Joe well. I knew him when I saw him, but that was about it. In those days there was a pretty distinct cut-off on how close you were to people when there was a couple of years' difference in age. Nathan Wood was a good friend of mine. He was in that same category. He was about the same age as people like Joe Haas.

Ray Ann: Did all these people go to Georgia?

Joseph: No, not all of them. Nathan Wood happened to go to Georgia. They went to various places. There were a lot of Jewish boys who went to Penn,⁸⁷ a lot of them went to Michigan,⁸⁸ and other places.

Ray Ann: Hasn't changed much until today, has it?

Joseph: Probably not, no. What is interesting is I get asked this question: Why is it that all of the females in my family, including in-laws, all went to northern schools, and all the males went to the University of Georgia, just about. My dad [Arthur Heyman I]⁸⁹ . . .

⁸³ Jacob Jekyll "Jack" Lissner, Jr. (1910-1994) was an attorney in Brunswick, Georgia.

⁸⁴ Edwin Rich Haas, Jr. (1907-1989) was a native Atlantan who was a member, along with his father Edwin Rich Haas, Sr. and brother Elliott Lee Haas, of Haas-Dodd Insurance and Real Estate. He served in the United States Army during World War II.

⁸⁵ Elliott Lee Haas (1911-1997) was a native Atlantan who, along with his father Edwin Rich Haas, Sr. and brother Edwin Rich Haas, Jr., was a member of Haas-Dodd Insurance and Real Estate. He was a graduate of Boys' High and William College in Massachusetts. He was a World War II veteran.

⁸⁶ Joseph Haas (1911-2000) was a community leader, prominent Atlanta attorney, and graduate of Harvard Law School (Cambridge, Massachusetts.)

⁸⁷ The University of Pennsylvania (Penn or UPenn) is a private Ivy League research university located in the University City neighborhood of Philadelphia, Pennsylvania. Chartered in 1755, Penn is the sixth-oldest institution of higher education in the United States.

⁸⁸ The University of Michigan is a public research university located in Ann Arbor, Michigan.

⁸⁹ Arthur Heyman (1867-1951) was a prominent Atlanta attorney born in Chambers County, Alabama. He was a graduate of the University of Georgia and a member of Phi Beta Kappa, the Standard Club, and the Hebrew Benevolent Association (forerunner of The Temple).

<Interruption in tape>

Ray Ann: You were telling me when your father graduated and when your two older brothers [Charles Heyman⁹⁰ and Herman Heyman⁹¹] graduated.

Joseph: Yes, and my sister [Dora Heyman Sterne] . . .

Ray Ann: When did they graduate?

Joseph: They graduated in 1919 and 1920.

Ray Ann: No, your father, though, graduated . . .

Joseph: . . . in 1888 and my brothers in 1919 and 1920. My sister graduated in 1919 from Smith College⁹² up in Massachusetts. Both of my brothers' wives [Helene Joel Heyman⁹³ and Josephine Joel Heyman⁹⁴], my two sister's-in-law, both went to Smith. One of them graduated, the other one didn't. My three daughters [Leslie Heyman Zinman, Barbara Jo "BJ" Heyman Yudelson⁹⁵ and Margaret Heyman Cohen] went respectively to Oberlin,⁹⁶ Smith, and Swarthmore.⁹⁷ There you go.

⁹⁰ Charles Heyman (1900-1983) started his career as an office boy for Fox Manufacturing Company in Atlanta, Georgia in 1920. He bought the company, moved it to Rome, Georgia in 1936, and relocated his family to Rome in 1938. Charles was a past president of the Southern Furniture Manufacturing Association.

⁹¹ Herman Heyman (1898-1968) was born in Atlanta, Georgia. He was a graduate of Tech High School, the University of Georgia, and Columbia University Law School. He served as a second lieutenant in the First World War. Upon graduation, he opened his own practice, eventually joining the firm of his father, who was also a prominent Atlanta attorney. Along with Elliott Abram, he successfully argued the case that abolished Georgia's county unit system which had provided outsized political influence to the smaller counties. In the Jewish community, he served as president for The Temple, the Federation of Social Services, the Atlanta chapter of the American Jewish Committee, and the Atlanta Lodge of B'nai B'rith. He was also president of the Atlanta Community Planning Council and the Legal Aid Society.

⁹² Smith College is a private, independent women's liberal arts college with co-ed graduate and certificate programs in Northampton, Massachusetts. It is the largest member of the Seven Sisters, a name given to seven liberal arts colleges in the Northeastern United States that are historically women's colleges.

⁹³ Helene Joel Heyman (1903-1992) was the wife of Charles Heyman.

⁹⁴ Josephine (Jo) Joel Heyman (1901-1993) was a Jewish civic and political activist in Atlanta. During the 1930's, she conducted night classes to teach Holocaust refugees English. When the Association of Southern Women for the Prevention of Lynching expanded, she became an active member. In the 1940's she was one of five women founders of the United Nations Association of Atlanta. She and her friend, Eleanor Raoul Greene, started the DeKalb County chapter of the League of Women Voters. In the 1960's, she turned her efforts to promoting racial desegregation. She also gave years of service and leadership in the National Council of Jewish Women and Hadassah.

⁹⁵ Barbara Jo "BJ" Heyman Yudelson (1939-2015) was a native New Yorker who grew up in Atlanta, Georgia. She relocated to Rochester, New York after marriage to Julian Edward Yudelson who was a professor at Rochester Institute of Technology. She was a member of Congregation Beth Shalom in Rochester. She was the author of *With an outstretched arm: A memoir of love and loss, family and faith*. Her 14-year old daughter Ruth Leah Yudelson was killed, along with two close friends, after she was hit by a drunk driver while walking along a sidewalk in Utica, New York where she was attending a National Council of Synagogue Youth (NCSY) event.

⁹⁶ Oberlin College is a private liberal arts college in Oberlin, Ohio. Founded as the Oberlin Collegiate Institute in 1833 by John Jay Shipherd and Philo Stewart, it is the oldest coeducational liberal arts college in the United States and the second oldest continuously operating coeducational institute of higher learning in the world.

⁹⁷ Swarthmore College is a private liberal arts college in Swarthmore, Pennsylvania. Founded in 1864, Swarthmore

Ray Ann: It seems that there's a great loyalty to UGA here in Atlanta. I know I find that with lots of people, all the way back. It's nice. Obviously people got a good education there.

Joseph: I feel like I did okay. I did okay at Harvard Business School,⁹⁸ which I went to afterwards. I'm very pleased at something. We are on the tape?

Ray Ann: Sure.

Joseph: I am very pleased. I was notified by the University of Georgia alumni group about a year ago, maybe a year and a half ago. They had gone back through their records to find the alumnus who had the longest continuous record of making a contribution of some sort to the alumni fund. It turned out that I was it.

Ray Ann: How nice.

Joseph: They decided they wanted to run an ad with that, took me out to lunch, took my picture standing there by the piano, and had a little write-up about it. It was sort of fun.

Ray Ann: That's terrific. They ought to publicize that.

Joseph: It's nice.

Ray Ann: Going back to Atlanta, your family moved out. You spent your weekends in town, though, with Jewish friends.

Joseph: I still was spending my nights . . . We used to do a lot of spending the nights at different boys' houses. We were together on weekends.

Ray Ann: What did your parents do? What did they do for a living? What did they do for a social life?

Joseph: My dad was a lawyer with one of the very main principle law firms in Atlanta. He started to practice in Atlanta sometime in approximately 1895 or thereabouts. I'm not sure of the exact year. He and mother were married in 1996, and by that time he was living in Atlanta instead of in the country area near West Point, Georgia. He practiced law for the rest of his life.

Ray Ann: One of the things you mentioned in your history book was that Leo Frank⁹⁹ . . .

was one of the earliest co-educational colleges in the United States.

⁹⁸ Harvard Business School is the graduate business school of Harvard University in Cambridge, Massachusetts, United States.

⁹⁹ Leo M. Frank (1884-1915) was a Jewish factory superintendent in Atlanta, Georgia. In 1913, he was accused of raping and murdering one of his employees, a 13-year-old girl named Mary Phagan, whose body was found on the premises of the National Pencil Company. Frank was arrested, tried, convicted and sentenced to death for her murder. The trial was the catalyst for a great outburst of antisemitism led by the populist Tom Watson and the center of powerful class and political interests. Frank was sent to Milledgeville State Penitentiary to await his execution. Governor John M. Slaton, believing there had been a miscarriage of justice, commuted Frank's sentence to life in

Joseph: The Leo Frank case came up in about 1913 or so, and my dad had been a law partner before and was a law partner again afterwards with Hugh Dorsey,¹⁰⁰ which is a name that I guess is reviled by many Jews in Atlanta. My dad was convinced that Hugh Dorsey strongly believed in the guilt of Leo Frank. That was his belief. I know that . . . I think my mother was at the stage where she wouldn't talk to him, when he became Governor Dorsey, and still later than that, Judge Dorsey. I had pleasant relationships with him. I never knew him well. I used to see him up in dad's office, in the law office there, and talk with him pleasantly. I did a lot of work later on with his daughter-in-law, Laura Dorsey,¹⁰¹ who is Mrs. Hugh Dorsey Jr., and found her to be a very lovely, delightful lady.

Ray Ann: What did she do, Laura?

Joseph: Laura . . . I've seen Laura mainly in connection with work . . . I got involved later with the Atlanta Arts Alliance.

Ray Ann: We'll get to that later. I'd like more of a description, if you could remember what was being said and what went on with the Leo Frank case. What was the . . .

Joseph: I don't know much about it. I was pretty doggone young. Look, I was . . . I think that the actual crime that he didn't commit was probably in 1913. I was five years old. That was about the same time we moved out on Peachtree Road. I would hear some conversation, but not much, and I didn't absorb much of it. I know that my sister-in-law, Josephine Heyman, who has been interviewed in this project, has much more vivid recollections because she's about seven years older than I am. She remembers things. I refer them to her tape if they want to know what she thought about it. The most vivid recollection I have of it at all was that when he was sentenced to

prison. This enraged a group of men who styled themselves the "Knights of Mary Phagan." They drove to the prison, kidnapped Frank from his cell and drove him to Marietta, Georgia where they lynched him. Many years later, the murderer was revealed to be Jim Conley, who had lied in the trial, pinning it on Frank instead. Frank was pardoned on March 11, 1986, although they stopped short of exonerating him.

¹⁰⁰ Hugh Manson Dorsey (1871-1948) was a lawyer who was notable as the prosecuting attorney in the Leo Frank trial of 1913. He was also a politician, a member of the Democratic Party who was twice elected as the Governor of Georgia (1917-1921), and jurist who served for more than a decade as a superior court judge in Atlanta. He oversaw numerous education initiatives, vehemently opposed mob violence against blacks, and condemned the state's practice of a political convention system. While Dorsey tried with some success to bring Georgia into a more progressive era, he will forever be remembered as the man who successfully prosecuted Leo Frank for the murder of Mary Phagan.

¹⁰¹ Laura Whitner Dorsey (1913-2003) was the wife of a prominent attorney in Atlanta, Hugh Manson Dorsey Jr. She was a volunteer for the Atlanta Botanical Garden, the Georgia Conservancy, the Atlanta College of Art, and the Swan Woods Trail at the Atlanta History Center. She co-founded the international Gardens for Peace program with her daughter Laura Dorsey Rains.

death, and then-Governor Slaton¹⁰² commuted the sentence to life imprisonment. They were so worried about riots against Slaton for doing that commutation that they gave him special protection. Governor Slaton for many years lived in a home on Peachtree Road just south of the center of what's now called Buckhead. It's the area that now includes places like the Three Dollar Restaurant. Going back from it, it includes Slaton Manor. I think there's some apartment buildings back in there. I can't remember the names of all of them, but that was the area that we're talking about. He was in this big house that had acre and acre fronting on Peachtree Road, and the National Guard was called out and they were policing in front of his house, and they were policing Peachtree Road as far north as its intersection with Piedmont Road. My home where my parents lived was a little further north than that. I remember seeing men in olive drab uniforms, carrying rifles with their bayonets unsheathed, ready for whatever happened. That must have been in about 1915. By this time I'm seven years old almost. I just have that memory. That's the main thing I remember about it, is seeing these . . .

Ray Ann: Must have been scary.

Joseph: It was a little scary. Yes, it was.

Ray Ann: What about the antisemitism then? That must have been scary too.

Joseph: It must have been to people who were old enough to know about it. I didn't . . . really wasn't aware of it. I'm sure a lot of people were. A lot of people were very scared. Now you get a better picture story of this. I'm sure that you've interviewed Joe Haas or somebody has interviewed Joseph Haas, whose father was one of the attorneys for Frank. He's younger than I am, and therefore he can't remember as much about it as I do. But he's heard so much about it from his father that he knows that he's got a much stronger reaction to it than I have.

Ray Ann: What other memories do you have, vivid memories, of your school years? Not college, but younger?

Joseph: Yes.

Ray Ann: Anything . . .

Joseph: I don't think there's any that I see of as being of much significance at this point.

¹⁰² John Marshall Slaton, or Jack Slaton, (1866-1955) served two non-consecutive terms as the Sixtieth Governor of Georgia. His political career was ended in 1915 after he commuted the death penalty sentence of Atlanta factory boss Leo Frank, who had been convicted for the murder of a teenage girl employee. Because of Slaton's law firm partnership with Frank's defense counsel, claims were made that Slaton's involvement raised a conflict of interest. Soon after Slaton's action, Frank was lynched. After Slaton's term as governor ended, he and his wife left the state for a decade. Slaton later served as president of the Georgia State Bar Association.

Ray Ann: . . . from those early years.

Joseph: Of what general areas that we talked about.

Ray Ann: Did you notice a great change in Atlanta between before you went to college and later on when you came home after college?

Joseph: I don't think I was really too much aware of that sort of thing. Atlanta was growing a lot all during this period, but Atlanta was still a relatively small town. We didn't reach a population of 200,000, I don't think, until probably the 1930 census. I'm not positive about that. It was still growing pretty rapidly. It was expanding all the time. We'll get in, I hope, to some of the things that I've got some thoughts about . . .

<End Tape 1, Side 1>

<Begin Tape 1, Side 2>

Ray Ann: . . . then went to New York, right?

Joseph: I had a job in New York.

Ray Ann: You were there from when to when?

Joseph: I was there from 1930, which was the year that I graduated from Harvard Business [School], until 1942.

Ray Ann: Okay. You graduated from UGA when?

Joseph: In 1928.

Ray Ann: We're talking about a pretty big expanse. There must have been a real shock between 1928 and 1942 here.

Joseph: Right.

Ray Ann: What were your impressions?

Joseph: When I came back . . . In the first place, when I came back, it was at the . . . We had been in the war. I was working for an investment firm in New York, and I was . . . my age, let's see, in 1942, which is shortly after we got into the war . . . I was , I guess, then 33. I had been the previous October. They were not then taking people. I guess I could have volunteered to go in as an officer or something of that sort, but I've long had lousy eyesight. I reached the conclusion that if I got into the army or navy or some place, that I probably was not going to be involved in active duty on account of my eyes. I decided that I was going to always be available for draft when I was called. In the meantime, I wanted to get doing something that I thought I would be useful at. I began looking in the early quarters of 1942 to see if there was something I could get

into in one of the war agencies. I had [unintelligible]. I was in living in the New York area. By this time I'm married and have got two children. I wanted something in Washington [D.C.] if I could get it. I read that they had started a regional office of the War Production Board (WPB)¹⁰³ in Atlanta. It happened that I knew Mr. Frank Neely¹⁰⁴ who was named as a Regional Director. I knew him slightly. I had at one time taken his daughter out. I applied for jobs with the War Production Board in both Atlanta and in Washington. In either case, it was going to mean a cutback probably in my living standard because the pay was not as good as it was on Wall Street. I came down to interview for the job in Atlanta and was offered a job in Atlanta. Strange to say, while I was here in the WPB Regional Office, I got a phone call from the people in Washington that I had been talking with offering me a job there. I decided to take the one in Atlanta because I thought Washington would be a heck of a place to leave my wife [Bertha Schwabacher Heyman]¹⁰⁵ and two young kids in the event that I eventually got called into the service. We came to Atlanta. We bought this house. I didn't want to buy a house because I didn't . . . My wife, who was from Seattle, Washington, had no desire to spend the rest of her life in Atlanta, believe me. She didn't like a lot of our customs. She didn't like the high degree of segregation that went on. She's liberal, much more so than I was at that time. She's a great educator for me, by the way. I took the job in Atlanta. My parents were getting along. They were getting close to 70 years at that time. We found this house. I bought it against my better judgment. I wanted to rent. You couldn't rent anything in Atlanta at that time. I bought a house in Atlanta, expecting to sell it at a loss. Best investment I ever made, by the way.

Ray Ann: I'm sure. What year did you buy this house?

Joseph: I bought it in 1942. I don't know, are you interested in what I paid for it?

Ray Ann: Sure.

<Both laughing>

¹⁰³ The War Production Board (WPB) was an agency of the United States government that supervised war production during World War II. The WPB directed conversion of industries from peacetime work to war needs, allocated scarce materials, established priorities in the distribution of materials and services, and prohibited nonessential production.

¹⁰⁴ Frank Henry Neely (1884-1979) was born in Augusta, Georgia. He graduated from Georgia Tech with a mechanical engineering degree. As a general manager of Rich's Department Store, he is credited with coming up with Rich's trademark motto, "The Customer is Always Right." During World War II he served as Southern Regional Director of the War Production Board.

¹⁰⁵ Bertha "Bert" Schwabacher Heyman (1907-1990) was born in Seattle, Washington and relocated to Atlanta, Georgia with her husband Joseph Kohn Heyman, a native Atlantan, when he took a job with the War Production Board.

Make me sick.

Joseph: I paid \$14,000 for this house. I didn't have to put out that much because I had a 4.5 percent mortgage.

<Interviewer laughing>

Ray Ann: Have you done a lot of renovating in it through the years?

Joseph: We've done some.

Ray Ann: Added on?

Joseph: We've done some, but not really all that much. This room is virtually the same as it was originally. We added on . . . enclosed that porch out there, and a few other things, but that's about it. I guess I'd sell it for a profit today.

Ray Ann: I think so.

Joseph: Life was . . . Atlanta was different, but I saw it in a very restricted way, because we didn't have much gasoline. This was during gasoline rationing. I had a heck of a time bringing my automobile down here from Larchmont, New York. I was supposed to be able to foresee what was happening in world economic things. I saw that we were having trouble with Japan and probably maybe getting into a war with Japan. I protected for that by going out and seeing that we bought an extra case of pineapple juice instead of getting new rubber for my tires. That wasn't very smart, was it? I got the car down here, just barely. Had to drive it down—it was not air conditioned—at about 25 miles an hour to make the tires last. It was hot, in July. We moved into this house and started raising my kids. My two older kids were then approximately three and five. We didn't have our third daughter until right at the end of the war, in 1945.

Ray Ann: Was this house in the city or in the country?

Joseph: This house was definitely in the country at that time.

Ray Ann: You were going to raise your children in the same sort of atmosphere you were raised in?

Joseph: They went to R.L. Hope School, same school I had gone to. It was now, however, a brick building. It must have had, I don't know, ten rooms instead of four. It now had running water, by the way, and indoor toilet facilities. I'm not sure they learned any more, or if they had any better teaching, but they had better facilities, certainly.

Ray Ann: Their high school was . . .

Joseph: They both went to high school—these are the two older girls—to North Fulton [High School]. My old high school in the center of town had disappeared by now. As a matter of fact, I like to tell people that’s when I first began to feel old. The high school I went to was located right in the heart of downtown, the corner of Whitehall Street and Trinity Street. Trinity is a street just beyond Mitchell Street. Whitehall . . . the name has now been changed to Peachtree, used to be . . . they used to change right at Five Points.¹⁰⁶ The year after I graduated, the next fall, they moved into a new high school building over on Washington Street. That building was occupied by the high school for quite a few years and later as a Labor Temple.¹⁰⁷ It was torn down as being obsolete. I decided when they tore down a building as obsolete which was built after I had gone there to high school, I must be getting old. So there we are.

Ray Ann: What was the name of that high school?

Joseph: Fulton High. There still is a Fulton High but it was eventually moved way down to the very southern part of the county. I think it still exists. I guess that I would feel that my successor would be really the North Fulton High School that my two older daughters went to, which was located out here in Garden Hills¹⁰⁸ off of Peachtree, not very far from the center of Buckhead. I sort of lost my track of where we were.

Ray Ann: We were just talking about how you moved here and you raised your children, the differences between when you grew up and when they were growing up, how Atlanta had changed; and you were involved in . . .

Joseph: Yes. I was saying to some extent it was restricted in the sense that we couldn’t move around an awful lot because of the gasoline shortage. This persisted. We never tried to . . .

Ray Ann: How did you get to work, and where was work?

Joseph: Work was downtown right near the Candler Building,¹⁰⁹ and I normally walked up and took the street car or the trolley bus, whatever the transportation was, from either Georgia Power¹¹⁰ or Atlanta Transit.

¹⁰⁶ Five Points refers to the downtown area of Atlanta, considered by many to be the center of town. It was the central hub of Atlanta until the 1960’s, when the economic and demographic center shifted north toward the suburbs. It was recently revitalized, mostly due to Georgia State University having a large presence in the area.

¹⁰⁷ The Atlanta Labor Temple Association was founded in 1910 by a group of unions and individuals to provide office and meeting space for Atlanta’s labor community. It occupied a building at 112 Trinity Street, and in 1916 constructed a new facility on that site.

¹⁰⁸ Garden Hills is a neighborhood in the Buckhead section of Atlanta, Georgia that was developed in 1925. In 1987 the neighborhood was given historic district status by the city of Atlanta.

¹⁰⁹ The Candler Building is a 17-story high-rise on Peachtree Street in Atlanta, Georgia. When completed in 1906 by

Ray Ann: How did the girls get to school?

Joseph: They would get to school . . . I guess by the time they went to school, we probably had a . . . By the time they went to elementary school, they did a lot of walking. When they started high school, by that time the war was over.

Ray Ann: So you could get gas again.

Joseph: I'm driving a car. I usually used my car to drive downtown and dropped them off at school.

Ray Ann: During the war when you had all this rationing, what did your wife do?

Joseph: She was doing volunteer work which she always did. Some of it involved doing nursery school work. During the actual war period itself, she helped or volunteered at the nursery school, teaching. She used some gasoline to get there. Later, she became sort of an assistant, again a volunteer, out at the nursery school and kindergarten at Lovett¹¹¹ when both older girls went to kindergarten there. We had enough gas to just about . . . to make it through driving groups to there. In the meantime, I was getting downtown every day just by walking up and taking the bus, or streetcar, trolley, bus, whatever it was. She was the one who was using the car more than anything else. We'd be able to . . . My parents lived on Peachtree Road there, not far from Piedmont Road. That's about two miles from here, [or] a mile and a half from here. We had enough gas to be able to do that. We didn't take much in the way of trips. We couldn't waste it. I never got any special . . . the fact that I was working for the War Production Board didn't give me anything.

Ray Ann: What were you doing socially then? What was your social life like?

Joseph: We began to get acquainted with the people around, and became quite friendly with several couples.

Ray Ann: Were these Jewish couples?

Joseph: Mostly . . . almost . . . mostly Jewish at that time, I would say. Later on, we began to develop many social friends in the non-Jewish community, to an important extent, through her

Coca-Cola magnate Asa Griggs Candler, it was the tallest building in the city. On the National Register of Historic Places, the interior is under conversion into The Candler Hotel Atlanta (2019).

¹¹⁰ Georgia Power is an electric utility headquartered in Atlanta. It was established as the Georgia Railway and Power Company in 1902 as a successor to the Atlanta Consolidated Street Railway Company when it consolidated all the streetcar operations in Atlanta.

¹¹¹ A private school in Atlanta founded in 1926 by Eva Edwards Lovett in which progressive education is stressed and where children learn by doing. Today the school has an enrollment of more than 1,000 students.

activities. She was very active in things like the League of Women Voters.¹¹² She was on the board of that. She was very active in the Council's Golden Age Employment Service.¹¹³ I presume you talked to Fanny Jacobson¹¹⁴ about the early stages of the Golden Age Employment Service. She was very . . .

Ray Ann: That would be Be Haas¹¹⁵ about the League of Women Voters?

Joseph: Yes. Be's position in the League of Women Voters would be quite different from my wife's, because Be became state head of it and that sort of thing.

Ray Ann: Were they involved in it around the same time?

Joseph: No, Be's involvement in that would have been somewhat earlier, I think, although they were not that different in age. I've forgotten exactly when Be got very much involved. Be went into business and was involved in her own private business, particularly fund raising business. Bert Heyman, my wife, never got involved in any pay job. She did nursery school teaching. She got very much involved, as I said, in the League of Women Voters. She was there. She was placed into audited county procedures. She attended practically every meeting of the county commissioners, which was pretty interesting. She also was very much involved in the Golden Age Employment Service work. She developed . . . She played golf. She belonged to the .

Ray Ann: You all joined the Standard Club?

¹¹² A civic organization that was formed by Carrie Chapman Catt in 1920 to help women take a larger role in public affairs. It does not support or oppose candidates for office at any level of government but rather works to increase understanding of major public policy issues and to influence public policy through education and advocacy.

¹¹³ The Golden Age Employment Service was created in 1965 with a federal grant of \$125,000 to the Atlanta Section of the National Council of Jewish Women (NCJW). It was an outgrowth of the Atlanta NCJW's Golden Age Club that began in 1958.

¹¹⁴ Fanny Elizabeth Cahn Jacobson (1907-2001) was born in New Orleans, Louisiana and relocated to Atlanta, Georgia in 1948 with her husband Niels Jacoby Jacobson. She was a president of the Atlanta Section of the National Council of Jewish Women (NCJW). She received the NCJW's Hannah G. Solomon Award for her leadership and volunteer activities.

¹¹⁵ Beatrice (Be) Hirsch Haas (1905-1997) was born in Atlanta in 1905. The Haas and Hirsch families were prominent Jewish families in Atlanta and were instrumental in founding the Temple. Her brother, Morris Hirsch, founded Hirsch Brothers, a men's clothing store. She graduated from Wellesley College in 1925. She married Leonard Haas Sr. who died in 1969. He was an attorney who helped form the Civil Liberties Union, the American Jewish Committee, and the Jewish Alliance in Atlanta and was an attorney in the Leo M. Frank case. With her husband's encouragement she became active in the League of Women Voters, in which she held positions on the local and national level. She was also involved in Georgia politics. She helped to put on Atlanta's 100 year celebration and a series of financial forums for women which led to the formation of her own fundraising business Grizzard and Haas (formerly Haas, Cox and Alexander).

Joseph: I guess that I belonged . . . My family had always been members of the Standard Club. I joined the Standard Club, I'm sure, virtually as soon as I came back to Atlanta. I used to play a lot of tennis there. We would go to dances there.

Ray Ann: Where was it then?

Joseph: It was on Ponce de Leon [Avenue].

Ray Ann: It was still down there?

Joseph: Yes. It didn't get moved out to here near Brookhaven¹¹⁶ until 1948 or so, that period. We're talking about, really, the war period pretty much. Our social life was the normal social life of a Jewish couple.

Ray Ann: Was it different during the war years because of . . .

Joseph: It's hard for me to remember the distinction between those. We were very handicapped in the sense that we didn't have many close social friends in this neighborhood, really. Many of them . . .

Ray Ann: Where did the Jewish people live then?

Joseph: By this time they were beginning to live out on Wesley Road. There were a lot of them who lived out in the . . . more or less in the northwest area, at least the people that we were going with.

Ray Ann: Who were some of those people?

Joseph: I guess some of our closest friends were Abner and Marjie Lichenstein,¹¹⁷¹¹⁸ who lived off of Peachtree Battle [Avenue]. We became quite close to Fanny and Niels Jacobson,¹¹⁹ who lived off of Peachtree [Road] on Kingsboro Road, and they had some neighbors who were . . . this may have been a little later . . . Jerry and Nancy Kaufman. We always had, I guess, maybe a more . . . We went with a lot of people, with Joe and Betty Haas,¹²⁰ ¹²¹ [unintelligible], and I think those were [unintelligible].

¹¹⁶ Brookhaven is a city in the northeastern suburbs of Atlanta that incorporated in 2012. Historic Brookhaven is the historic residential neighborhood that surrounds the Capital City Country Club.

¹¹⁷ Abner Lichtenstein (1900-1992) operated a wholesale grocery business in Atlanta, Georgia. He was on the board of The Temple and Standard Club, and served as a treasurer for the Atlanta Jewish Community Center.

¹¹⁸ Marjorie Lee Holiner Lichtenstein (1911-2001) was born in St. Louis, Missouri and lived in Atlanta, Georgia. She was a volunteer with the Atlanta Jewish Welfare Fund and the National Council of Jewish Women (NCJW).

¹¹⁹ Niels Jacoby Jacobson (1903-1982) was born in Copenhagen, Denmark. He relocated to Atlanta, Georgia as a manager at Sears department store in 1948. His wife was Fanny Elizabeth Cahn Jacobson.

¹²⁰ Joseph Haas (1911-2000) was a community leader, prominent Atlanta attorney, and graduate of Harvard Law School (Cambridge, Massachusetts.)

¹²¹ Betty Geismer Haas (1913-2010) was born in Cleveland, Ohio and moved to Atlanta, Georgia after marriage to

Ray Ann: Yes, in the early years.

Joseph: Yes, and on and on. We began to be . . . I started to mention the non-Jewish friends that we developed were in part through my business associations which were for the most part in the non-Jewish world. I say non-Jewish world but there were relatively few Jews involved. I might give you an anecdote about this which I think might be of some interest. After the war ended, I organized my own business consulting firm. I was head of the Jewish [unintelligible], incidentally. It wasn't very big. I guess at the most I had three or four employees, not a big firm. I had some awfully good clients. I had Trust Company of Georgia¹²² as a client. I had Rich's as a client. I had Retail Credit which is now Equifax.¹²³

Ray Ann: How did you get these clients? You opened your door and they walked in, or you went out and got them?

Joseph: I developed a reputation of being pretty good at what I did.

Ray Ann: This was when you were still working with the War . . .

Joseph: I was at the War Production Board. I began to see people around. I think they knew that I was supposed to be pretty good in doing analytical work. I had done economic analytical work and investment analytical work when I worked in New York. This was known to some of the people in Atlanta such as Courts & Company,¹²⁴ the predecessor of what's now deemed Reynolds.¹²⁵

Ray Ann: One of your early clients was Courts?

Joseph Haas in 1936. She was a graduate of Wellesley College and she founded the Atlanta Committee for International Visitors (ACIV), now the Georgia Council for International Visitors (GCIV).

¹²² Trust Company of Georgia was initially chartered by the Georgia General Assembly as the Commercial Travelers' Savings Bank. In 1893, it restructured and renamed itself Trust Company of Georgia. After a series of acquisitions and mergers, Trust Company of Georgia, the combined company took the name SunTrust in 1995. SunTrust is a publicly-held company that serves the Southeastern United States with 1,400 bank branches. In February 2019 SunTrust Bank announced it was merging with BB&T to form the sixth-largest bank entity in the United States.

¹²³ Equifax was founded by Cator and Guy Woolford in Atlanta, Georgia, as a Retail Credit Company in 1899. It is one of the three largest credit agencies along with Experian and TransUnion. Together, they are known as the "Big Three."

¹²⁴ Courts & Company was founded in 1925 by Richard Courts. The firm provided diversified financial services to the investment banking clients and individual investors throughout the southeast and maintained a private wire link to New York City. By 1950, the firm had branch offices in 19 cities throughout the Southeast and also in New York City. Courts & Co. was purchased in 1969 by Reynolds Securities, which eventually became part of Morgan Stanley, an investment bank.

¹²⁵ Reynolds Securities was a publicly traded brokerage firm. Founded in 1931 by Richard S. Reynolds, Jr., the firm merged with Dean Witter & Co. to form Dean Witter Reynolds Organization Inc. in 1978. It eventually became part of Morgan Stanley, an investment bank.

Joseph: Not Courts, although they got me some jobs. They got me some early jobs, which was helpful.

Ray Ann: Did you have a special contact or relationship there?

Joseph: They had offered me a job. Courts tried to hire me about three different times. I always turned them down. They knew that I was supposed to be pretty good at what I did.

Ray Ann: Who is they? Did you have a special . . .

Joseph: Dick Courts¹²⁶ was the guy that I had . . . really was my main contact there. He was the head of the firm. He actually offered me a job there three times. I think he probably recommended me for the first job I had when I went into my own business, which was to do some work for the First National Bank's¹²⁷ Trust Department and the law firm that now is King & Spalding.¹²⁸ I was asked to help them in a very important—from a financial point of view—law case that involved valuation of some stock. I got involved in that. From that, some of these people began to recommend me for other things.

Ray Ann: What was King & Spalding called then?

Joseph: It had a long name. It was Spalding, Sibley, Kaufman and Kelly at one time. There was always a Spalding in it. Eventually it took the name King and Spalding because that had been the original name of the firm of Mr. Hugh Spalding Sr.'s father when he was in partner with somebody named King. Mr. Hugh Spalding¹²⁹ was the top man along with Mr. John Sibley¹³⁰ in the firm. Somewhere along the line, they decided that they'd quit changing the name every time somebody died or withdrew and it was a [unintelligible] name. That's what they've got. In fact,

¹²⁶ Richard "Dick" Winn Courts, Jr. (11896-1992) was a prominent Atlanta stockbroker who founded Courts & Company. He was a graduate of Boys' High School in Atlanta and University of Georgia.

¹²⁷ First National Bank of Atlanta was founded as Atlanta National Bank in 1865. It was the oldest national bank in Atlanta. It was renamed First Atlanta before it was purchased by Wachovia in 1986. Wells Fargo acquired Wachovia in 2008.

¹²⁸ King & Spalding is an American international corporate law firm that is headquartered in Atlanta, Georgia. It was founded in 1885 by Alexander C. King and Jack Spalding. The firm has more than 1,000 attorneys.

¹²⁹ Hughes Spalding (1886-1969) was an Atlanta attorney and partner at King & Spalding, a law firm founded by his father Jack Johnson Spalding in 1885. The Spalding family were devoted members of the Catholic Church.

¹³⁰ John Adams Sibley (1888-1986), an Atlanta attorney, bank and civic leader, was born near Milledgeville, Georgia. A graduate of the University of Georgia, he moved to Atlanta to join the King and Spalding law firm. He was General Counsel of The Coca-Cola Company and chairman of the board of trustees of Trust Company of Georgia. After the United States Supreme Court's Brown vs. Board of Education decision, he was appointed by Georgia's Governor Ernest Vandiver to lead Georgia's "Sibley Commission" that led to desegregating instead of closing down Georgia's public schools. Even though he was a proponent of segregation, the recommendation of the commission he led avoided a showdown with the federal government over desegregation in Georgia.

every other law firm in town has done the same thing since. Not all of them, but many of them have.

Ray Ann: I guess I have to ask you the obvious question now. How did you feel about . . . Obviously you, even later on, were involved with a lot of people who were members of the Piedmont Driving Club.¹³¹ Tell me your views on that.

Joseph: I thought it was fine. It was a nice club. They seemed to enjoy it very much. I never expected to be a member of it. It didn't bother me that they were members and I wasn't, unlike some of my very good friends—Jewish friends. They didn't think that we should ever even attend meetings at Piedmont Driving Club or the Capitol City Club.¹³²

Ray Ann: Did they not attend meetings, some of your friends?

Joseph: I always did.

Ray Ann: No, but did some of your friends not?

Joseph: Yes, I think they probably boycotted some.

Ray Ann: Really?

Joseph: [unintelligible].

Ray Ann: Even way back then?

Joseph: Maybe some of them did.

Ray Ann: You know of any that did?

Joseph: I can't identify them in my mind right now.

Ray Ann: I'd be curious. In later years I know people did that, but way back then I'd be surprised.

Joseph: I don't know how far back this would go. I never expected to be a member of these clubs. It didn't bother me particularly that they were different. Maybe I'm some . . . maybe I'm wrong. I've always pretty much adjusted myself to the fact that I was a minority. I pretty much

¹³¹The Piedmont Driving Club is a private social club in Atlanta, Georgia with a reputation as one of the most prestigious private clubs in the South. Founded in 1887 originally as the Gentlemen's Driving Club, the name reflected the interest of the members to 'drive' their horse and carriages on the club grounds. The club later briefly used the adjacent grounds as a golf course until it sold the land to the city in 1904 to create Piedmont Park. The club's facilities include dining, golf, swimming, fitness, tennis, and squash. In May 2000, the club built an 18-hole championship golf course and Par 3 course several miles away on Camp Creek Parkway.

¹³² The Capital City Club is a private social club founded in Atlanta in 1883. It is among the oldest social organizations in the South. The Club presently operates three facilities, the oldest of which is the downtown Atlanta Club. The Capital City Country Club, located in Brookhaven, was leased in 1913 and purchased in 1915. In the autumn of 2002 an additional club facility, the Crabapple Golf Club, was completed in the northern portion of Fulton County.

operated on the basis that I want people to think well of Jews in general because of the way I act. This may be wrong, but I don't [unintelligible]. For that reason, we're getting maybe ahead of ourselves. For that reason, I have spent a lot of time in this town in civic activities. I have not certainly excluded Jewish activities from it. Most of it, I would say that 90 percent of it has been activities at which Jews were certainly a minority in participation.

Ray Ann: Why do you think they are a minority?

Joseph: We're a minority in the population for one thing.

Ray Ann: Were Jews generally not encouraged to be active in these things?

Joseph: No. They were active. We had lots of Jewish people who were active in general community things. I'm simply saying that from my own point of view, I have felt that I was making a contribution to the Jewish community by being a good community citizen, and behaving in a way that I thought did credit to Jews as a whole, rather than spending a substantial part of my civic time working on Jewish causes alone. I still think that for me, that was the proper thing to do. I'm not sure that all Jews agree with that. There have been a lot of Jews who disagree with that, but there are a lot of people taking that position. I could name you quite a few like Joe Haas, for example, who has been terribly active in the [Atlanta] Symphony¹³³ and the theater stuff, and various and sundry other things. Herbert Elsas¹³⁴ has always been very active in non-Jewish events. So has Elliott Goldstein.¹³⁵ So has . . . a lot of them. I'm sure that . . . I've never really talked about it with them, but my guess is that they were motivated and . . . I'm naming people who have not been terribly active in things Jewish specifically. Yet, I think that there are a lot of Jews who have been very active in things Jewish who probably support adequately things like the United Way¹³⁶ and Arts Center,¹³⁷ [who] have not really taken a lead

¹³³ The Atlanta Symphony Orchestra was established in 1945. Robert Spano has been its music director since 2001. Their main venue is the Woodruff Arts Center.

¹³⁴ Herbert Rothschild Elsas (1910-1995) was born in and grew up in Atlanta. His grandfather, Jacob Elsas, was the founder of Fulton Bag and Cotton Mills. Herbert studied at Harvard Law School and practiced law in Atlanta. He was chairman of the Jewish Welfare Board's Armed Services Committee.

¹³⁵ Elliott Goldstein (1915 - 2009) was a prominent attorney in Atlanta. He served in World War II and fought in the Battle of the Bulge. Goldstein was active in a number of civic, cultural, political, and religious organizations, including the Atlanta Historical Society (now the Atlanta History Center), the Hebrew Benevolent Congregation (The Temple), the Union of American Hebrew Congregations, the United Way, Central Atlanta Progress, the High Museum of Art, the National Lawyers Committee for Civil Rights Under Law, the Atlanta Lawyers Committee for Civil Rights Under Law, Economic Opportunity Atlanta, Citizens Planning Group for Social Services Atlanta, Atlanta Action Forum, the American Jewish Committee, the Jewish Federation of Greater Atlanta, the Chatham Valley Foundation, the Standard Club, the Commerce Club, the Atlanta Opera, and the Kiwanis Club.

¹³⁶ United Way is a national system of volunteers, contributors and local charities helping people in their own communities.

role in them but have taken very lead roles in the Federation¹³⁸ and in their congregations. You know what I'm talking about. I think they've got a different point of view. I think it's fine. I think each person has got the right to choose which one they . . .

Ray Ann: We got on all this because of my Piedmont Driving Club question.

Joseph: Yes, I know.

Ray Ann: Now that some of these clubs are "opening up," sort of, how do you feel about that?

Joseph: I think it's fine.

Ray Ann: Would you join if they asked you?

Joseph: No, I wouldn't because I wouldn't get any value out of it.

Ray Ann: Say you would. Say you could . . .

Joseph: If I were 25 . . . if I were 40 years old and could afford it, sure, I probably would. Not at this time. I don't know, I wouldn't . . . It would have to be pretty general. I don't want to go into things where I'm the exception to the rule. I can tell you a story on this. I've told it to a lot of people, so this is not a new story. It's the story relating to my going to work for Trust Company of Georgia. Trust Company of Georgia had had other Jews working for them, particularly people who were involved in the bond . . . When they had a bond department, it was very active in the bond business and so on. I know that they had several Jewish people involved at one time or another in that. Whether they had been too much involved in the commercial banking end of it, the trust end of it, I don't know. I had done work. I was asked to do work for the Trust Company of Georgia within a few months after I started my own business, counseling firm. I had a very pleasant relationship with them. I used to meet with their officers and talk to them about the outlook for business conditions, or one subject or another that I have learned to know something about that was of interest to them, for several years. Mr. John Sibley—who incidentally was a law partner in the firm now known as King and Spalding, and also at one time had been the in-house lawyer for Coca-Cola—had gone back to practicing law with King and Spalding when the

¹³⁷ The Woodruff Arts Center is a visual and performing arts center located in Atlanta, Georgia. Opened in 1968, the Woodruff Arts Center's campus is the location of the Alliance Theatre, the Atlanta Symphony Orchestra, and the High Museum of Art. The Art Center was established after the 1962 plane crash in Paris, France that killed a large number of the cultural and arts community in Atlanta, and was originally known as the 'Memorial Arts Center.' In 1982 it was renamed to honor its greatest benefactor, Robert W. Woodruff.

¹³⁸ The Atlanta Jewish Federation was formally incorporated in 1967 and is the result of the merger of the Atlanta Federation for Jewish Social Service founded in 1905 as the Federation of Jewish Charities; the Atlanta Jewish Welfare Federation founded in 1936 as the Atlanta Jewish Welfare Fund; and the Atlanta Jewish Community Council founded in 1945. The organization was renamed the Jewish Federation of Greater Atlanta in 1997.

Trust Company lost or was in the process of losing two very important top people, one of whom was known to have terminal cancer and one was getting old. He was asked to leave King and Spalding, and become the Chairman of the Board of Trust Company, which he did. I got to know Mr. Sibley mainly because I did a lot of work for the Trust Company over a period when I started in my own business in 1945 until the [unintelligible] came up in 1951. He called me one morning. He was sitting as the chairman of the board of the Trust Company. He asked me if I could come down and see him. I usually made it a point to go down and see him when he wanted to see me. I did. He said to me, "Joe, we're impressed with your work. We feel like we need somebody with your background, both in economics and in investment work. Would you be . . . if you were offered a job as one of the senior vice presidents here at the Trust Company, would you consider it?" I said, "Well, Sibley, probably if you asked me that." I said, "It happens that I'm going away on vacation for about three weeks from my own business this afternoon. I can't give you an answer now. I don't know. Is it all right if I give you an answer to your question when I get back?" He says, "Yes, but remember, I haven't offered you a job. I'm asking you would you consider it." I said, "I'll think about it." I let him know when I got back. About two weeks after that, I got a phone call. "Can you come up to see me, up to my country house up here, Cobb County, tomorrow morning?"

Ray Ann: Where was the country house in those days?

Joseph: Very near where the Atlanta Country Club¹³⁹ is now. It's up in . . . Actually it's not very far from where I have a great-nephew who lives up in this area, in East Cobb. You know where Sope Creek¹⁴⁰ is. He was just off from Sope Creek, in that area, Papermill Road, if you know the area.

Ray Ann: I love it. That was the country house?

Joseph: It was a cabin. It was. It was a very unpretentious place. I went up there. We were alone. He offered me the job. He told me about what the salary would be. I was finding, in the job that I was in, I was enjoying being my own boss. I had had some awfully good people working with me, both of whom I had lost for reasons that were awfully good from their point of

¹³⁹ Atlanta Country Club is a private golf club in the southeastern United States, located in Marietta, Georgia. It opened in 1966 and is adjacent to historic Sope Creek and Confederate paper mill ruins from the Civil War era.

¹⁴⁰ Sope Creek is an 11.6-mile-long stream located in Cobb County, Georgia. It begins in the city of Marietta, Georgia. It is a significant tributary of the Chattahoochee River. It was known as Soap Creek during the 19th century. A section of Sope Creek runs through the Chattahoochee River National Recreation Area.

view. I couldn't really argue about. Here I had sort of gotten back to where I was virtually by myself again. I was willing to consider it. I said, "Sibley, a couple of questions I've got to ask you before I give you an answer to your other question, the basic question." I said, "You and I both sit on the Chamber of Commerce Board. I've heard you talk. I know for example that you're still in favor of the county unit system, with which I disagree very strongly. I just have a feeling that you and I have pretty different views about politics in general." He was very conservative. I was conservative but not as conservative as he was. "Would the fact that I've got a different political view make any difference?" He said, "Well," he said, "I wouldn't expect if you knew that the top management had sort of a general or certain point of view, I wouldn't expect you to go out and make stump speeches on the other side." He said, "I certainly wouldn't expect to tell you how to vote. You can vote any way you want and you can talk any way you want. I wouldn't want you to go out and broadcast things," he said. "But I think my answer would be I don't think we'll have a problem on that." I said, "The other question I've got is this, and that's the fact that I'm Jewish. I know you know I'm Jewish." He knew my father well. "I don't know all of your employees, but I've been working with them now for the last five or six years, with the officers mainly. I have not run into anybody among your officers that I know is Jewish. I also know Dick Rich is Jewish and he's on your board. I haven't really . . . I got to find out whether there's a policy about hiring Jews." I said, "You're asking me to take on a position that has enough responsibility and from time to time I'm going to have to employ people. I've got to select them. I'm not going out and just try to select people because they're Jewish. If somebody Jewish turns out to be the most qualified for a particular job, I cannot be in the position of then finding out I can't hire him because he's Jewish." He says, "Well, you're asking me if there is such a policy here. I'm the one who makes policy. There is no such policy." He said, "I don't consider the fact that you're Jewish either an asset or a liability." I took the job. I was never asked to go out and solicit business from Jewish customers. I don't remember any [unintelligible] that I was. I was [unintelligible]. Was there antisemitism at the Trust Company? There was antisemitism everywhere. The story is if you peel a little bit of the veneer off of a lot of people, you'll find it.

Ray Ann: Haven't you ever run into it? Did you ever run into it?

Joseph: I never ran into it seriously. I heard people that shouldn't have done it, refer to somebody as a Jew, not in a completely complimentary manner. You'll find this with a lot of people. They knew who I was. They knew what I was. I never made any bones about it. I took

the days off when I was supposed to take the days off. They . . . well, this has been . . . I don't know how much active antisemitism I've run into. I was discussing this with a friend of mine just the other day. Here I was. I grew up in a neighborhood that was really a non-Jewish neighborhood. I went to both elementary and high [school] and professional schools that were . . . when I was virtually the only Jew. I told you about my social life on weekends with my Jewish friends. There was a difference in this when I was in college where I was in a Jewish fraternity. The outfit I worked for in New York had Jewish ancestors, you might say, and probably some Jewish employees in the very almost menial type jobs.

Ray Ann: What was the name of that firm?

Joseph: Tricontinental Corporation,¹⁴¹ which was an investment trust, which was organized by the firm of J & W Seligman & Co.¹⁴² I'm sure if you read the book . . . who was it wrote the book . . .

Ray Ann: *Our Crowd*.¹⁴³

Joseph: . . . *Our Crowd* . . .

Ray Ann: . . . by Stephen Birmingham.

Joseph: I'm sure that the Seligmans were among that crowd. There weren't any of them really left. The one left, I doubt if he even knew he was Jewish, or admitted it, I don't know.

Ray Ann: What about at Harvard? Where there many Jewish . . .

Joseph: There were quite a few. Yes, there were quite a few. They were among the best students, I might say. There were a lot of Jewish. I know that in our . . . I don't know how right these were the second year at Harvard Business School, but in the first year, I know that three of the top four were Jewish. There wasn't much discussion of that sort of thing at Harvard Business School. I didn't run into any discussion of it really when I worked in New York or at the Trust Company. The only place where there was a heavy Jewish . . . I did work a couple years at

¹⁴¹ J. & W. Seligman & Co., a prominent United States investment bank, created Tri-Continental Corporation in 1929. Today Tri-Continental is the nation's largest diversified, closed-end investment company listed on the New York Stock Exchange.

¹⁴² J. & W. Seligman & Co. was a prominent United States investment bank from the 1860's to the 1920's. It was founded in New York City in 1846 by Joseph Seligman and his brother James as an importing house. Soon brothers William, Jesse, Henry, Leopold, Abraham and Isaac joined the enterprise. During the Civil War, the Seligmans outfitted soldiers in the Union Army with uniforms. After the American Civil War ended, the eight Seligman brothers decided to go into the banking business. Among its ventures, the Seligmans invested heavily in railroads and backed the construction of the Panama Canal. In 2008, Ameriprise Financial acquired J. & W. Seligman & Co. and the company operates under the brand name Seligman Investments.

¹⁴³ *Our Crowd: The Great Jewish Families of New York* (1967) is a history book written by Stephen Birmingham that documents the lives of prominent and wealthy New York Jewish families during the nineteenth century.

Rich's. I would say that basically was a Jewish organization. I'm not sure that they like to be recognized as such. I am a member of . . . I am now a life trustee of the Rich Foundation.¹⁴⁴ All of us on that are. All the trustees are.

Ray Ann: That's interesting.

Joseph: There are varying degrees of how much we practice . . . I've learned an awful lot, incidentally, about varying degrees of practice. One of my daughters has become completely kosher.¹⁴⁵ She has become completely kosher with the Orthodox¹⁴⁶ and keeps a kosher household. It makes for problems when she comes here, but not very serious problems.

Ray Ann: I bet that's unusual among your crowd of friends in Atlanta. There are more cases where the children have married non-Jews than have become Orthodox.

Joseph: Yes. That's true. That's definitely true.

Ray Ann: This is a little off the subject, but in reading your family history, and looking at names of family members and kinfolk, there seems to have been a lot of intermarriage.

Joseph: Not in my family.

Ray Ann: Not in your generation.

Joseph: Not in my immediate . . . well, not in my immediate section either. Each of my daughters, for example, has married a Jewish person. Again, varying degrees, but Jewish in background, and more or less in practice. In my wife's family, her brother and his wife certainly are practicing Jews, as much as I am. Their daughter is now a Christian Scientist,¹⁴⁷ and their daughter's husband is a practicing Christian Scientist, and their children are very hardened Christian Scientist. In fact, it's sort of interesting that I used to say that I thought the best brought up children in all of our joint families in that generation were probably my wife's nieces who

¹⁴⁴ In 1943, the Rich Foundation was created to distribute a share of the profits of the Rich's department store. Through the years, the Foundation has been a major supporter of Atlanta's charitable and educational life. The Foundation's purpose is to benefit non-profit organizations in the field of arts, civic, education, health, environment and social welfare in the metropolitan Atlanta area.

¹⁴⁵ Kosher/*Kashrut* is the set of Jewish dietary laws. Food that may be consumed according to *halakhah* (Jewish law) is termed 'kosher' in English. Kosher refers to Jewish laws that dictate how food is prepared or served and which kinds of foods or animals can be eaten. Food that is not in accordance with Jewish law is called '*treif*.' The word 'kosher' has become English vernacular, a colloquialism meaning proper, legitimate, genuine, fair, or acceptable. Kosher can also be used to describe ritual objects that are made in accordance with Jewish law and are fit for ritual use.

¹⁴⁶ Orthodox Judaism is a traditional branch of Judaism that strictly follows the Written Torah and the Oral Law concerning prayer, dress, food, sex, family relations, social behavior, the Sabbath day, holidays and more.

¹⁴⁷ Christian Scientists are those who adhere to Christian Science, a religious denomination founded in the United States in 1879 by Mary Baker Eddy. Christian Science is widely known for its practice of spiritual healing and its belief that sickness is an illusion which can be corrected by prayer alone.

were Christian Scientist, and my Orthodox daughter's children. Both of them had strong religious . . .

Ray Ann: . . . connections.

Joseph: . . . orientations. I'm not sure that I still would say that, because I can now look at it with another 15 or 20 years of . . .

Ray Ann: Right, from that book. It's kind of interesting, too, in your book where there were so many children in the earlier generations.

Joseph: Yes.

Ray Ann: I started noticing so many people didn't get married.

Joseph: Yes.

Ray Ann: I found that kind of interesting too, but I haven't looked at the . . . It may not be unusual.

Joseph: Some of them aren't really very attractive, some of the females.

<Interviewee laughing>

Ray Ann: There were a lot of males that didn't marry too.

Joseph: Yes, that's true. I don't think . . . I have never read anything particularly into that one [unintelligible]. I've gotten off a little bit, I guess.

Ray Ann: Right, we both have. We'll get back on. We were actually at the end of your own business, and you said that some of the people had left and went on to other things. You were obviously ready to . . .

Joseph: When Mr. Sibley offered me this job, and I had satisfied myself at least on the couple of points that I mentioned, I went to work for him. I had a very fine experience with him. I left him for a couple of years because my friend, Dick Rich, came along and offered . . . I had been put on the Rich's board of directors, I guess, in 1955. About a year later, he came along and proposed that I leave the Trust Company of which he was a board member, [unintelligible], and come to work for them as one of their top officers. Financially, it was terribly attractive, and I took it. I think it was a mistake.

Ray Ann: Why, didn't you . . . what were you doing for them?

Joseph: They put me in a job which I was the head of both financial stuff and personnel. I had no experience with personnel. I probably just wasn't tough enough in that business. They became convinced of that in a couple of years. I could see their point of view. I stayed on their board. I

stayed a member of their foundation. Fortunately the Trust Company had not filled the job, the vacancy that I had created when I left.

Ray Ann: Isn't that interesting. After two years they hadn't . . .

Joseph: Yes. It was open and they took me back. There was a different . . . by this time, Mr. Sibley was no longer . . . he was still around but he was no longer head honcho. It worked out well, I think.

Ray Ann: Can you tell me stories about the growth and change of Rich's and that sort of thing?

Joseph: I can tell you something about it. Of course, I was there two years.

Ray Ann: You knew Dick Rich and . . .

Joseph: I knew Dick Rich. I knew Frank Neely who was . . . Rich's was a family business. It got started back in 1867 or so, right after the Civil War,¹⁴⁸ and I guess was pretty much run by the immediate members of the family for a long time. They moved from being on Whitehall Street, which had been the main retail street in those days. That's where Davison's¹⁴⁹ was and even . . . Rich's moved before . . .

Ray Ann: Was Davison a local family . . .

Joseph: Davison was a local situation that was named . . . the name of the firm was Davison's, Hackson and Stokes. They were bought by Macy's somewhere in the latter part of the 1920's, but did not take the name Macy's until three or four years ago. They kept the name Davison's all the way through.

Ray Ann: Were those members of the family part of the community?

Joseph: You're talking about . . .

Ray Ann: Davison.

¹⁴⁸ The American Civil War, widely known in the United States as the 'Civil War' or the 'War Between the States,' was fought from 1861 to 1865 to determine the survival of the Union or independence for the Confederacy. In January 1861, seven Southern slave states declared their secession from the United States and formed the Confederate States of America. The Confederacy, often called the 'South,' grew to include 11 states, and although they claimed 13 states and additional western territories, the Confederacy was never diplomatically recognized by a foreign country. The states that did not declare secession were known as the 'Union' or the 'North.' The war had its origin in the issue of slavery. After four years of bloody combat, which left over 600,000 Union and Confederate soldiers dead and destroyed much of the South's infrastructure, the Confederacy collapsed, slavery was abolished, and the difficult Reconstruction process of restoring national unity and granting civil rights to freed slaves began.

¹⁴⁹ Davison's of Atlanta was a department store chain and an Atlanta shopping institution. Davison's first opened its doors in Atlanta in 1891 and had its origins in the Davison & Douglas Company. In 1901, the store changed its name to Davison-Paxon-Stokes after the retirement of E. Lee Douglas from the business and the appointment of Frederic John Paxon as treasurer. Davison-Paxon-Stokes sold out to R.H. Macy & Co. in 1925. By 1927, R.H. Macy built the Peachtree Street store that still stands today. That same year the company dropped the 'Stokes' to become Davison Paxon Co. Davison's took the Macy's name in 1986.

Joseph: I don't know.

Ray Ann: You didn't know any of those people?

Joseph: I never knew any Davisons or Hacksons or Stokes.

Ray Ann: You don't know any of the founders of that, other than who they were.

Joseph: No, I didn't know them.

Ray Ann: Okay.

Joseph: In Rich's, it was very much of a family situation. They did, before Frank Neely got involved with it . . . I guess they had already moved from being on Whitehall Street, in the store that had sort of probably grown and expanded from the time it was just a little small store, to where it was recognized as one of the leading department stores in Atlanta. They moved over on the corner of Alabama Street and Broad Street, where the big clock was, in 1924 or 1925, somewhere in that period. At about that time or either shortly before or after—I'm not positive—Mr. Frank Neely became involved in Rich's. At that time, the leading members of the family were Walter Rich,¹⁵⁰ He was not the son of Morris Rich¹⁵¹ but was a son of one of his . . . He was a nephew of Morris Rich. He was probably the most important Rich in the business at that time. I've forgotten exactly when Mr. Morris Rich died. I have vague recollections of seeing him as a kid, but I don't really remember when he passed on. Frank Neely was an engineer from Georgia Tech, a brilliant one.

Ray Ann: Did he grow up in Atlanta?

Joseph: He grew up in Atlanta. He had gotten a job up in Pittsburgh, I think, with one of the electrical . . . may have been with Westinghouse.¹⁵² I'm not sure. He was a fine management engineer. He was really one of the pros in the early stages of professional management

¹⁵⁰ Walter Henry Rich (1880-1947) was a leading Atlanta merchant and philanthropist. He was president of Rich's department store, which was founded by his uncle Morris Rich.

¹⁵¹ Morris Rich (1847-1928), was the anglicized name of Mauritius Reich, a native of Hungary. He was the original founder of Rich's, a department store retail chain headquartered in Atlanta that operated in the southern United States from 1867 until 2005. The store was founded on May 28, 1867, as M. Rich Dry Goods by 20-year-old Morris Rich with only \$500 in capital. In 1877 Morris' brother Emanuel entered the business and the name of the store was changed to M. Rich and Brother, followed by Daniel in 1884, when the store was again renamed as M. Rich and Brothers. On January 12, 1901, a charter for incorporation was granted, and the firm became M. Rich and Brothers Company. Morris Rich was elected president at a meeting of stockholders on January 18, 1901.

¹⁵² The Westinghouse Electric Corporation was an American manufacturing company. It was founded in 1886, as Westinghouse Electric Company and later renamed Westinghouse Electric Corporation. The company was dissolved in 1999 after a series of acquisitions and sales, although in 1998 the Westinghouse Electric Company was formed from the nuclear power division and continues to operate.

engineering. He got hired by the Elsas family¹⁵³ to come out and do some things for Fulton Bag and Cotton Mill.¹⁵⁴ Am I too . . .

Ray Ann: No, I just don't want you to keep hitting that because it picks it up.

Joseph: Excuse me. Frank Neely went into Rich's at some time and began to learn about the retail business. [He] started trying to apply the engineering techniques that he had learned and had installed out at the cotton mill into the retailing business. This was one of the early attempts to do this. In the meantime, they had established policies that made them, certainly in the southeast, famous for a return policy where they trusted their customers. They would love to have customers bring clothes back because they could yack about it and they could make a big fuss about it and increase their popularity. Frank Neely would install such things, in addition to the usual things of probably bringing about more scientific stock control and inventory control methods. I remember hearing him talk about . . . He installed a method that in delivery, instead of having people sign for everything that they got, he found that it was much more efficient, so far as the bottom line was concerned, to have the truck driver take the suit or whatever it is they were delivering, ring the doorbell, say, "Package from Rich's", and leave. They didn't have them sign for it or anything. He said people are mostly honest. It was a whole lot saving in labor to do it that way than to take the time to have everybody sign for every package they delivered. Some of them were packages, and came out with a higher net profit if they didn't worry about the few people who might steal. Those were the sort of ideas he installed. That's probably a poor example, but it's one of them that I can think of. I would say that he was the leading light at Rich's from the period of roughly the 1920's until certainly they got on into the 1940's. They were about to get into war about then, because I was back in Atlanta by that time. They also had another very bright man who was, I think, a graduate of Tech, by the name Ben Gordon,¹⁵⁵ who

¹⁵³ Jacob Elsas built the Fulton Bag and Cotton Mill at its current site in 1881. The firm continued in operation under the management of Elsas family members until 1968.

¹⁵⁴ Fulton Bag and Cotton Mills is a formerly operating mill complex located in the Cabbagetown neighborhood of Atlanta. The beginnings of the company can be traced to 1868, when Jacob Elsas, an immigrant of German Jewish descent who had recently arrived in Atlanta from Cincinnati, began work in the rag, paper, and hide business. Elsas soon recognized the need for cloth and paper containers for their goods. Within two or three years Elsas had switched to manufacturing cloth and paper bags and joined forces with fellow German Jewish immigrant Isaac May. Construction of the complex began in 1881 on the south side of the Georgia Railroad line, east of downtown Atlanta. The site now includes apartments and condominiums.

¹⁵⁵ Ben Robert Gordon was born in Kiev, Russia in 1904. After a decades-long career at Rich's department store in Atlanta, he became Executive Vice President and Secretary in 1950.

was Jewish incidentally. Neely was not born Jewish. I don't . . . he technically was Jewish because he converted.

Ray Ann: Did he really?

Joseph: He converted because his wife was Jewish. She was . . . her name was Rae Schlesinger¹⁵⁶ The Schlesingers¹⁵⁷ were in the . . . The only thing I remember really about Schlesinger's . . . there are others who would remember much more. They had a candy business, and they made candy kisses that had sort of a combination of taffee with peanut butter on the inside. It was delicious. That was the main thing I remember about the Schlesinger s.

Ray Ann: She was an old Atlanta family?

Joseph: Yes, she was an old . . .

<End Tape 1, Side 2>

<Begin Tape 2, Side 1>

Ray Ann: Today is February 20, 1992. This is Ray Ann Kremer interviewing Joseph Heyman at his home for the Atlanta Jewish Oral History Project, sponsored by the American Jewish Committee, the Atlanta Jewish Federation and the National Council of Jewish Women. This is Tape 2, Side 1.

Mr. Heyman, when we last spoke, we ended our tape with the discussion of when you went to work at Rich's. You were telling us about Frank Neely and some of the people that you worked with there. I realize you were only there two years. I'd love a description since Rich's was a wonderful old Jewish business. Any history you know about it, any colorful stories about it.

Joseph: As you well know, Rich's dates all the way back to 1867, and was carried forward by Morris Rich and his brothers. I think we had simply gotten up . . . I really think that we got into Rich's not because I had gone to work there at that time, but more because I was talking about how I happened to know Frank Neely and we got off on some tangent on that basis.

Ray Ann: Right.

¹⁵⁶ Rachel "Rae" Schlesinger Neely (1883-1980) was an Atlanta native who was married to Frank Henry Neely who became president and chairman of the board of Rich's, a family-owned department store in Atlanta. She was a graduate of Girls' High School and Smith College. She was the first person to serve as research director for the Georgia Department of Education and served as president of the National Council for Jewish Women (NCJW).

¹⁵⁷ H. L. Schlesinger Candy Factory in Atlanta, Georgia was owned by Harry Louis Schlesinger. The factory manufactured candy & crackers.

Joseph: I think it may be a mistake to think of Rich's completely as a Jewish enterprise. For example, I think it was one of the places that when other Jewish enterprises were closing on the high holy days, I doubt if Rich's ever did.

Ray Ann: Even in the early days?

Joseph: I don't know that far back. It didn't during the time that I've known it. Rich's did establish itself awfully favorably with the Atlanta community by some really rather daring moves that it made from time to time. For example, at one time the city of Atlanta was just about busted. They could not pay their school teachers in cash. Instead they paid them in a city script which Rich's immediately took in payment of their bills at full face value. For this reason, Rich's was loved from that day on by all the school teachers in Atlanta and probably by other city employees.

Ray Ann: When did that happen?

Joseph: This happened during the Great Depression¹⁵⁸ of the 1930's. At least this is the story. I wasn't here at that time, but this is the story that I've heard. They had just a liberal return policy. They knew people were taking advantage of it. They sort of liked to be taken advantage of because then they could brag to people about their very liberal return policy. That got them lots of customers. Rich's soon began to . . . By the 1930's and 1940's it was dominating the retail trade picture in metropolitan Atlanta, and was well known really throughout Georgia and throughout the southeast as the place to trade. That gives you just some little picture. I think that all of this probably . . . I got off on this tangent somewhat because of the fact that I mentioned that I knew Frank Neely and that he was therefore perhaps one of the reasons that I came back to Atlanta.

Ray Ann: Right. You told us that story.

Joseph: I did tell you that?

Ray Ann: Yes.

Joseph: I don't want to repeat, so you tell me what you want me to say.

Ray Ann: No, those were two very interesting stories about Rich's. When you were there, did the store change? When did the store start changing or sell out? How did that impact the community?

¹⁵⁸ The Great Depression was a severe worldwide economic depression in the decade preceding World War II. The time of the Great Depression varied across nations, but in most countries it started in about 1929 and lasted until the late 1930's or early 1940's. It was the longest, most widespread, and deepest depression of the twentieth century.

Joseph: I left Rich's only after being there two years. I went over around the fall of 1956, virtually at the end of the year, and was there for a couple of years. I was not suitable for retailing business. Once I realized it I went back to my previous job at the Trust Company Bank. I continued on the board of directors at Rich's throughout their remaining history as an independent institution. Ever since then, I have been a life trustee of the Rich Foundation, which was originally started by Rich's but which no longer has a direct relationship with Rich's.

Ray Ann: What is the Rich's Foundation?

Joseph: The Rich Foundation is a charitable organization originally set up as a means of the store making contributions to various Atlanta enterprises such as the United Way or The Community Chest,¹⁵⁹ probably, at the time it started out. It's been a big contributor in this city to many types of charitable organizations: cultural, educational, health, and welfare. It has now reached the size of approximately \$25 million with an annual income of over \$1 million. It tries to do its part making Atlanta a better city. I'm very proud to be a member, a life trustee of that fine group.

Ray Ann: Is it connected with the family at all any more?

Joseph: No, it is no longer connected with the family and no longer connected with the store. You see, Rich's sold out to Federated Department Stores . . . it was in either 1976 or 1977—I'm not sure which date—for reasons that made a lot of sense at the time. Federated was generally considered the leading national chain of department stores, having other members of that chain including people like Bloomingdale's in New York and Bullock's on the West Coast, and quite a number throughout the . . . Burdine's in Miami, and many others. It continued to be a pretty good chain. Somewhere along the line, it became attractive to a Canadian entrepreneur named Campeau¹⁶⁰, who bought it by loading it with debt, and it went bust. Here in early 1992, it is just emerging from two years of being in bankruptcy. I think it's probably still got a pretty good future, but it stripped away a lot of the stuff. They've gotten a lot of the debt forgiven, one way or

¹⁵⁹ The Community Chests in the United States and Canada were fund-raising organizations that collected money from local businesses and workers and distributed it to community projects. The first Community Chest, "Community Fund," was founded in 1913 in Cleveland, Ohio by the Federation for Charity and Philanthropy. By 1963, and after several name changes, the term "United Way" was adopted in the United States.

¹⁶⁰ Robert Joseph Antoine Campeau (1923–2017), the founder of Campeau Corporation, was a Canadian financier and real estate developer who engineered the largest retailing bankruptcy at the time in U.S. history. Following Campeau's takeover of Federated Department Stores and Allied Department Stores, both Federated and Allied eventually filed for bankruptcy reorganization. Campeau Corporation was eventually acquired by the Reichman brothers who filed for bankruptcy themselves and Campeau Corporation ceased to exist.

another. It's probably ready to go again. Rich's became part of Federated in the latter 1970's. I no longer was on the board, but shortly after that it became clear that the Foundation no longer really had a direct affiliation with Rich's. They sometimes did give money to things like the Atlanta United Way on a combined basis. A few years ago, the separation became absolutely complete so there is no longer any relationship at all between Rich's as such, the store, and the Foundation. There never was any significant contribution to the Rich Foundation from members of the Rich family. I think that's an impression that some people have, but my understanding is that that is not so.

Ray Ann: It came from the store?

Joseph: Came mostly from . . . virtually all from the store's profits. It was the store's for a while. It was the store's giving off. That is no longer the case and hasn't been for several years now.

Ray Ann: It's nice to have it here though.

Joseph: It's very good to have it here.

Ray Ann: Makes [unintelligible] for the city.

Joseph: I would say that's one of the few civic activities—I guess you'd call it a civic activity—that I still am involved in. I used to be involved in quite a few.

Ray Ann: Does your role on the board now have to deal with investments the Foundation makes or who you give the money to?

Joseph: We, as life trustees . . . The Rich Foundation has a maximum of five life trustees. It can also have others. Fairly recently, by death we have lost two of ours.

Ray Ann: Who was that?

Joseph: . . . with the death of Harold Brockey¹⁶¹ is one, and the death of Michael Rich¹⁶² was another. The other, Joe Asher¹⁶³ is one of the remaining life trustees as is Joel Goldberg.¹⁶⁴ We

¹⁶¹ Harold Brockey (1909-1991) was born in New York City. He worked for Macy's and transferred to Macy's Atlanta in 1949. He switched to Rich's the following year. Mr. Brockey was general manager for the entire store and executive vice president before moving up the presidency in 1961. He was chief executive officer of Rich's in 1972-1978, and chairman from 1978 to 1982. He was president of the store from 1961-1972. He received a 1972 Brotherhood Award from the National Conference of Christians and Jews, and the Maier Award of Rotary. He was a former president and member of the board of directors of Central Atlanta Progress; a former chairman of United Wary of Metropolitan Atlanta; and former chairman of the Atlanta Arts Alliance. He belonged to Rotary, the Standard Club and The Temple.

¹⁶² Morris Peter Rich (1939-1991) was the great-grandson of Morris Rich, founder of Rich's department store in Atlanta. His father was Richard "Dick" H. Rich.

¹⁶³ Joseph Fried Asher (1901 - 1992) was born in Atlanta and his family (Marks, Asher, and Elsas) has roots in the

recently elected Tom Asher¹⁶⁵ as a life trustee. He's been with us as a [unintelligible] trustee with a designated period of years up until then, but he's now a life trustee. We recently elected Margaret Weiller as a trustee for a couple of years, anyway. Margaret is a person with a great ability in the general field of philanthropy, especially in connection with the Jewish aspect of it. She also has another tie-in in the sense that she is a granddaughter or great-granddaughter of one of the founders of Rich's. Her father is Oscar Strauss Jr. whose mother was a Rich. Margaret Weiller is very much a member of the original Rich family and basically is the only connection that we now have with the original Rich family. She will start serving actively as a trustee for a given period of time.

Ray Ann: Who took the other life trustee position? You mentioned Tom.

Joseph: We have not filled that yet.

Ray Ann: Will you do it from within the board?

Joseph: It's a self-perpetuating group.

Ray Ann: Yes.

Joseph: It gets . . . the surviving life trustees select the new life trustees. It's the kind of thing that we . . .

Ray Ann: Who are some of the other people on the board?

Joseph: I think I've mentioned them.

Ray Ann: All of them?

Joseph: I've mentioned David Baker¹⁶⁶ is one of the trustees. He is not a life trustee. He and Margaret Weiller are both non-life trustees at the present time. I think I mentioned the other four, the ones who are life members.

Ray Ann: Okay. That's it. Just those people make the decisions.

Joseph: Yes.

state of Georgia going back to the Civil War. For most of his career he worked at Rich's department store in Atlanta.

¹⁶⁴ Joel Goldberg (1925-2010) was born in Worcester, Massachusetts and relocated to Atlanta, Georgia in 1954.

During his 30-year career at Rich's Department Store, he served as President, Chairman, and Chief Executive Officer. He served as a Lieutenant in the United States Navy during World War II and was a graduate of Dartmouth College. He was president of Temple Sinai in Atlanta, Georgia, and president of the American Jewish Committee's Atlanta chapter.

¹⁶⁵ Thomas Joseph Asher was born in Atlanta, Georgia in 1936 and graduated from Cornell University. He was in the investment business. He was the great-grandson of Jacob Elsas, founder of the Fulton Bag and Cotton Mills. Tom Asher served as a president of the Rich Foundation.

¹⁶⁶ David Samuel Baker (1937-) is an attorney who moved to Atlanta in 1965. He is a trustee of the Rich Foundation and has been a trustee of the American Jewish Committee. He has been chairman of the board for the Howard School (2007-2008) and has been a member of The Temple and the Anti-Defamation League of B'nai B'rith.

Ray Ann: Other interesting stories, after you left Rich's and you went back to the Trust Company? We're talking about early 1960's.

Joseph: I went back in 1959 really.

Ray Ann: They say that the 1960's were the boom times for Atlanta. Could you tell me a little bit about how you saw that?

Joseph: It was a period when Atlanta was doing well. We were getting recognized pretty much as the financial capital of the southeastern region, and many . . . There were very few of the large companies in the United States that did not have their southeastern regional headquarters here in Atlanta.

Ray Ann: Why do you think it was Atlanta and not Birmingham or Memphis [Tennessee] or Miami [Florida] or . . .

Joseph: Atlanta has a great location from the point of view of serving the southeastern region. You look at a map. Atlanta originally grew up as a railroad center. This was the place. We became a railroad center because of the geography of the place and the fact that ridges and so forth were such that this became the logical place for railroads to cross. We had in the earlier days . . . It grew up as a railroad town. It was important during the Civil War as a communications and manufacturing center to supply the Confederate¹⁶⁷ troops. It was one of the reasons why it was very important for Mr. Sherman¹⁶⁸ to knock it out, which he did quite successfully. The railroads were very important throughout the years, really the hundred years or certainly a major part of the hundred years following the end of the Civil War. It also has become a center so far as interstate highways are concerned. We have passing through the very heart of Atlanta Interstate-75 which basically connects the Midwest and Florida, and [I]-85 which connects much of the eastern part of the United States with on down as far as Montgomery and perhaps to New Orleans. I've forgotten quite where it terminates. Going east and west, you've got I-20 which goes on across the central part of the south as far as, I guess, Augusta [Georgia] or Savannah [Georgia]. Most important of all these days are the airlines. I'm sure you picked up somewhere in your earlier conversations with other people, the comment that they make in Birmingham, for example, that when a person over there dies, he doesn't know whether he's going to heaven or to hell but he's certainly going to have to change planes in Atlanta, going to one place or another.

¹⁶⁷ Those who fought for the South during the American Civil War.

¹⁶⁸ William Tecumseh Sherman (1820-1891) was a Union general during the American Civil War. Sherman's March to the Sea from Atlanta to Savannah, Georgia, then north into the Carolinas, helped end the war.

Atlanta is really, in a sense, the main hub for air traffic in the southeastern part of the United States.

Ray Ann: Why Atlanta? It could have been Charlotte [North Carolina], it could have been Birmingham, it could have been . . .

Joseph: Charlotte, for example, I think is developing as a hub and there are others.

Ray Ann: What made Atlanta special? What happened in the 1960's?

Joseph: Atlanta . . . Perhaps the most important thing that helped Atlanta in the 1960's was the fact that it took a much more progressive attitude on race relations than any other part of the South. Atlanta, as you well know, is the center for black education with Atlanta University complex¹⁶⁹ which includes Morehouse¹⁷⁰ and Morris Brown¹⁷¹ and Spelman Seminary Women's College,¹⁷² a religious group. I may have left out one. I hope not. It has a very highly intelligent well-to-do black population. It has been the center of quite a number of very successful black enterprises: insurance company, bank, and others. I think that the fact that those well-educated, well-to-do blacks had established a very good relationship with the—in other words, what we might call the white power structure—economic power structure in the city helped develop an understanding of the importance of good race relations to the economic well-being of the community. I suspect that had a lot to do with Atlanta rather than Birmingham or maybe Memphis. You know more about Memphis than I do.

Ray Ann: How did you see all this manifested in your position at the bank? Was the bank helpful with start-up businesses for blacks or how did . . . Did they promote anything? Did you see anything in the attitude of those at the bank?

Joseph: I think there was certainly the attitude of the importance of recognizing the fact that we had to help the black population just for the sake of whites for no better reason . . . There were many better reasons, obviously, but just for pure self-advantage of trying to help have a better-educated black population. I know I used to make speeches—at a time when I almost had

¹⁶⁹ The Atlanta University Center Consortium is the largest contiguous consortium of African Americans in higher education in the United States. The center consists of four historically black colleges and universities in southwest Atlanta, Georgia. The institutions included in this consortium are Clark Atlanta University, Spelman College, Morehouse College and the Morehouse School of Medicine.

¹⁷⁰ Morehouse College is a private, all-male, liberal arts, historically black college in Atlanta, Georgia.

¹⁷¹ Morris Brown College is a private, co-ed, liberal arts college located in the Vine City community of Atlanta, Georgia, United States. It is a historically black college affiliated with the African Methodist Episcopal Church.

¹⁷² Spelman College is a liberal arts women's college in Atlanta. It was founded in 1881 as the Atlanta Baptist Female Seminary, and is one of America's oldest historically black colleges for women. Spelman received its charter in 1924.

to apologize for making them, back really even before I was with the bank and afterwards—of the tremendous importance to the white population of trying to better the blacks.

Ray Ann: Who were you making these speeches for?

Joseph: Places like the Atlanta Rotary Club.¹⁷³ Whom was I making them for?

Ray Ann: Yes. Just you were making them as an individual?

Joseph: I was making them as an individual who sometimes was invited to make speeches because I was willing to sound off at one place or another. It never has been very hard for anybody who's willing to make talks to find plenty of places to make talks at in Atlanta. If you figure the number of civic clubs that meet weekly and the number of business clubs that meet monthly, there must be a thousand or more in a place like metro Atlanta. They all need speakers .

..

<Interviewee laughing>

... so anybody who is willing to go out and yack a little bit has no trouble getting ... it's really a question ... It's a question really of deciding how many you wanted to do and decide where you wanted to do it.

Ray Ann: How did people react to this speech that you gave?

Joseph: They ... I remember one funny one that I felt ... I think I was talking once to the Junior Chamber¹⁷⁴ in Atlanta along the lines of the importance of trying to help bring up the third of the South's population that was black in order to help the two-thirds that was white. I emphasized the fact that I was speaking really from an economic point of view, not from a social point of view. The president of the group that introduced me summed it up when I got through and said how much they appreciated having Mr. Heyman give them this talk, and wanted to be sure they knew that he was speaking as an economist, not as a socialist ...

<Both laughing>

... which I thought was funny.

Ray Ann: How else did you see the boom or the change in the 1960's manifested?

¹⁷³ Rotary International is an international service organization whose stated purpose is to bring together business and professional leaders in order to provide humanitarian services, encourage high ethical standards in all vocations, and help build goodwill and peace in the world. It is a secular organization with about 1.2 million members worldwide.

¹⁷⁴ The Atlanta Junior Chamber is a non-profit organization of young professionals ages 21–40 that provide a wide range of professional and personal development activities. Members can participate in community service, business networking, leadership development, and social events.

Joseph: We also got sports here on a big basis during the 1960's. That was the time that we had a stadium built, largely due to the enterprise of a couple of people. One was our subsequent mayor, Ivan Allen Jr.,¹⁷⁵ and the other gentleman was the head of a competitive bank, Mills Lane.¹⁷⁶ They got together and were able to get the enterprise and the financing and so forth to get major league sports here. I think that's had an important part of Atlanta's development.

Ray Ann: Were there any Jewish people involved in any of these things?

Joseph: There were a lot of people involved and some of them were Jewish, yes.

Ray Ann: Who, for instance?

Joseph: Cecil Alexander,¹⁷⁷ for one, is a person who's been very much involved in a lot of the civic stuff. I can't really name all of them. There would be quite a few. Dick Rich, by the way, was very important. He was the head of Rich's at the time, for some years up until the time of his death, I think in 1975. Dick was president of the Atlanta Chamber of Commerce,¹⁷⁸ and he along with Ivan Allen Jr. was head of the campaign that the Chamber promoted to help advertise Atlanta. Atlanta's never been bashful about singing its own praises and seeing that its best feet were put forward. Dick Rich had a major role in that.

We also began to develop a pretty strong cultural base in Atlanta in the 1960's, which perhaps added to . . . was a partial answer to the question you asked me a little while back. Dick Rich was very important in that. The main stimulus for that was from the philanthropy of Mr. Robert Woodruff.¹⁷⁹ He was the chief guy at Coca-Cola for many years and was the main . . . when you talk about power structure in Atlanta, you really meant Mr. Woodruff almost. He was

¹⁷⁵ Ivan Allen, Jr. (1911-2003), was an American businessman who served two terms as the 52nd Mayor of Atlanta during the turbulent civil rights era of the 1960's.

¹⁷⁶ Mills B. Lane began at Citizens Bank as a vice-president and director in 1891. In 1901, Lane became president of Citizens Bank. In 1906, Lane and his associates purchased Southern Bank of Georgia enabling them to merge the two banks as the new C&S Bank. The newly merged banks were officially named the Citizens and Southern Bank of Georgia. His son, Mills B. Lane, Jr. (1912-1989), served as president, vice-chairman and chairman between 1946 and 1973 and made C&S the South's largest bank as well as the most profitable of the 50 largest United States banks at the time.

¹⁷⁷ Cecil Abraham Alexander (1918-2013) was a prominent Atlanta architect and civic leader. As a partner in the architectural firm FABRAP, he was responsible for some of the city's most notable public buildings. During the civil rights movement of the 1960's and 1970's, he was a leader in the movement to peacefully desegregate the city's public housing and local businesses.

¹⁷⁸ A chamber of commerce is a local association to promote and protect the interests of the business community in a particular town or state.

¹⁷⁹ Robert Winship Woodruff (1889-1985) was the president of The Coca-Cola Company from 1923 until 1954. With a large net worth, he was also a major philanthropist, and many educational and cultural landmarks in the city of Atlanta, Georgia, bear his name. Included among these are the Woodruff Arts Center, Woodruff Park, and the Robert W. Woodruff Library. In 1979, he and his brother, George Woodruff, gave Emory University \$105 million, the first nine-figure gift to any institution of higher education.

that influential. Mr. Woodruff was a man who was very broad-gauged in his thinking about things. He had advisors who kept him broad-gauged.

Ray Ann: Were there any Jewish people involved?

Joseph: I don't know that there were any Jewish people involved. In his advisors, no, not specifically. You take a fellow like Dick Rich who was well-known as being Jewish. I think maybe . . . strike that. Dick got involved very much in the fund-raising for the Atlanta . . . what was originally called the Atlanta Arts Alliance.¹⁸⁰ You see, Atlanta was one of the few places where they pulled together the symphony, the museum, an art college, and eventually a theater. Mr. Woodruff pledged on behalf of the Woodruff Foundation¹⁸¹ a very large sum, if the business community would partially match it, to build a new building which would encompass the existing museum and which also would encompass a newly built symphony hall and theater. This was done somewhere in the very early 1960's. There's sort of an interesting history there, because originally the idea was for the city to participate in this and to build a major facility that would accomplish these factors and place it in Piedmont Park.¹⁸² This involved a city vote on a bond issue which was defeated. Shortly after that, we had the great tragedy of practically 100 Atlanta art leaders being in an airplane that crashed at Orly, France, on its take-off to return them from a special trip, sort of a cultural trip, to Europe. This incident¹⁸³ included quite a few Jewish families on that flight.

Ray Ann: Really?

¹⁸⁰ The Atlanta Art Association sponsored a museum tour of Europe in 1962 which ended in an airplane crash killing 106 Atlantans who were onboard. To honor the victims of the crash the Atlanta Arts Association became the Atlanta Arts Alliance which includes the High Museum of Art, the Atlanta Symphony Orchestra, the Alliance Theatre, the 14th Street Playhouse, and the Atlanta College of Art.

¹⁸¹ The Robert W. Woodruff Foundation is a grant-making foundation in Atlanta, Georgia that was established as the Trebor ("Robert" spelled backwards) Foundation in 1937 by Robert Winship Woodruff, the president of the Coca-Cola company from 1923 to 1954. Upon his death in 1985 it was renamed the Robert W. Woodruff Foundation. The Robert W. Woodruff Foundation is the beneficiary of the estates of Mr. Woodruff and his wife, Nell Hodgson Woodruff. It has awarded more than \$3.1 billion in grants since inception.

¹⁸² Piedmont Park is a 189-acre park located just north of downtown Atlanta. It was originally designed by Joseph Forsyth Johnson to host the first Piedmont Exhibition in 1887.

¹⁸³ On June 3, 1962, 106 Atlanta arts patrons died in an airplane crash at Orly Airport in Paris, France, while on a Atlanta Art Association trip. Including crew and other passengers, 130 people were killed in what was, at the time, the worst single plane aviation disaster in history. Members of Atlanta's prominent families were lost including members of the Berry family who founded Berry College. During their visit to Paris, the Atlanta arts patrons had seen Whistler's Mother at the Louvre. In the fall of 1962, the Louvre, as a gesture of good will to the people of Atlanta, sent Whistler's Mother to Atlanta to be exhibited at the Atlanta Art Association museum on Peachtree Street. To honor those killed in the 1962 crash, the Atlanta Memorial Arts Center was built for the High Museum. The French government donated a Rodin sculpture, "The Shade," to the High Museum in memory of the victims of the crash.

Joseph: Yes.

Ray Ann: Who?

Joseph: I'm not sure I can name more than two or three of them, but there were a number there. The ones that I think of were the Crims,¹⁸⁴ and the Wiens;¹⁸⁵ There were others. I've forgotten who they all were. They had this great loss of life. It attracted a lot of attention. The present Art Center—the one that's located out on Peachtree Street between 15th and 16th Streets, now known as the Woodruff Arts Center,¹⁸⁶ but originally known as the Atlanta Arts Alliance—was built with funds contributed by the Woodruff Foundation and partially matched by contributions from the business community and other foundations. I got sort of involved in that because my boss at the Trust Company at that time was very close to Mr. Woodruff. I was asked to do . . .

Ray Ann: Who was your boss at that time?

Joseph: His name was Charles Thwaite.¹⁸⁷ I don't think he's gotten any connection with [unintelligible]. He's dead, been dead for many years.

Ray Ann: Okay.

Joseph: He got me pulled into this thing, studying the history—and particularly the financial history—of both the symphony and the museum, and that school which was part of what then was the Atlanta Art system. I've forgotten the exact name. Their financial history was pretty sad. The symphony was pretty second- or third-rate. The museum wasn't very good. There was really no theater. I don't know how good the school was, now known as a college. With others, I dug into that history. I guess partly from these joint studies that the idea arose of . . . Mr. Woodruff was very influential in making this sort of decision that we had to have all of that stuff wrapped

¹⁸⁴ Reuben Gabriel Crimm (1913-1962) was born in Georgia. His wife Janet Fishman Crimm (1922-1962) was born in Oklahoma. Both died in the 1962 plane crash at Orly airport in France.

¹⁸⁵ Sidney A. Wien (1902-1962) was a retired businessman whose passion was buying artwork and donating it to museums. His wife was Ellen Michaelson Wien and his daughter was Joan "Toni" Wien. All three died in the 1962 plane crash at Orly airport in France.

¹⁸⁶ The Woodruff Arts Center is a visual and performing arts center located in Atlanta, Georgia. Opened in 1968, the Woodruff Arts Center's campus is the location of the Alliance Theatre, the Atlanta Symphony Orchestra, and the High Museum of Art. The Art Center was established after the 1962 plane crash in Paris, France that killed a large number of the cultural and arts community in Atlanta, and was originally known as the 'Memorial Arts Center.' In 1982 it was renamed to honor its greatest benefactor, Robert W. Woodruff.

¹⁸⁷ Charles Edward Thwaite, Jr. (1912-1964) was a native of Macon, Georgia who was a president and chairman of the board for Trust Company of Georgia bank. He was a graduate of Georgia Institute of Technology. He served as a Colonel in the United States Army during World War II in the European Theater of Operations and was awarded the Croix de Guerre and a Bronze Star. He was a member of the Piedmont Driving Club, Capitol City Club, and Northside Methodist Church.

together pretty much with the assurance that the business community was going to keep an eye on it to see that they didn't do too many foolish things, that people would continue to get their money out of it, and that the community would benefit from improving quality in the major institutions of it being merged by trying to pull it all together and have it wrapped up into one package. This was done in about 1963 or 1964. In the meantime, they raised the money in the latter part of the 1960's, and by having a second campaign when it turned out that the first campaign and Mr. Woodruff's generosity didn't give enough. They did finally raise enough money to build the original building out there known as the Atlanta Memorial Arts Center.¹⁸⁸ It opened in 1968 or 1969, I believe, and has since grown somewhat because the [High] Museum¹⁸⁹ is now in a separate building. That was built, I guess, sometime in the early 1980's or the middle 1980's. I think that there has been tremendous improvement in the quality of the [Atlanta] Symphony.¹⁹⁰ It's probably now recognized as among at least the top 10 or 15 in the country and still aspires to crack the top 5 somewhere along the line if they can do it. The museum has certainly greatly improved its quality, its attendance, and its recognition. The college has done pretty well. They have brought into the complex a theater, in fact a couple of theaters. I think they had growing recognition. We feel it's been an important point in the development of Atlanta as a center, which is a partial answer to the question you asked me further back. I particularly enjoyed my relationship. I was treasurer of the Atlanta Arts Alliance for about 13 years, which is certainly longer than anybody ever ought to be treasurer, an officer, or even on the board of anything. I don't believe in that sort of thing. Here I was. I'm a life trustee, which gives me the privilege of attending meetings [and], I guess, of speaking at those meetings. I can't vote, so I haven't bothered much to go to the meetings. I read the minutes and try to follow it through. I still try to help them raise money occasionally.

Ray Ann: I'm sure they must have some more long-term plans for . . .

¹⁸⁸ In 1968, the Memorial Arts Center was to honor the victims of the 1962 plane crash at Orly airport in France. It was renamed the Woodruff Arts Center in 1992 to honor its largest benefactor, Robert W. Woodruff.

¹⁸⁹ The High Museum of Art in Atlanta is the leading art museum in the Southeastern United States. Located on Peachtree Street in Midtown, the High is a division of the Woodruff Arts Center. It was founded in 1905 as the Atlanta Art Association and renamed after the High family donated their house as an exhibit space in 1926. In 1983, a new 135,000-square-foot building designed by Richard Meier opened to house the Museum. In 2002, three new buildings designed by Renzo Piano more than doubled the Museum's size.

¹⁹⁰ The Atlanta Symphony Orchestra was established in 1945. Robert Spano has been its music director since 2001. Their main venue is the Woodruff Arts Center.

Joseph: They have. They've raised a lot of money and it's grown. I remember being involved in a campaign, first time that they had gone to the public as a joint enterprise for operating funds for the combined symphony/museum. The most they'd ever raised before in an annual campaign was about \$150,000, and I got stuck with chairing the campaign which they were trying to raise \$500,000. It was run. We raised it. We raised it, but it wasn't easy.

Ray Ann: Do you think . . .

Joseph: But now, as against that \$500,000, it was very tough to raise. They're raising . . . They're shooting for close to \$4 million this year for an operating budget, I think. Of course everything in dollars has gone up so much that maybe the comparisons aren't valid.

Ray Ann: Do you think that the reason for Atlanta's success has been the incredible involvement of the business community?

Joseph: I think this has been important. The business community has taken on itself the importance of being involved in race relations, in politics, and in cultural affairs. I think all of these contributed to Atlanta's growth and development.

Ray Ann: How did you see that coming about? Did you see how the different people or leaders . . . How did it come about?

Joseph: I don't know.

Ray Ann: You didn't see that?

Joseph: Yes, there have been books written about it actually, books on the Atlanta power structure. It was fun to read these and try to . . . It was all done anonymously, but you could pretty well read and identify who the various people were that they talked about.

Ray Ann: For instance.

Joseph: There wasn't much question who Mr. Warm was, I'll tell you. I've mentioned him a few times here, and so . . .

Ray Ann: Mr. Woodruff.

Joseph: Yes.

Ray Ann: Who else really, do you feel, was part of the power structure?

Joseph: I don't know. You see, the whole thing has changed so much now.

Ray Ann: I'm talking about back in the 1960's.

Joseph: Even in the 1960's, it was in the process of changing. The power structure business really was applying more to the way it was in the 1950's, and it continued in the 1960's, but . . .

Ray Ann: How did it change from the 1950's to the 1960s? How was it in the 1950's?

Joseph: Pretty much a closed corporation with a dozen or 20 or some odd, that many people . . . recognizing that they had an important role to play in a wide variety of things and not being afraid to exercise that power.

Ray Ann: Who would some of the people be?

Joseph: Woodruff was undoubtedly the most important part, and the heads of the banks. Look, the best way I can answer that is to tell you . . . I mentioned to you that I had headed a campaign to raise money to go for this arts center, to go from a \$150,000 to \$500,000 in one year, which was a big jump. It was not . . . You had to know the techniques and fortunately, I had learned enough about how to do it. The first thing I did was to go to my own company and say . . . They had given \$4,000 or \$5,000 to this thing in the past. I went to them and said, "Look, I've been asked to head this campaign. I can't do it unless I either personally make a very large contribution, which I can't do, or that my company makes a very large contribution." "Well, Joe, how much do you . . . what do you think we'd have to do?" "You've got to give \$25,000." I said, "I'm not going to even accept this job unless I pretty much know that it's going to be a success, and you've got to start it off by agreeing to jump from \$5,000 to \$25,000." "Well, okay. Joe, if we do that, this will be the only time." "Oh, no," I said. "If you give \$25,000 this year, you'll never again be asked to give less. That I can assure you." Within an hour they had said yes. Within two or three days, I had gotten in touch with the presidents of the other banks, the power company, the telephone company, the Coca-Cola company, Rich's, Sears,¹⁹¹ and the newspapers. These were the people that would give the dough. I got eight of them that agreed to give \$25,000. That set the pace. When I found that out, I accepted the job of heading the campaign. These were techniques that I had learned in part from observing. I hadn't took a terribly active part in raising money in the Jewish campaigns, but I had watched them. I knew you had not to be bashful. We raised this money in a hurry. It was successful. You asked me who were the members of the power structure. They were the heads of the major banks, the head of the power company, the telephone [company]—what was then the Southern Bell¹⁹² here—Rich's, Sears, and the

¹⁹¹ Sears, Roebuck and Company, colloquially known as Sears, is an American chain of department stores founded by Richard Sears and Alvah Roebuck in 1886. It began as a mail order catalog company and opened retail locations in 1925. It was bought by Kmart in 2005. Sears was the largest retailer in the United States until October 1989 when it was surpassed by Walmart.

¹⁹² Southern Bell Telephone and Telegraph Company was once the regional Bell Operating Company serving the states of Georgia, Florida, North Carolina, and South Carolina prior to the breakup of AT&T. The company was

newspapers. That was the power structure. It was the money power structure. It was the people that whenever anybody had any big venture, he would have to start off by getting these people behind him. There were others that probably contributed. I can't name them. I don't remember.

Ray Ann: Are you telling me that the power structure is the money power?

Joseph: Pretty much. There were other people that were terribly important. For example, I would say that one of the most important people in Atlanta at that era—he may not have even been listed as one of the members of this so-called power structure—was Dr. Philip Weltner.¹⁹³ He had no money, didn't even have [unintelligible]. He wasn't as old then as I am now, but he was an old man, at least I thought he was. He had been chancellor of the university system. He was a great thinker. He had been head of Oglethorpe University¹⁹⁴ when it was revived from practically nothing. He had made a great study of welfare, the reasons for it, and the importance of trying to keep the welfare thing from going on from generation to generation. Why was he important? Because he thought about these things. He thought in a very broad gauge about them. He was very influential with Mr. Robert Woodruff. I would say that he was about as important a member of the power structure, probably an unofficial member of it, as anybody. He was interested in what could be done that was good for the town, for the city, and for the area. He was close enough and admired enough by those that financially and economically were powerful enough to put ideas into action. He was really a very important part of that power structure.

Ray Ann: We're going through the 1960's now, and this is happening. Did things change in the 1970's?

Joseph: Atlanta had . . . as usually happens in real good times, they overdo it. Atlanta had a pretty tough recession in about the mid-1970's, probably worse than a lot of other cities. It came out of it. One of the big banks didn't really get in trouble, but it got threatened with being in trouble.

originally known as the Atlanta Telephonic Exchange, having been created to service citizens of Atlanta in 1879, before it was renamed in 1882. Southern Bell was renamed BellSouth Telecommunications until it was merged into AT&T in 2006. Southern Bell was headquartered in what is now the AT&T Midtown Center building (formerly known as BellSouth Center and Southern Bell Center) in Atlanta, Georgia.

¹⁹³ Philip Weltner (1887-1981) was a native New Yorker who lived in Atlanta. He attended the University of Georgia and Columbia Law School. He was an attorney in private practice as well as Chancellor of the University System of Georgia for two years and president of Oglethorpe University for nine years. He was a close advisor to Robert W. Woodruff, president of the Coca-Cola Company.

¹⁹⁴ Oglethorpe University is a private liberal arts college in Brookhaven, Georgia. Originally chartered in 1835, it was named in honor of General James Edward Oglethorpe, founder of the Colony of Georgia.

Ray Ann: Is that C&S?¹⁹⁵

Joseph: I won't otherwise identify it. We all pulled out of it. We gradually absorbed and used up the space that was overbuilt. The 1980's came along, which was more boom. Again, we suffered from that great—what should have been—boom. We're now in some sort of a decline again, which we'll pull out of sooner or later.

Ray Ann: You see a certain economic cycle: booming and then a little bit . . .

Joseph: That happens. That's not unique to Atlanta, by any means.

Ray Ann: What about the race relations and the change in the political climate here?

Joseph: I mentioned earlier that the power structure has changed considerably because the blacks were not a part of it. Certainly in the 1940's and 1950's, they began to be an important factor. In the 1960's, a more important factor. Atlanta was very fortunate in having a fellow like Hartsfield¹⁹⁶ as its mayor for many years, who recognized the changes that were taking place otherwise. He finally had to retire, from age. We were able to follow him up and for him to be succeeded by Ivan Allen Jr. who was a personal . . . I wouldn't describe Ivan as being a liberal, but he was progressive and felt that things had to be done appropriately, certainly on a racial basis as well as otherwise. There were some things that he did that probably were subjected to criticism. He was a fine mayor. It became pretty clear that Atlanta itself was going to . . . probably be pretty much dominated by its black population, which came to fruition in . . . I've forgotten which year it was that Maynard Jackson¹⁹⁷ was first elected as mayor.

Ray Ann: You skipped a mayor.

Joseph: I skipped Sam Massell.¹⁹⁸

Ray Ann: Right. Our Jewish mayor.

Joseph: I think there were some good things accomplished during Sam's administration.

Ray Ann: How did he get elected? Wasn't it kind of unusual?

¹⁹⁵ Citizens and Southern National Bank (C&S) began as a Georgia institution that expanded into South Carolina, Florida and into other states. Headquartered in Atlanta, C&S merged with Sovran Bank in 1990. A year later C&S/Sovran merged with NCNB to form NationsBank, now part of Bank of America.

¹⁹⁶ William Berry Hartsfield, Sr. (1890-1971), served as the 49th and 51st Mayor of Atlanta. His tenure extended from 1937 to 1941 and again from 1942 to 1962, making him the longest-serving mayor of his native Atlanta. It was under his direction that Atlanta became a world-class city with the image of the "City Too Busy to Hate."

¹⁹⁷ Maynard Holbrook Jackson, Jr. (1938-2003) was an American politician, a member of the Democratic Party, and the first black mayor of Atlanta, serving three terms (1974-1982, 1990-1994).

¹⁹⁸ Sam Massell (b. 1927) is a businessman who served from 1970 to 1974 as the 53rd mayor of Atlanta. He is the first Jewish mayor in his city's history. A lifelong Atlanta resident, Massell has had successful careers in real estate brokerage, elected office, tourism, and association management.

Joseph: I don't know. Sam had been vice-mayor. He was well known. He had a good reputation. He was vice-mayor under Ivan Allen, is my recollection. Ivan served from 1961 to 1969. Was it that long? I think he served two terms, and then Sam was 1969, I guess, to 1973, just one term. I may be mistaken. Sam did not have the same ability to pull together the white power structure as Ivan Allen. Ivan Allen was part of it. Sam was not. A lot of very good things were accomplished in Sam's administration. He . . . I think it was in his administration that we put in the idea of having a voting of part of the sales tax to supporting a rapid rail system, MARTA,¹⁹⁹ now known as MARTA. I think some real progress was made during Sam's administration on the airport,²⁰⁰ on enlarging the airport. I think he was able to move ahead in subsequent areas. I think that he'll go down as a good mayor, a progressive mayor.

Ray Ann: Do you think he'll be our last white mayor?

Joseph: Probably. The city is predominantly black now. There's relatively little chance, I think, of really expanding the city limits, which is too bad. I think I may have mentioned that I was involved in the . . . have I gotten involved in the plan of improving things?

Ray Ann: No, and I'd like to hear about that.

Joseph: That goes back . . . I'd have to jump back about 40 years to get into that.

Ray Ann: When was that?

Joseph: There had been many efforts made to try to enlarge the city limits of Atlanta. Atlanta steadily increased in size, from its original incorporation as a city where they drew a circle . . . they took Five Points as a center of a circle, and took a diameter or radius . . . I think a radius of a mile, and just drew a circle, probably a mile in . . . a total of two miles in diameter, which didn't take you very far. They had gradually increased over the years, mostly by act of the State legislature, until it got up to about 35 to 37 square miles in size in the early 1940's. There have been many efforts to try to enlarge it, or efforts to combine city and county. Some of these studies

¹⁹⁹ MARTA is the common term for the Metropolitan Atlanta Rapid Transit Authority, which was created in 1965. During the 1970's, MARTA began acquiring land in and around the city of Atlanta, Georgia for construction of a rapid rail system. Today, MARTA operates a rail system with feeder bus operation and park-and-ride facilities throughout the metropolitan Atlanta area.

²⁰⁰ Hartsfield Airport is the predecessor of the current Hartsfield-Jackson Atlanta International Airport. The airport was first developed in 1925 on an abandoned auto racetrack and was named 'Candler Field' after its former owner's family, including Coca-Cola magnate Asa Candler. In the 1940's the airport's name changed to the 'Atlanta Municipal Airport.' Atlanta mayor William B. Hartsfield died on February 22, 1971 and on February 28, what would have been Hartsfield's 81st birthday its name was changed to 'William B. Hartsfield Atlanta Airport.' In 2003 to honor late Mayor Maynard H. Jackson, the Atlanta City Council legislated a name change to 'Hartsfield-Jackson Atlanta International Airport' in recognition of the leadership that both had for the airport.

were done by people who were real professionals in the area, and others were done on an attempt just to annex a particular area. I know that in the very early 1940's, there was an effort made . . . or maybe right toward the end of the war or right after the war . . . I said early 1940's, it might have been as late as 1946 or 1947, somewhere in that period. There was an effort made to annex and add to the city limits the territory that was then known as Buckhead and also the section that was known as Cascade Heights²⁰¹ down on the southwest end.

They were subject to citizen referenda. In both cases, they were soundly defeated because those that were in the outlying areas had no desire to have to start paying city taxes and assume some of the burdens of being members of a city. They were getting sort of a free load. They were being served by a county rapidly taking on municipal-type services paid for pretty much by county taxes all over the county, and a lot of it being paid by people who weren't getting any of those services at all, which wasn't very fair. People aren't really much involved and don't care too much about it. Everybody wants to get . . .

<End Tape 2, Side 1>

<Begin Tape 2, Side 2>

Ray Ann: This is Side 2 of Tape 2, February 2, 1992.

Joseph: Beg your pardon, February 20.

Ray Ann: What did I say?

Joseph: February 2.

Ray Ann: I was thinking . . . okay, you're right. This is definitely February 20. We were . . .

Joseph: I was saying that everybody likes to get a certain amount of free load on these things. In any event, they're moving forward. The legislature got involved. They set up a commission to study feasibility of merging the city of Atlanta and Fulton County. They appointed . . . named a local government commission, half of whose members lived in Fulton County, half of whose members lived in DeKalb County. Why DeKalb? Because part of Atlanta was in DeKalb County, and these fellows were named primarily to be sure that nothing bad was done to DeKalb County. I got involved with it because the person who turned out to be chairman of this commission, this open government commission, asked me one day when we were having lunch if my firm, my analysis firm that was engaged in doing analytical-type work . . .

²⁰¹ Cascade Heights is a predominantly black affluent neighborhood in southwest Atlanta. It is known for the "Peyton Road affair" in the 1960's when the City of Atlanta erected barricades to restrict black residents from accessing what was then a predominantly white neighborhood.

Ray Ann: This was in 1949 when . . .

Joseph: This was in 1949, yes . . . if we thought we were capable of handling this sort of job. I told him I don't know whether we are or not. We don't pretend to be professionals and certainly aren't professionals in the field of municipal activities. We really don't know anything about them, but we feel we're pretty good at analyzing. If that's what is involved, we'd be happy to undertake it. We got hired. I became . . . I was, I guess, the executive director of a local government commission, and my firm was doing the research work for it. It was mostly handled in my office. When we had meetings of the commission, they were generally done in my firm's quarters. We worked at it for about a year and a half, something like that, and finally came up with a proposal which got to be known as the Plan of Improvement. It seemed to have pretty general acceptance among the members of the commission, both the Fulton and DeKalb people. It recommended extending the city limits of Atlanta from something like 37 square miles up to, I think, 118 or 120 square miles. Just to give an illustration of what that meant, I'll speak just about the north side of town because that's the side I'm most familiar with. The old city limits used to be out on Peachtree Road, about where Piedmont Hospital²⁰² is now. Anything beyond that was just unincorporated Fulton County. The plan extended the city limits out to the DeKalb County line, that is where Club Drive runs into Peachtree Road, almost out to Windsor Parkway. If you go out Peachtree-Dunwoody Road, all the way out to the river on the northwest side, instead of being way out beyond the city limits. None of the section of Paces Ferry Road or Tuxedo Road or anything near Howell Mill Road or Paces Ferry Road. All of that stuff was outside the city limits before this was done. This eventually went for referendum. We also took the county out of . . . We provided that the county got out of the municipal business. There was a hope that this would lead to more efficient government. We also had a very important provision in there to provide for more or less automatic extension of the city as areas developed that needed city services. They could be brought on into the city and get city services under this proposal. That section unfortunately was never attempted, and was never tried out, until a number of years after this. It was then declared unconstitutional. That really made the Plan of Improvement dead

²⁰² Piedmont Atlanta Hospital is located at 1968 Peachtree Road, Atlanta, Georgia. Piedmont was established in 1905 as the Piedmont Sanitarium in the former mansion of Charles Thomas Swift at the northwest corner of Capitol and Crumley streets in the then-affluent Washington-Rawson neighborhood. The name was changed to Piedmont Hospital and eventually the hospital took up an entire square block. The Washington-Rawson neighborhood was razed in the early 1960's to make way for Atlanta-Fulton County Stadium and its parking lots.

almost as soon as it went into effect. It did increase the city limits substantially, as I've indicated, and gave us at least what we've got today.

Ray Ann: What do you think about the merging of the city and the county?

Joseph: There are parts of the county that really are still fairly rural in their nature. The sections out . . . Some parts of the sections out around Roswell and Alpharetta on the north side, and out around Fairburn, Union City, and Palmetto on the south side, still really don't need complete city services. I still think it's probably . . . We have gotten so much of the area filled in and urbanized, that it probably isn't long before they will. I guess maybe, eventually, God knows when that will be, that maybe eventually there will be a merger of the city and the county. It's still very doubtful. It is complicated by the racial problem, because a lot of the people who have . . . Let me back up to say that I don't really think that the racial problem entered much into any of the decisions that were reached in the work that got to be known as the Plan of Improvement that was passed. Our study on it was finished in 1951 and the voting was done in 1952 and some of it actually went into effect in 1952. That, incidentally, greatly increased the population of the city of Atlanta as such, and took it probably from 250,000 to something well over 400,000. I guess it actually showed up as close to 500,000 when the census of 1960 took place. Since then, it's been pretty much decline, because of white flight. The very fact that has led the white flight and the fact that the control of the city of Atlanta itself is pretty clearly now controlled by the black population, which makes up I guess 60 percent or more of the population today. I'm not sure of that, it may be higher than that. Certainly we've had now . . . We had eight years with Maynard Jackson as mayor, eight years with Andrew Young²⁰³ as mayor, and now another of the first term of Maynard Jackson's second shot at it. That's a total already of 20 years. I don't think that the people who live in Alpharetta, Roswell, Fairburn, and down in the south section are terribly anxious to get to be controlled by blacks if they can help it. I'm not really . . .

Ray Ann: If the population . . .

Joseph: . . . editorializing, I'm trying to state a fact.

Ray Ann: Yes, but if the population changes . . .

²⁰³ Andrew Jackson Young (b. 1932) is an American politician, diplomat, activist and pastor from Georgia. He has served as a Congressman from Georgia's 5th congressional district, the United States Ambassador to the United Nations, and Mayor of Atlanta. He served as President of the National Council of Churches USA, was a member of the Southern Christian Leadership Conference (SCLC) during the 1960's Civil Rights Movement, and was a supporter and friend of Dr. Martin Luther King, Jr.

Joseph: They will. It will become, I guess . . . I don't know what . . .

Ray Ann: Maynard may not get elected.

Joseph: That's right. Actually, the county is now pretty well-controlled by blacks. For that reason I think that there's a very strong feeling by people living in Sandy Springs, which is predominantly white and which adjoins Atlanta on the north, to want to become a separate city. To prevent that from happening . . . Again, I'm emphasizing I am not editorializing on this subject. I am simply trying to state the realities of the situation.

Ray Ann: The realities are that our race relations aren't really as good as we say they are.

Joseph: They're so much better than they are in so many other places. I think the reasons for that I've talked about already. I think there's a real sound effort to try to keep them that way. It's not easy.

Ray Ann: That's true. What do you think the Olympics²⁰⁴ are going to do for our city?

Joseph: I hope good. I hope we can end up with some nice, good, clean Olympics, that we don't . . . God forbid we have anything like happened in Munich [Germany].²⁰⁵ Let's hope that Barcelona [Spain] sets a great example this summer. They've got a lot of problems in Spain, the terrorists, the . . . I guess it's the Basques²⁰⁶ who want some separation from Spain, and they'll I'm sure not hesitate to . . . I think there's a real fear that there will be some problems of terrorism there. Let's hope there are not any problems of that sort when we get the Olympics here in Atlanta in 1996. I don't know. I think it's a risk. We should come out of it as places that have World Fairs or other Olympics have come out with a great increase in their infrastructure, if you include stadiums and that sort of stuff as part of your infrastructure. I know that in Seattle [Washington], for example, that they had a World's Fair out there in 1962. They came out of it with great buildings that I'm sure helped them with the growth and development of that city. Montreal [Canada], I guess, is a good illustration. I guess maybe Los Angeles is too.

Ray Ann: I think Montreal has had a lot of problems.

²⁰⁴ The Olympics were held from July 19 to August 14, 1996 in Atlanta, Georgia. A record 197 nations took part in the games, comprising 10,318 athletes.

²⁰⁵ The Munich massacre was an attack during the 1972 Summer Olympics in Munich, West Germany, in which the Palestinian terrorist group Black September took eleven Israeli Olympic team members hostage and killed them along with a West German police officer.

²⁰⁶ The Basques live in the region around the western end of the Pyrenees on the coast of the Bay of Biscay and across parts of north-central Spain and south-western France. They are an indigenous ethnic group who speak Basque and today have some autonomy in the Southern Basque Country in Spain.

Joseph: They've developed problems later on. I am relatively conservative by nature, not as relating to finance. I hope we just don't go on spending binges just because we're having the Olympics here, feel that we've got to make an extra impression and therefore spend an extra few hundred millions, wind up having to pay for it, and wish we hadn't. That's the danger of it. I hope it works out favorably. I don't know.

Ray Ann: What else do you see for Atlanta in the future, just judging from what you've seen in the past?

Joseph: One of the things that disturbs me about Atlanta . . . Incidentally, I'm not talking much about Jewish problems at all here. I don't know whether that's good or bad, because . . .

Ray Ann: We'll get to that too.

Joseph: . . . I'm sort of free-wheeling on other things.

Ray Ann: We're talking about Atlanta and as Jews relate to it . . .

Joseph: That's right.

Ray Ann: . . . I want you to speak about it. From what I gather that you've said, Jews were really not part of the power structure.

Joseph: They were part of it. They were.

Ray Ann: In what way?

Joseph: I'm sure that Dick Rich, for example, was always considered as part of the power structure. There may have been other Jews that I've been involved with that I can't think of offhand. I guess that . . .

Ray Ann: Dick Rich never got in the [Piedmont] Driving Club?

Joseph: No, never did.

Ray Ann: Yet he wasn't real involved in the Jewish community either.

Joseph: He really wasn't. That's correct. I would guess that today if you were naming people in the power structure, you would probably have to name people like Irwin Zaban²⁰⁷ or Milton

²⁰⁷ Native Atlantan, philanthropist and community leader Erwin Zaban (1921-2010) was known by many as the 'Godfather of the Jewish Community.' After quitting school to help in his father's Depression-era business at age 15, Zaban built successful businesses worth billions of dollars and donated millions to worthy causes. He worked alongside his parents to build Zep Manufacturing Company. Zep later merged with National Linen and became National Service Industries, a Fortune 500 Company. He donated and raised money for undeveloped land in Dunwoody that became Zaban Park, home of the Marcus Jewish Community Center of Atlanta. He donated money to the Jewish Home, for which the Zaban Tower is named. He helped create the homeless couples' shelter at The Temple which bears his name.

Weinstein,²⁰⁸ who are certainly very much of the Jewish community, and who also are important enough because of the importance of the company that they are with to be considered as part of whatever remains of the white power structure today. I don't know . . .

Ray Ann: When would you say they became “part of the power structure”? In the 1980's?

Joseph: I don't know.

Ray Ann: In the 1970's?

Joseph: I would think so, probably the 1970's . . . 1960's, 1970's, and 1980's. Probably more in the 1970's and 1980's. I can't speak too much of those particular people that come to my mind because they are on the board of one of the major banks, or at least they were. This is one of the things that worries me about Atlanta. I was going to say before I sort of got off a little bit . . .

Ray Ann: Yes.

Joseph: . . . that I'm unhappy at the fact that two of the three major banks in Atlanta are now headquartered in North Carolina. I have discussed this recently with one of my good friends in the non-Jewish community. His theory is that sooner or later the headquarters of both Wachovia and the NationsBank are going to be in Atlanta rather than respectively in Winston-Salem and Charlotte, North Carolina. Atlanta is so much better-suited, for reasons that we've talked about earlier, to be a headquarter city than either of those are. I hope he's right, but I don't expect it in the real near future. It does disturb me. I'm . . . I like the fact that my bank . . . I'm still very close to the Trust Bank of Georgia and now part of SunTrust²⁰⁹ . . . is headquartered in Atlanta and it's the one remaining Atlanta big bank headquarter. That, in a sense, is good. As a citizen of the town, I would like it better if it still had that good old competition from C&S and First National that it had in the past. I think it was good for [unintelligible].

Ray Ann: I think that one of the things that is going to have to happen, too, is more headquarters of major companies are going to have to come here if this city really is going to grow. Every now and then we'll get a regional or something.

Joseph: We've gotten . . .

Ray Ann: We just got . . .

²⁰⁸ Weinstein, Milton N. (1915 - 1999) succeeded his father, Isadore M. (I.M.) Weinstein as head of the National Linen Supply Company.

²⁰⁹ SunTrust is a publicly-held company that serves the Southeastern United States with 1,400 bank branches. After a series of acquisitions and mergers, Trust Company of Georgia took the name SunTrust in 1995. In February 2019 SunTrust Bank announced it was merging with BB&T to form the sixth-largest bank entity in the United States.

Joseph: We've gotten some important things very recently which have offset some of the adverse things that have happened recently. The going out of business of Eastern Airlines,²¹⁰ while it wasn't headquartered in Atlanta, and the fact that it had a very major hub here and employed thousands and thousands of people, has hurt. That's hurt Atlanta. The fact that Lockheed²¹¹ no longer has one of the major military contracts out at Marietta [Georgia], for aircraft, hurts Atlanta. The fact that they're talking about . . . We know that one of the General Motors²¹² plants has already closed here, and the one out at Doraville [Georgia] is under consideration for closing. That would be a bad blow. Now we had some important offsets. We've got United Parcel,²¹³ I think it is, that has moved its headquarters to Atlanta. We've got Holiday Inn²¹⁴ has moved its headquarters to Atlanta. I'm sure there are others coming. We've had, not too long ago, we had Georgia-Pacific²¹⁵ moving its headquarters to Atlanta from Portland, Oregon. We've had some good things happen that are offsets. Some of these things have been blows to us. It's going to take a while to digest. Atlanta has got the advantage. This location is a big factor. The geographical location is good. Air connections are good. The road connections. Railroad, less important. Trucks can use the roads.

Ray Ann: We seem to be a great mecca for young people.

Joseph: Yes.

Ray Ann: Especially from the smaller towns all around the South.

Joseph: That's right.

Ray Ann: This is the big city.

²¹⁰ Eastern Air Lines, also colloquially known as Eastern, was a major American airline from 1926 to 1991. Before its dissolution it was headquartered at Miami International Airport in an unincorporated area of Miami-Dade County, Florida.

²¹¹ The Lockheed Corporation (originally the Loughhead Aircraft Manufacturing Company) was an American aerospace company. Lockheed was founded in 1912 and later merged with Martin Marietta to form Lockheed Martin in 1995.

²¹² Founded in 1908, General Motors Company is a corporation that designs, manufactures, markets and distributes vehicles and vehicle parts. General Motors had opened an automobile factory northeast of Atlanta, Georgia in Doraville in 1947. General Motors was a major employer in the Atlanta area and contributed to continued post-war industrial growth in the area.

²¹³ United Parcel Service (UPS) is an American multinational package delivery and supply chain management company.

²¹⁴ Holiday Inn is a British-owned American brand of hotels, and a subsidiary of InterContinental Hotels Group. Founded as a United States motel chain, it has grown to be one of the world's largest hotel chains. It's headquarters are in Denham, Buckinghamshire.

²¹⁵ Georgia-Pacific is an American pulp and paper company based in Atlanta, Georgia. It is one of the world's largest manufacturers and distributors of tissue, pulp, paper, toilet and paper towel dispensers, packaging, building products and related chemicals. It is an independently operated and managed company of Koch Industries.

Joseph: That's right.

Ray Ann: Yet, you have to have places for all these young people to work.

Joseph: Exactly. We did a great job of that during the 1970's and 1980's. We'll get over these things that have been adverse, I know, but they'll set us back a bit for a while. One of the things that has been very interesting, turning it back to the Jewish thing, is the tremendous number of Jewish congregations that have grown up all over the city, and all over the outlying area. I guess this has gotten . . . probably gotten places like The Temple, which is my particular affiliation . . . I guess it's probably got them thinking as to how they're going to fare with these smaller congregations around. I don't know whether . . .

Ray Ann: They're going to have to have Sunday School out.

Joseph: I'm not familiar with the Conservative²¹⁶ and Orthodox areas.

Ray Ann: I think part of that again was that a lot of young Jewish people came here. There was a need. They're filling them all up.

Joseph: For years, the Federation stuck with the figure of 10,000 Jews as the population. It was obvious that it couldn't have stayed there as long as they kept it there. There's this fairly recent study . . . I don't know quite how they did it . . . estimating that there were 60,000. Now they call it 70,000, I think. I'm not really familiar with how they got at those figures at all, but if they got them, it means that there are an awful lot of unaffiliated. There would have to be to be that large a number. I don't think you could count anywhere near that among the people known to be Jews because of their affiliations with Temple or the synagogues, one or another, and with Federation.

Ray Ann: This must be a good place for Jewish people to live, or so many wouldn't keep coming.

Joseph: That's right.

Ray Ann: Obviously, there is a pull here that brings them. Growing up Jewish here and then moving back here, did you ever feel that being Jewish was a handicap in anything you did?

²¹⁶ Conservative Judaism is a form of Judaism that seeks to preserve Jewish tradition and ritual but has a more flexible approach to the interpretation of the law than Orthodox Judaism. It attempts to combine a positive attitude toward modern culture, while preserving a commitment to Jewish observance. They also observe gender equality (mixed seating, women rabbis and bat mitzvahs).

Joseph: My answer is no. I felt it. I've been conscious of the fact that there's antisemitism. I think that . . . I don't want to be cynical about it, but I suspect that it's in a lot of places that you don't really . . . you hope you wouldn't find it.

Ray Ann: What does that mean?

Joseph: I just . . . I have worked so much of my life, really, and spent so much of my life in non-Jewish areas that I'm not really as conscious of it as a lot of people are.

Ray Ann: I would think you'd be very conscious rather than those who weren't involved in a lot of non-Jewish areas.

Joseph: I've stated the fact. Where I worked in New York, there were very few Jews. I grew up in a . . . I mentioned earlier that I grew up in both elementary and high school as virtually the only Jewish student there.

Ray Ann: You must have had a good Jewish identity. Your children are all affiliated.

Joseph: I have always been known as being Jewish. I've always been proud of my Jewish heritage. Never been . . .

Ray Ann: Supportive of Jewish things in the community.

Joseph: I've always been supportive of Jewish things. My children grew up with Jewish . . . I mentioned the fact that one of my daughters has become quite Orthodox and keeps a kosher household. That's great. That's what she wants. Not what I want, but it's what she wants.

<Interruption in tape>

Ray Ann: I've asked you about some of your other community involvement. Could you tell me about Families First?

Joseph: It wasn't called Families First at that time. This was the Family Service Society which was a member of the [Community] Chest. I guess at one time probably the biggest recipient of Community Chest funds. It was engaged in doing counseling work for parents, families, children, and individuals. It was not the Jewish Family Service, but the general community family counseling agency. I was on its board for, I don't know, a total of about eight or ten years.

Ray Ann: What year was this?

Joseph: I can't tell you exactly. It was probably in the 1950's, somewhere in the 1950's. I served as its president, I think, for three years. I happened to be still involved with it at the time that we integrated.

Ray Ann: About when was that?

Joseph: It was, I expect, in the early 1960's. One of the important reasons we had a hard time integrating was that we had luncheon meetings. Some of the members thought it would be very difficult to sit down at lunch with a black. We did integrate. We brought in . . . I think our first black member was the minister for a Congregationalist Church, a black church. We found out that he could sit at the table with us and eat with us, and by gosh we were none the worse for wear.

Ray Ann: That's interesting. You're saying this happened in the early 1960's?

Joseph: Yes.

Ray Ann: How did the killing of Martin Luther King²¹⁷ affect . . .

Joseph: That was later.

Ray Ann: Right.

Joseph: That was in the late 1960's.

Ray Ann: Right. Things were already happening here, whereas in other places they weren't. Things didn't happen until after he was killed. How did that affect?

Joseph: I don't know. That's not really part of the story that I can speak about first-hand.

Ray Ann: You didn't know him or you never . . .

Joseph: I never knew Dr. King, no. I did attend the meeting that they had to celebrate his being named the Nobel Peace²¹⁸ winner. Incidentally, that was . . . it was very lukewarm for that being done here in Atlanta. It was only because Mr. Robert Woodruff, whom I mentioned earlier, said, "By golly, it's time we honored Dr. Martin Luther King. This is a great thing that's

²¹⁷ Martin Luther King, Jr. (1929-1968) is best known for his role as a leader in the Civil Rights Movement and the advancement of civil rights using nonviolent civil disobedience based on his Christian beliefs. A Baptist minister, King became a civil rights activist early in his career. He led the 1955 Montgomery Bus Boycott and helped found the Southern Christian Leadership Conference (SCLC) in 1957, serving as its first president. With the SCLC, King led an unsuccessful struggle against segregation in Albany, Georgia, in 1962, and organized nonviolent protests in Birmingham, Alabama, that attracted national attention following television news coverage of the brutal police response. King also helped to organize the 1963 March on Washington, where he delivered his famous "I Have a Dream" speech. On October 14, 1964, King received the Nobel Peace Prize for combating racial inequality through nonviolence. In 1965, he and the SCLC helped to organize the Selma to Montgomery marches and the following year, he took the movement north to Chicago to work on segregated housing. King was assassinated on April 4, 1968 in Memphis, Tennessee. His death was followed by riots in many United States' cities. King was posthumously awarded the Presidential Medal of Freedom and the Congressional Gold Medal. Martin Luther King, Jr. Day was established as a holiday in numerous cities and states beginning in 1971, and as a United States federal holiday in 1986.

²¹⁸ The Nobel Peace Prize is one of the five Nobel Prizes created by the Swedish industrialist, inventor, and armaments manufacturer Alfred Nobel, along with the prizes in Chemistry, Physics, Physiology or Medicine, and Literature.

happened for Atlanta.” When Mr. Woodruff gave his blessing to it, all of the whites were happy to attend.

Ray Ann: Interesting. Then you got your Family Services body integrated?

Joseph: I didn’t get it necessarily . . .

Ray Ann: It did happen.

Joseph: It happened when I was there.

Ray Ann: You said there were a couple other things, too, that you . . .

Joseph: Let me . . . cut the tape.

Ray Ann: That’s all right. Just go ahead and talk a little.

Joseph: I wanted to . . .

<Interruption in tape>

Ray Ann: All right. You said that you were president one time of the Community Chest?

Joseph: Yes.

Ray Ann: Is that the forerunner of the United Way?

Joseph: Yes.

Ray Ann: About when was that?

Joseph: That was in the late 1950’s, early 1960’s, in that period. I can’t remember these dates exactly any more, but my involvement with the Community Chest really came from the fund-raising side of it originally. Somehow I was willing to take on various and sundry assignments in the fund-raising side of it, individual divisions. All you got to do to make progress, to get promoted, you might say, in any of these fund-raising things, is to be willing to try to do a good job of them. Do a conscientious job. If you demonstrate that, the next campaign comes along, you’re asked to step up to a little higher place and before you know it, you’re the campaign chairman.

Ray Ann: Yes. Did you ever fund-raise for Federation?

Joseph: Yes, once or twice, but never in very important positions. I eventually became good enough in fund-raising that I was asked to head the . . . take the major division in fund-raising, which I did one year. The next year, I think I was the vice-president of [Community] Chest, in charge of the fund-raising side of it; and the year after that, I think I was the chairman of the

Chest. About that time, they merged the Chest with the Red Cross.²¹⁹ That was the formation of the United Way that we have today. I was the first . . . I was the chairman of the board of the United Way in the first year that it existed there, or the second year, somewhere in that area.

Ray Ann: So you took it through a transition?

Joseph: Yes. It was sort of interesting.

Ray Ann: Were there many Jewish people involved?

Joseph: Yes. They were always involved. They were. Jews have always done at least their share and more than their share in all of these general civic activities. Some people, including myself, have felt that we did better at it in that we were making our contribution as Jews to local Jews by taking a very active role in those rather than trying to do an active role in Jewish fund-raising where there were plenty of people who could do that and enjoyed doing that mainly. I was one of a number, I guess, who fit into that category. You never had to feel at all embarrassed about what Jews gave to these things or how much they worked on what they were asked to work on. That pretty much wraps it. I've been involved. I've been interested in the Chest and the United Way ever since, but only really in raising money on occasion taking a few cards and that sort of stuff, and being a contributor.

Ray Ann: What was your involvement with The Temple? You were confirmed there?

Joseph: I was confirmed at The Temple. I started going to Temple regularly. I think I mentioned maybe back, my mother even when it wasn't easy to get there because we lived some distance away . . .

Ray Ann: Right.

Joseph: I used to go there every Saturday morning with her.

Ray Ann: Right, you told me.

Joseph: And . . .

Ray Ann: When you came back, how were you involved with The Temple?

Joseph: When I came back, I was taking cards to get people to raise their funds, their money, and so forth, and sooner or later I was asked to go on the board. I was involved on the board for nine or ten years altogether, basically, in the period of the 1950's or early 1960's, in that area of time. I became first vice-president. I worked largely in trying to help with the dues structure and

²¹⁹ The American Red Cross (ARC) is a humanitarian organization that provides emergency assistance, disaster relief and education in the United States. It is the designated United States affiliate of the International Federation of Red Cross and Red Crescent Societies. The ARC was founded in 1881 by Clara Barton.

that end of it. I guess I'm a little bit like Julius Caesar. Three times I was asked to take the presidency of The Temple. I turned it down three times. I had my reasons.

Ray Ann: Why?

Joseph: I had the feeling, really, that the person who became president of The Temple ought to have a little stronger religious feeling than I had. I won't take second . . . anybody so far as religion as I define, which I think is trying to help other people, and trying to keep upright and that sort of thing. I did not . . . I wasn't happy always attending services that much. I wasn't terribly involved in the Sunday . . . in the religious school part of it. I sort of felt that the person who took the presidency ought to be a stronger religious believing Jew than I really felt that I was. I didn't want to be it. I came close once. My brother, incidentally, my brother Herman [Heyman], the late husband of Josephine Heyman, was president of The Temple. Once he said to me, "Joe, you ought to . . . maybe you ought to go ahead and do this." I got to thinking about it. I said, "Well, maybe I should." The best reason I could think of was that when I died, it would look good in my obit if it said that I had been president of The Temple. I decided that was a hell of a reason. I said, "Thank you, no."

Ray Ann: What was your involvement at The Temple at the time it was bombed?

Joseph: I think I was on the board at that time.

Ray Ann: What do you recall about that?

Joseph: I recall that we got the shock of our lives. It was just a horrible experience. I went down there that day and looked at it and saw what had happened. They had a fund-raising campaign going on at that time. I think this made me, as well as others, respond much more liberally than we otherwise would have. What else can you say?

Ray Ann: How did your non-Jewish friends, or the people . . .

Joseph: Everybody . . . the non-Jewish community generally . . . I don't say my friends particularly, but the non-Jewish community responded wonderfully. They just didn't think this sort of thing could happen. The very name of the hall is testimony to that. At The Temple, they called the assembly hall that was built behind the main sanctuary Friendship Hall. That name came because of the fact that this resulted in a great outpouring of respect and affection from much of the non-Jewish community.

Ray Ann: Do you think . . .

Joseph: I'm sure you've got the . . .

Ray Ann: We ask a lot of people about it. You were on the board. Were you involved in any of the stuff for the trial . . . when they were going to try those . . .

Joseph: No.

Ray Ann: You didn't know any of that that went on?

Joseph: I'm not positive I was on the board at that time. I'd have to check back the dates on it. I'm not positive. I think I was, but I'm not sure.

Ray Ann: At this point I'm going to thank you for your help and your interview. It's been really very interesting. Thanks.

Joseph: I'm glad you found it that way.

<End Tape 2, Side 2>

INTERVIEW ENDS

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