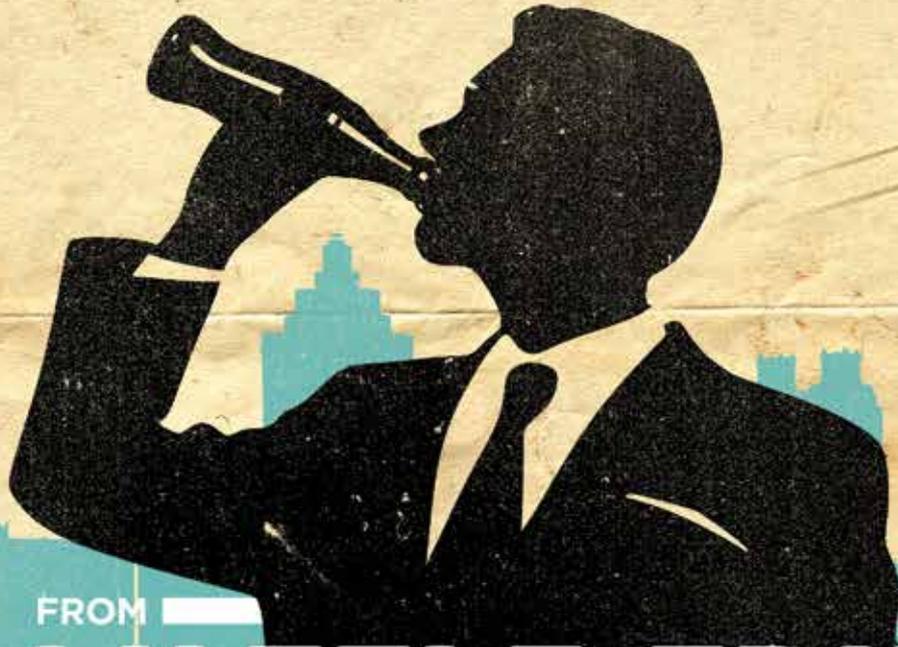


NEWSMAGAZINE OF THE GEORGIA HISTORICAL SOCIETY

FALL/WINTER 2015 | VOLUME 9 | NUMBERS 3&4

# GEORGIA HISTORY | TODAY



FROM

# WAFFLE FRIES

TO

# GLOBAL SKIES

HOW GEORGIA BUSINESS CREATED THE MODERN WORLD

# HEEDING THE LESSONS OF THE PAST

by W. Todd Groce, Ph.D.

The 1980s marked the beginning of the most explosive economic expansion in our state's history. The recession of the late 2000s slowed the pace of growth and persistent poverty and crime continue to detract from it, but there is no denying the miraculous transformation of Georgia from an agricultural, segregated, one-party state into a vibrant, diversified, and dynamic engine of the New South.

The Civil Rights Movement of the thirty years prior set the stage for that growth. The extraordinary energy and resources that for so long had been expended—indeed squandered—to maintain white supremacy now could be used to unleash latent economic potential and catapult the state into the modern era.

We have all heard the story of how Atlanta overtook Birmingham and in the process became the dominant city in the region. In 1960 both cities were roughly the same size; both were poised to emerge as the economic leader of the New South. The difference was the order of priorities and opposing visions of what the future would look like.

Alabama was led by reactionaries like Gov. George Wallace and Birmingham Public Safety Commissioner Eugene “Bull” Connor, who tried to stop desegregation by defying federal authority. They thought the future could be built upon white supremacy and that the world would continue to be a better place if the races were separate. The future they envisioned was firmly tied to the worst impulses of the past, regardless of the economic consequences.

In contrast, Georgia was led by leaders like Gov. Carl Sanders, Atlanta Mayor Ivan Allen, and Coca-Cola executive Robert W. Woodruff, who refused to pander to the worst instincts of the electorate and either worked to dismantle Jim Crow or at least peacefully accepted its demise. The future they envisioned was one of economic prosperity, and they were willing to cast aside segregation if it stood in the way of achieving that goal.

In the decade following the Civil Rights Movement, Atlanta's white businessmen and newly-elected black politicians seized the opportunity to reinvent the state. This new coalition developed

during the 1970s the World Congress Center and upgraded Hartsfield International Airport, setting the stage for the explosive growth that began in the 1980s.

Because of the right leadership, priorities, and vision, Atlanta would eclipse its Alabama rival, and every other Southern city, that had clung to a segregated past.

Today Atlanta has a GDP larger than thirty-three states. It is home to seven Fortune 100 companies and ranks fourth nationally in the number of Fortune 500 companies, behind only New York, Houston, and Dallas. Georgia has twenty Fortune 500 companies headquartered in the state. Alabama has one.

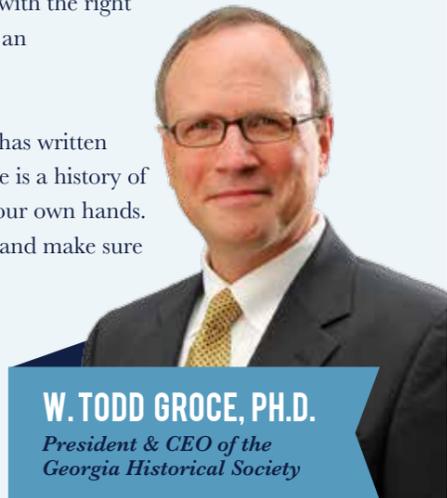
The success of the last thirty years seems inevitable, but the future hinged on every decision. The Georgia we live in now is a testament to the caliber of past leadership and the power of wise decisions, proper priorities, visionary planning, and openness to change.

Today, Georgia once again stands at a crossroads. We no longer compete with Alabama, but with New York, Tokyo, and Beijing, and the stakes are higher than ever. Will we be compared to George Wallace and Bull Connor or Carl Sanders and Robert Woodruff?

History teaches us that the social climate of a state can foster or hinder economic prosperity. It teaches us that nothing is inevitable; that the effects of our decisions can last for decades; and that leaders with the right vision and priorities determine if an opportunity is seized or missed.

Historian David Hackett Fischer has written that, “The history of a free people is a history of hard choices.” Our destiny is in our own hands. Let's heed the lessons of the past and make sure we get it right.

Because it's not too late to lose it all.



**W. TODD GROCE, PH.D.**  
President & CEO of the Georgia Historical Society

# GEORGIA HISTORY TODAY

Fall/Winter 2015 | Volume 9, Numbers 3 & 4



## ON THE COVER

2016 Georgia History Festival theme.

Design by LeftBrainRight.



"The House America Needs," Ladies Home Journal, October 1961.

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PROFILES

# 2016

## Georgia Trustess

By Patricia Meagher

JAMES H. BLANCHARD

MUHTAR KENT



In 1732, King George II of England created The Georgia Trustees. Their motto, *Non Sibi, Sed Aliis*, “Not for Self but for Others,” would become the clarion call that drove them to create England’s final settlement in the New World. The original trustees were men of vision who did not just dream of a place called Georgia but worked together, under the direction of General James Oglethorpe, to make it a reality.

This year the Office of the Governor and the Georgia Historical Society will induct two of our state’s finest as Georgia Trustees: Muhtar Kent, Chairman of the Board and Chief Executive Officer of The Coca-Cola Company and James H. “Jimmy” Blanchard, Retired Chairman of the Board and CEO of Synovus.

### MUHTAR KENT

When you think of iconic American brands, Georgia’s own Coca-Cola stands at the top of the list. It is woven into the fabric of our culture and is still as home grown as a Georgia peach. It takes a special kind of leader to steer this massive and multifaceted business, and that man is 2016 Georgia Trustee Muhtar Kent.

Born in New York, Muhtar Kent’s childhood was one of travel and cultural exchange. His father, Necdet Kent, was a Turkish diplomat with postings all over the world, so Muhtar learned early what unites people of all nations as human beings—lessons that helped shape his adult life.

“My father was my first and most influential role model. He was a man of tremendous character and decency, someone who really devoted his life to public service,” said Kent, who described both parents as exceptional people.

After earning an MBA from London’s Cass Business School, Kent returned to the United States to begin his career. A classified ad in *The New York Times* would lead Kent to his first job at The Coca-Cola Company. To start his training, he worked on a series of delivery trucks, moving product, and stocking store shelves.

“It was great training for my entire career,” said Kent. “It’s always good to learn the business from the bottom-up. You never lose sight of that critical moment when the dollar and the Coke change hands. Even now, I visit stores all the time, just to see what’s happening and what consumers are looking for.”

Other role models were Coca-Cola leaders Roberto Goizueta and Don Keough, both now deceased. “Roberto was more than willing to take calculated risks for the business because he knew that standing still was a recipe for certain failure,” said Kent. “Don

Keough had a way of treating every person he met as if he or she were the most important person in the world. He made a point of enjoying people and listening to them and learning from them. 'Never eat alone' is a motto I try to live by and emulate Don in the process."

Kent says he is humbled to be named a Georgia Trustee: "Our business would not be where we are today without the support and love of generations of Georgians. We hope that, over the years, our business has been able to contribute to the positive development of our home state and home city of Atlanta. There's a special connection between Coca-Cola and Georgia. We like to think that anytime someone enjoys an ice-cold Coke anywhere in the world, he or she is getting a little taste of the specialness and hospitality of Georgia."

Kent feels Coca-Cola has a deep obligation to be a model corporate citizen. From working with customers and bottling partners to create economic value in the state, to contributing to educational programs, sustainability and environmental programs, teaching and mentoring programs, and

the arts.

Kent credits his wife Defne as a true and full partner in life and says that they are both tremendously proud of Selin and Cem, their grown children. He and Defne also enjoy spending time with family and friends in Georgia and in Turkey. Cars and auto racing are also passions, though he admits he doesn't get to as many races as he used to.

Kent wants his legacy to be one of inspiration to others: "I hope I'll be viewed as someone who wasn't just marking time, but as someone who made a real difference in the lives of other people, including my family, my business family at Coca-Cola, young people and women entrepreneurs."

"The best leaders," Kent says, are "not afraid to make a mistake now and then and admit it. Let's face it; if you're overly worried about making a mistake, you're never going to make a decision. That's not leadership at all but paralysis." Muhtar Kent intends to keep moving.

## JAMES H. "JIMMY" BLANCHARD

**F**aith, family, and a duty to serve others are the guideposts that have driven James H. "Jimmy" Blanchard not only to succeed in business, but also to foster leadership and growth in his community and state. His career at Synovus spanned more than three decades, including thirty-four years as Chief Executive Officer before being named Chairman—decades that saw unprecedented growth in the company and national recognition as one of the best places to work in America.

Growing up in Augusta, Jimmy's father instilled in him the lessons of service to others. These lessons would impact the man Jimmy became and laid the foundation for a lifetime of selflessness and a

deep caring for the welfare of his family, friends, employees, and community.

"I learned from Matthew 6:33 that we should 'seek first the Kingdom of God and His righteousness and all these things shall be added to you.' Included in that is our duty to love and serve others. That lesson and so many others from the Gospels have shaped my life," said Blanchard. "Everyone has a world view; my worldview is Biblical and is based on Biblical principles and values. This is simply who I am and I desire to grow in it daily, and encourage my children and grandchildren to embrace it as well."

Part of Blanchard's success came from fostering a

culture of work/life balance and servant leadership for employees at Synovus, named #1 on the list of "The 100 Best Companies to Work For" in America by *FORTUNE* magazine during his tenure as CEO.

"The recognition by *FORTUNE* was a validation of our efforts to build the team and create a healthy workplace," Blanchard says. "We never took this recognition for granted and we were always continuing to improve. I believe team members deserve to work at a place where they are appreciated, respected, and recognized, as well as rewarded, for their performance."

What is servant leadership? Blanchard explains: "Servant leadership is selfless leadership vs. self-serving leadership. The servant leader's job is to support, empower, equip, and prepare the team to perform at the highest level and give them the tools to win."

Blanchard provided the best possible example of selfless leadership and hopes his legacy with his team at Synovus will be one of caring—about their careers, their families and their future, that he treated them with respect, appreciation and admiration, whatever the circumstances.

Among Blanchard's other achievements is the establishment of the Blanchard Leadership Forum, a conference held each summer with a vision to bring world-class leaders from the public and private sectors of government, business, and the United States military to Columbus to "enhance the community's leadership culture." Now in its tenth year, the Forum's speakers have included President George W. Bush and former First Lady Laura Bush, former Congresswoman Gabrielle D. "Gabby" Giffords and her husband, former space shuttle Commander Mark Kelly, former Secretaries of State Colin Powell and Dr. Condoleezza Rice, business mogul Mark Cuban, and General David Petraeus.

Blanchard was also instrumental in bringing to Georgia the world headquarters of Teen Challenge, a Christ-centered, faith-based program for youth,

adults, and families who struggle with life-controlling problems like addiction. In addition, Blanchard has made a lasting impact on history education in Georgia by serving on the Board of Curators at a time of significant change and growth for the Georgia Historical Society.

"God has performed miracles in lives all over the world through Teen Challenge and we've seen our graduates return to productive life with a zeal to serve others who have experienced the same issues," says Blanchard. "Approximately eighty percent of our graduates never return to their addiction which is substantially higher than most of the secular and state-operated centers."

Jimmy and wife Sis will celebrate their fiftieth wedding anniversary this year. When not working he says they enjoy spending time with their family, including their three boys and their wives who between them have given them eight grandchildren. Collectively the family likes to play golf, hunt, fish, and participate in a number of faith-based organizations.

When asked what advice he would give to his younger self, Blanchard quotes the Book of Matthew to "be a doer of the Word and not a hearer only." Blanchard's life and work are proof that those words have indeed fallen on fertile ground and that he, along with fellow Trustee Muhtar Kent, exemplify the motto of the Georgia Trustees - "Not for Self but for Others."

*Non Sibi, Sed Aliis*

**Patricia Meagher is Communications Director at the Georgia Historical Society. She can be reached at [pmeagher@georgiahistory.com](mailto:pmeagher@georgiahistory.com).**

ABOUT THE 2016



# GEORGIA HISTORY FESTIVAL

The *Georgia History Festival* is the signature K-12 educational program of the Georgia Historical Society. A variety of statewide public programs and exhibits, in-school events, and educational resources bring history to life for students of all ages and encourage Georgians to think critically about the world in which we live and the future we hope to build. With events starting on Constitution day in September, the *Festival* culminates in February, the founding month of the Georgia Colony, with Founding City events like the popular Colonial Faire and Muster living history program held at Wormsloe State Historic Site, Savannah's colorful Georgia Day Parade, and the annual Trustees Gala.

The 2016 *Georgia History Festival* Focus of Study, "From Waffle Fries to Global Skies: How Georgia Business Created the Modern World," highlights the individuals and companies that have shaped the economic, cultural, and social landscape of Georgia and the United States and will include a series of events and online resources for Georgians of all ages.

See page 23 for a full schedule of events. Starting on page 27 see messages from our supporters and friends.

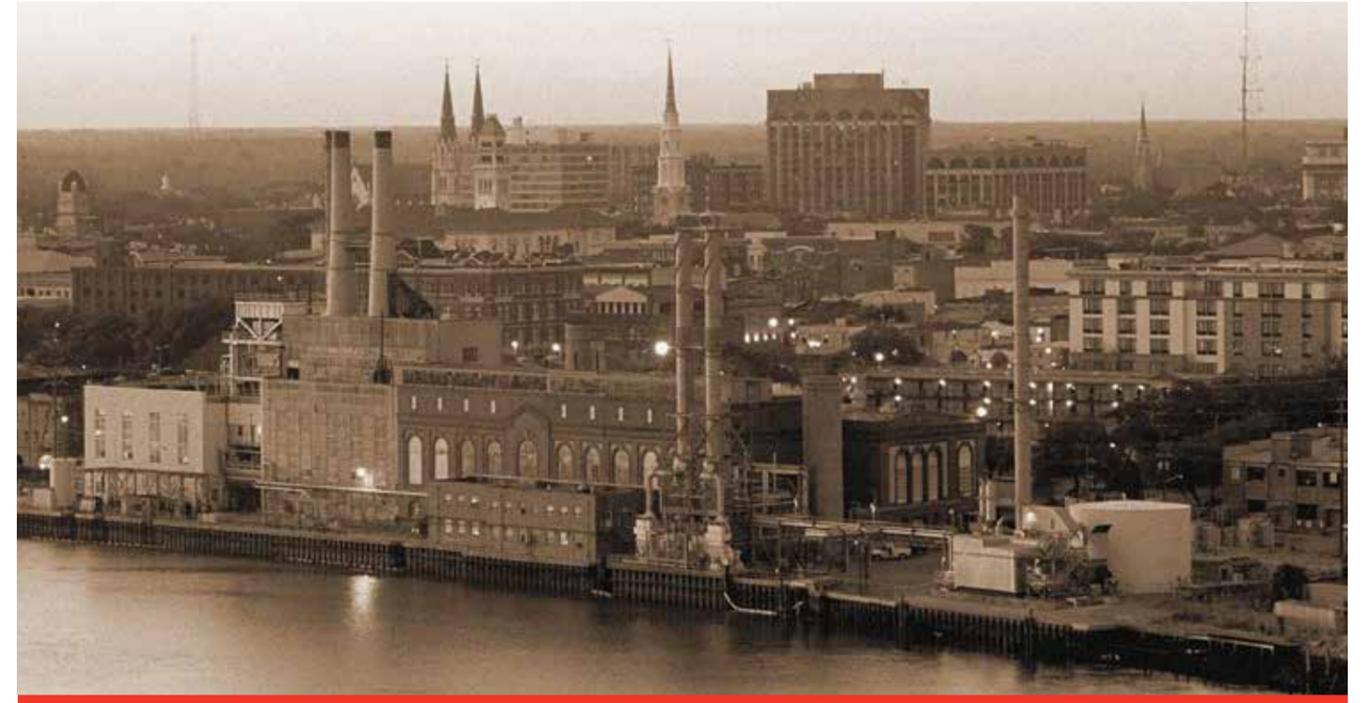
## 2016 GEORGIA HISTORY FESTIVAL COMMITTEE

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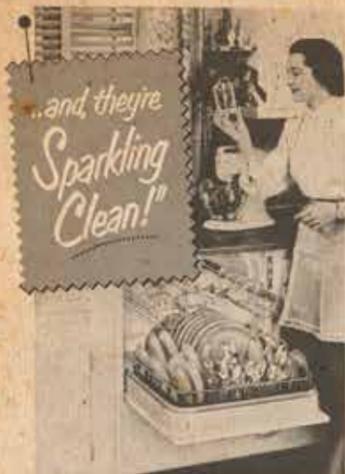
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# THE BIRTH OF THE AMERICAN DREAM

BY STAN DEATON, PH.D.



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That's what more say about "doing the dishes" the KitchenAid Automatic Home Dishwasher way. And, they tell us dishes are washed, rinsed and dried "sparkling clean" — that KitchenAid does everything the manufacturer claims! — "just wonderful!"

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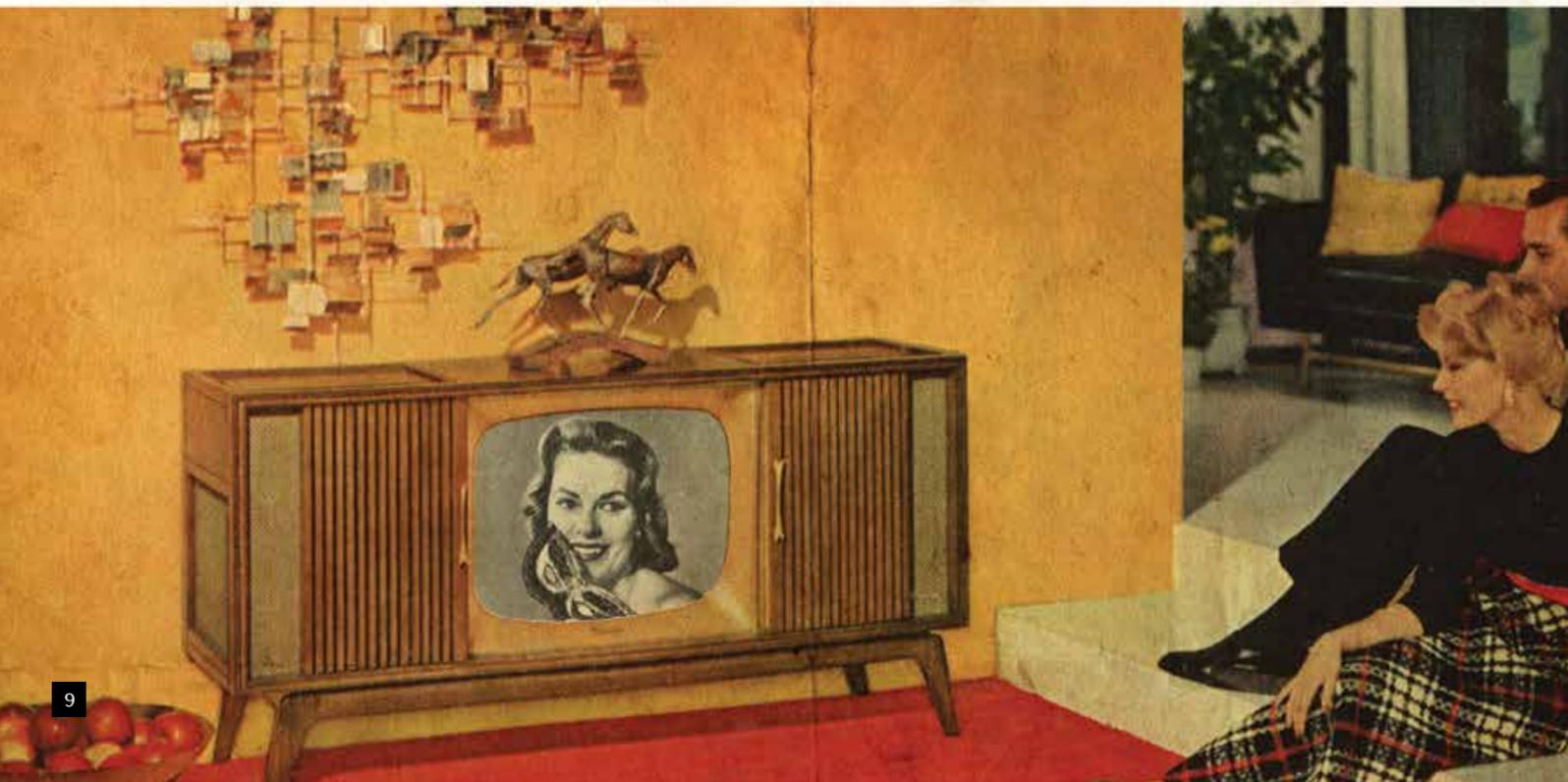
For literature, write KitchenAid Home Dishwasher Division of The Hobart Manufacturing Co., Dept. K21, Troy, Ohio.

2 KitchenAid Models—\$21.10 for under-counter installation; \$23.20 for free-standing cabinet; \$24.95 for combination sink, cut and dishwasher.



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## A magnificent Magnavox Stereo Theatre



It's a typical day in millions of American homes: the family wakes up in a home that it owns, both men and women prepare to go to work, and the kids go off to school, college-bound eventually if not there already. There are probably two cars in the garage, and the house is full of appliances and every other conceivable electronic gadget: a dishwasher, washer and dryer, flat-screen TV, multiple smart phones, video games, and of course central heating and air—and most, if not all of the above, was bought on credit.

The kids, with disposable incomes of their own, will be wearing national name-brand clothes and shoes, listening to music that is aimed squarely at their demographic, attending a public school that has long since been desegregated. A short or long commute from the suburbs will take both Mom and Dad to work, and in the evening one or both will stop by a supermarket, a mall, or a fast-food chain on the way home.

Extended family will be miles if not states away, and to get there the family will hop on the interstate in a car that they own or jump on a Delta flight. Along the way they'll eat in a McDonalds, drink Coca-Cola, and stay in a chain motel that will give them the same experience in Seattle as in Savannah.

It all sounds so routine to us now, but we forget the revolution in American life that brought it all about and the men and women who created the upwardly mobile mid-twentieth century American Dream. Though the parameters of the American Dream may have changed in the last fifty years—and come under fire for what some criticize as bland conformity and mass culture—it continues to define who we are and to what so many still aspire.

It was a unique time in American history at the end of World War II. Having defeated the Nazi regime and the Japanese, America was indeed the colossus that sat astride the world, the only legitimate superpower whose homeland remained virtually untouched by the war. The American economy, revved up by war production, would redefine the American Dream over the next twenty years and would make the United States the most powerful and affluent country the world had ever seen.

How did it happen and what did it mean?

### POST-WORLD WAR II AMERICA AND THE RISE OF THE MIDDLE CLASS

What we think of now as America's middle class vastly expanded in the twenty years following World War II as signs of affluence that had once been the domain of only a few—owning a home, a new car, sending the kids to college—came within reach of millions for the first time. There were many architects of the American Dream, the entrepreneurs and visionaries who created desires or fulfilled them during the last fifty years of what has been called the American Century.

In our own state, Georgia businesses played a key role in America's post-war economic rise, particularly Georgia Power, Delta, Coca-Cola, and (later) Home Depot. As Americans increasingly bought their own homes (or fixed up old ones), stocked them with all manner of material goods, moved to new cities and traveled as never before, these companies were at the center of the creation of the American Dream in the last half of the twentieth century. These companies also played a key role in creating a favorable political environment for the Civil Rights





movement in Georgia that was essential in Atlanta's rise over its southern rivals.

Nationwide, men like Harley Earl at General Motors designed new, bigger, faster cars that rolled off assembly lines in record numbers. Americans drove these new cars to new homes in the suburbs, some of them planned communities like Bill Levitt's "Levittown," which made housing affordable for millions of families for the first time. These new homes were filled with dishwashers, refrigerators, washers and dryers, and all sorts of "time-saving" devices designed to make life easier.

### **THE INFLUENCE OF TELEVISION ON THE AMERICAN DREAM**

Above all else, Americans became entranced with a new communications device that replaced radio and that would, all by itself, revolutionize American politics, journalism, entertainment, and consumerism—television.

Television changed the way families spent their time in the evening. It transformed how politicians ran for and were elected to office as politics increasingly became entertainment. It made celebrities like Lucille Ball and Milton Berle seem more like family than the viewer's actual family. Simultaneously, television made celebrities of ordinary people who found fame and fortune on quiz shows. It revolutionized music by bringing a young man from Tupelo, Mississippi, into millions of American living rooms, where they could not only hear Elvis Presley, they could

see his gyrating pelvis too. America's youth exploded. Presley and Marlon Brando—his big-screen counterpart—practically invented teenage music and rebellion, the first soundings of a counter-culture youth movement that would re-echo much louder and more powerful in the 1960s.

Abroad and at home, the Cold War influenced every aspect of American political and cultural life. Americans fought the Cold War overseas in Korea and Vietnam and at home through the Red Scare and McCarthyism. Communism seemed the great threat to the American way of life, and politicians like Joe McCarthy exploited it through the emerging mass medium of television in ways that were previously impossible. The development of the hydrogen bomb took the nation down a frighteningly unfamiliar path and fueled the Cold War arms race that gave rise to politicians like Richard Nixon.

### **THE GEORGIANS WHO BUILT THE DREAM**

At home here in Georgia, we had our own visionaries and dreamers who turned American success stories like Coca-Cola and Delta into international brands that became synonymous with post-war American economic power.

Robert Woodruff took over the struggling Coca-Cola Company in the early 1920s and over the next thirty years made a soft drink, which hadn't even existed a half-century earlier, into a must-have product that consumers clamored for around the world. As fast-food chains like McDonald's exploded across the

American landscape in the post-war years, Coke expanded with them. Woodruff led the company to unparalleled heights by increasing its global reach through the power of advertising and marketing with familiar slogans that still resonate today: "Things Go Better With Coke."

Delta Airlines, under the innovative leadership of founder C.E. Woolman, established Atlanta as a transportation hub in post-war America. Delta introduced the "hub and spoke" system of connecting flights in 1955 that has become an industry standard, while the company entered the jet age in the late '50s with expanded routes and service. As the slogan went, "Delta is Ready When You Are."

Georgia Power, meanwhile, made much of the state's post-war economic growth possible by expanding its power plants and building upon the entrepreneurial legacy of founder Henry Atkinson. By the mid-1950s, the company was generating record amounts of power as home appliances boomed and air-conditioning became standard across the region.

These years also marked the end of Jim Crow and the beginning of the Civil Rights movement that brought the American Dream within reach of African Americans for the first time, as they forcefully sought full political and social equality and a share of the economic affluence that had been long denied. Martin Luther King, Jr., became one of the most dominant figures of the century through his leadership of the Movement, boosted by television and its power to influence public opinion and win powerful backers.

By 1965, Americans were living in a world that had scarcely existed twenty years earlier. The primacy of television was complete, having revolutionized politics, entertainment, sports, and the advertising that drove so much of the American economic engine. Americans had a thirst for material things that could hardly have been imagined in 1945: everything from faster, newer cars to ranch-style houses, TV dinners, freezers and refrigerators, hi-fi stereos, tape recorders, and Polaroid cameras. Americans ate dinner out as never before, spending millions shopping at new and bigger supermarkets and malls and eating at fast food chains. Debt, which Depression-era Americans had feared above all else, was now embraced by millions and became

the heartbeat of American economic life.

By the mid-1960s, a new and rebellious youth culture had arrived with a vengeance. Teenagers had their own purchasing power, their own music, and—as the Vietnam War expanded and opposition to it grew—they would prove to be politically powerful and threatening to their parents' generation in ways that would have been unthinkable in 1945.

### **THE LEGACY OF THE AMERICAN DREAM**

Americans by 1965 were more affluent and powerful than any people on earth had ever been. Nothing seemed out of our reach. But the American Dream created optimism and expectations that became increasingly hard to reach as post-war affluence waned. By 1969 the United States would reach the moon but be bogged down in a widely unpopular and divisive foreign war. More upheaval and uncertainty was on the horizon.

But the extraordinary world that the post-war generation created—and the alluring American Dream it was built upon—was here to stay. It would be redefined, contested, and for many it would slip out of reach. But its fundamental tenet—that freedom is exercised not just politically and socially but in terms of buying and spending—remains basic to American culture, and our reach is now global.

As proof, consider this: there are more cell phones on Earth than people.

*This year's Festival theme "From Waffle Fries to Global Skies: How Georgia Business Changed the World" focuses on the individuals and companies that have shaped the economic, cultural, and social landscape of Georgia and the United States and will include a series of events and online resources for Georgians of all ages. For more information, please visit [georgiahistoryfestival.org](http://georgiahistoryfestival.org).*

*Stan Deaton is The Dr. Elaine B. Andrews Distinguished Historian at the Georgia Historical Society. He can be reached at [sdeaton@georgiahistory.com](mailto:sdeaton@georgiahistory.com).*

*Image Credits: Advertisements in House Beautiful, September 1951, from Bernard A. Webb Architectural Drawings, MS 1683; Advertisement from Ladies Home Journal, March 1962; Advertisement from Ladies Home Journal, December 1961; Page left courtesy of Delta Flight Museum.*



## Proud Sponsor of The Georgia History Festival



STATE OF HISTORY

## THRONATEESKA HERITAGE CENTER SUCCEEDS THROUGH COLLABORATION

By Alex La Pierre



*Editor's note: Thronateeska Heritage Center is a member of the Georgia Historical Society Affiliate Chapter program and won a 2015 Roger K. Warlick Local History Achievement Award in Archival Excellence. Visit [georgiahistory.com](http://georgiahistory.com) or call Membership and Outreach Associate Elyse Butler at 912-651-2125, ext. 119 to learn more about the Affiliate Chapter program and the Warlick Awards.*

Tucked away on the last remaining brick street in Albany, the Thronateeska Heritage center offers the opportunity to step back in time at our museums and experience an out-of-this-world adventure at our planetarium.

In 1974, concerned and community-spirited citizens championed the cause for revitalization of the historic downtown railroad depot area. Thronateeska Heritage Foundation, Inc. resulted from the merger of the Southwest Georgia Historical Society, organized in 1969, and the Albany Junior Museum, Inc., founded in 1959 by the Junior League of Albany.

Through Thronateeska's efforts, the 1913 Union Station depot, located in what is now known as Heritage Plaza, was preserved. Today, Thronateeska Heritage Center includes a history museum, science museum, rail car display, the Wetherbee Planetarium, and an archives and collections department that is open to the public for research. If you want to relive memories from the past or move forward with the advancements of today's time, then Thronateeska is the place for you.

A strong basis in community outreach, partnership, and engagement is an essential part of what makes Thronateeska Heritage Center successful. There is always a possibility for creative and exciting collaborations with local organizations and businesses. One of these businesses is the nearby Flint RiverQuarium. Through this partnership, which began in 2009, each organization is able to maintain a low cost for

visitors and to offer flexible joint programming that is tailored to the curriculum needs of students and teachers.

Collaboration with WFXL Fox 31 resulted in an interactive meteorology station exhibit enjoyed by Albany locals and travelers from around the world. In the meteorology station, visitors are able to experience what it is like being a meteorologist by interacting with a green screen. School children learn from a WFXL meteorologist during the Weather with Kerri program. WFXL news anchors also actively participate in our programming and events.

Another major way that Thronateeska collaborates and retains local history is in partnership with companies and organizations that entrust Thronateeska with their historical artifacts. These partnerships allow Thronateeska to preserve the incredible contributions to South Georgia made by local businesses and maintain their corporate history.

The annual Albany Mardi Gras Street Festival is one of Thronateeska's widest-reaching collaborative activities. Sponsored by the Albany Marathon, a Boston Marathon qualifier, this event seeks to retain visitors from the Albany Convention and Visitors Bureau and fulfill the city's mission to revitalize downtown by partnering with downtown-centric destinations like Thronateeska.

Through all of its collaborative projects, Thronateeska aims to preserve the past while preparing for the future. Thronateeska accomplishes this lofty goal by opening the doors of Albany and South Georgia's history to all those who come to the region and by bringing to life the stories of each citizen who collectively makes South Georgia unique.

*Alex La Pierre is Programs Manager at the Thronateeska Heritage Center. She can be reached at [info@heritagecenter.org](mailto:info@heritagecenter.org).*

## Getting to the Source:

# Encouraging Historical Thinking during the *Georgia History Festival*

By Christy Crisp and Sophia Sineath

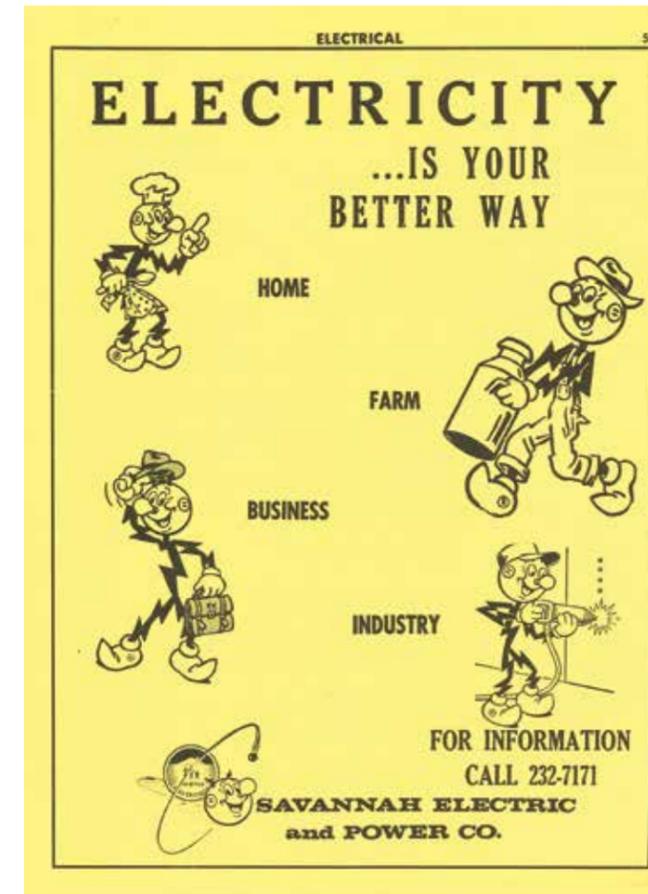
Every year during the *Georgia History Festival* (GHF) the Georgia Historical Society provides programs and resources for Georgia's K-12 students. The underlying goal is simple—to encourage students to think. Whether it is designing a parade banner based on the focus of study, interacting with online exhibits, attending a public lecture, or analyzing primary sources at the Research Center, students are asked to think critically about the past and to use that knowledge to understand better the challenges of today. The study of history offers an authentic opportunity for students to sharpen their minds and strengthen their critical-thinking and analysis skills—all skills they will need to shoulder the responsibilities of the future.

This year, GHF is expanding from the month of February to a six-month, school-year-focused series of events that foster student curiosity about the past. GHS kicked off the *Festival* on September 17 with Constitution Day. Over 450 visitors came to the GHS Research Center to get to the source by viewing Abraham Baldwin's draft copy of the United States Constitution. Earlier in the month, GHS hosted educators representing over 1,050 students for a special workshop on Abraham Baldwin and the Constitutional Convention of 1787.

One of the most important skills GHS educational resources and programs promote throughout *GHF* is making sure students understand their sources. During

Georgia Archives Month in October, GHS presented new resources and events designed to support this type of student learning through historical research. There is no better way for students to think like historians than by completing a historical research project. GHS is the best institution to support student research as Georgia's statewide historical society and the repository for the oldest and most distinguished collection of materials related exclusively to Georgia history in the nation.

Today's students have unprecedented access to digitized archival material as well as an endless number of online secondary resources, but that does not mean they are



uniquely prepared for the challenges that come with doing historical research. As tempting as it may be for students to complete assigned research projects using a few Wikipedia articles and a Google image search, the sources of real value require a little more effort to find. In addition to helping students know where to find sources, GHS is also developing events and resources to help students thoughtfully incorporate those sources in their projects. See the full GHF calendar of events on page 23 for more details.

For example, this year's in-school education programs will focus on student analysis of historical advertisements based on the 2016 *Georgia History Festival* Focus of Study, "Waffle Fries to Global Skies: How Georgia Business Created the Modern World, 1945-1991." Students will interact with primary sources like the advertisement pictured above featuring popular icon Reddy Kilowatt® used by utilities nationwide to promote electric power. Students will be asked to dissect the message presented

in the advertisement. What message does it give about electricity? Who do you think was the audience? Why did they use a cartoon figure? What do you notice about the logo? What can we learn about America in the 1950s from this advertisement?

To help support their understanding, students will be given secondary sources that provide background on post-WWII society, the history of advertising, and on General Electric's very successful "live better electrically" mass marketing campaign. Through these hands-on activities, not only will students learn about the past, but they will also practice their ability to observe, reflect, and reach their own conclusions—skills that are key to being an informed citizen in the 21st century.

From Constitution Day, to trips to the Research Center, to the annual in-school programs, the Georgia Historical Society is excited to have these opportunities not only to share the unique resources of the collection, but also to promote historical thinking by teaching the effective use, analysis, and presentation of primary and secondary sources. To learn more about the *Georgia History Festival* and all of the programs and resources mentioned above, please visit the Festival website at [georgiahistoryfestival.org](http://georgiahistoryfestival.org).

*Christy Crisp is Programs Director and Sophia Sineath is Education Coordinator at the Georgia Historical Society. They can be reached at [crcrisp@georgiahistory.com](mailto:crcrisp@georgiahistory.com) or [ssineath@georgiahistory.com](mailto:ssineath@georgiahistory.com).*

### Image Credits

*Visitors at Hodgson Hall on Constitution Day 2015.*

*Photo by Lindsay Sheldon.*

*Savannah Electric & Power Company Advertisement from the Savannah City Directory, 1963-64.*

# Georgia GEMS

## A Rare Look at EARLY ATLANTA BUSINESSES

by  
Lynette Stoudt



EDWARDS & SON, PHOTOGRAPHERS,

564 WHITEHALL STREET.

# Jacobs' Pharmacy, Atlanta, Georgia.

## SPECIMEN PRICES:

B. B. H.	57	All Worms Castles, box	15	Injection G, bottle	25
Barnes' Rheumatic Cure	56	Moeber's Cod Liver Oil, bottle	42	McLean's Mustang Liniment, bottle	18
Radway's Ready Relief	55	Scott's Emulsion Cod Liver Oil, bottle	66	Pain Killer, bottle	14
Chapman's Expectant	11	Phillip's Emulsion Cod Liver Oil, bottle	66	Leibig's Extract, Best Antwerp, jar	40
Trichina	17	Wittman's Tansum and Liver Oil, bottle	68	Hoff's Malt Extract, 3lb. glass	30
Pond's Extract	53	Van Houten's Cocoa, 25 and 50	58	Gosnell's Cherry Tooth Paste, jar	34
Lactopellicle	58	Sun Cholesterol Mixture, an old and efficient remedy		Jewberry & Brown's Oriental Tooth Paste, jar	41
Lemon Juice	55	For diarrhoea, dysentery, cholera, cholera and all bowel affections. Price	20	Carle's Little Liver Pills, bottle	13
Doyle's Hair Oil	58	Jacobs' Compound Blackberry Cordial is as pleasant and harmless as blackberry candy, contains no opium and will not constipate, a sure remedy for the cure of all eruptions, eruptions and disorders of the stomach and bowels. Price	30	Tull's Pills, box	12
King's New Discovery	54	Gordon's Oriental Cream, bottle	20	May Apple Pills, box	10
St. Joseph's Oil	59	Pierce's Golden Medical Discovery, bottle	64	Compound Cathartic Pills, box 1c and	10
Lotion's Extract, 10c bottles all odors	50	Jacobs' Magic Corn Salve	11	All 24 Pills at	13
Darby's Fluid	54	Amalgam	34	Park's Tar Soap, cake	14
Alcock's Plaster	19	P. P. P.	81	Bradfield's Female Regulator, bottle	68
Benson's Capelin Plaster	54	Pierce's Favorite Prescription, bottle	65	Holmes' Lincture or Mother's Friend, bottle	30
Rose, just killed with extra fine Pet. Paper, each	25	Sage's Sarsaparilla, bottle	25	Murray's Cyclone Liniment, bottle	37
Dr. J. A. Macle's Orange Blossom, 10c	50	Brown's Kassar's Jamaica Ginger, bottle	25	Powers & Weightman's Glycerine, 5oz. pt.	40
Bradfield's bottle	52	Mellin's Food, 10c	37	Scott's Hair Curbers, each	17
Brown's Iron Bitters, bottle	52	Hall's Hair Restorer, bottle	51	Winters' Soothing Syrup, bottle	21
Alcock's Fragrant Cologne, the most lasting of all perfumes, regular 5c, also bottles for	50	Ammonia, bottle	50	Canadian Cataract's, large, bottle	30
Sachet Powders in large embossed envelopes, colors of hosiery, violet, jockey club and white rose, each	10	Vin Martini, 1/2 gallon	35	Smith's Wood Oil, bottle	15
Barnes' Anise Oil, full price, bottle	15	Van Menthol, 1/2 gallon	35	Scrup of Flax, bottle	33
Arnica Oil, 1/2 gallon	20	Van Menthol, 1/2 gallon	35	Hosmer's German Syrup, bottle, large	38
Davidson's Oil, 1/2 gallon	1.50	Van Menthol, 1/2 gallon	35	Calomel	25
Harris' Nutritional and Sarsaparilla Compound, Jar	1.11	Van Menthol, 1/2 gallon	35	Calomel Compound Ice	8c, 10c and
Barnes' Acid Phosphate, bottle	50	Van Menthol, 1/2 gallon	35	Yaseline Cold Cream	14
White Rose Soap No. 172 1/2 cakes in box, 10c	45	Van Menthol, 1/2 gallon	35	Warner's Safe Cure, bottle	63
Chicago's Compound Doan's Soap, cake	51	Van Menthol, 1/2 gallon	35	Paragon, pint	20
Collins' Soap, 10c	11	Van Menthol, 1/2 gallon	35	Cosine Oil, Baker's, pint	25
Hagen's Herbolin Bath, bottle	50	Van Menthol, 1/2 gallon	35	Quinine in Pills or Capsules, 1 grain 5c, 2 grains 10c, 5 grains 15c, 5 grains, per dozen	15
Bay Rum, St. Thomas, bottle 14c, 24c, and	38	Van Menthol, 1/2 gallon	35	Pear's Soap	10
Hop Bitters, bottle	48	Van Menthol, 1/2 gallon	35	S. S. S. large	17
Hood's Sarsaparilla, bottle	13	Van Menthol, 1/2 gallon	35	S. S. S. small	12
Brown's Rheumatic Tonic, 10c	18	Van Menthol, 1/2 gallon	35	W. W. C.	20
		Van Menthol, 1/2 gallon	35	White's Neuralgia Cure	30
		Van Menthol, 1/2 gallon	35	Brewer's Lung Restorer, bottle	10

Money may be sent by Registered letter, by Post Office Money order, Express Money order, or Bank draft; but so perfect has our mailing system become that it is almost absolutely safe to send the money wrapped in a piece of paper in an ordinary letter. Money sent in this way has never failed to reach us.

THOMSON & SON, PRINTERS, 36 S. BROAD ST.

In the years following the Civil War, Atlanta became known as the Gate City of the New South. Restoration of the city's railroads after the war encouraged commerce, spurring the city's redevelopment. Atlanta's landscape was soon reshaped by manufacturing and industry, the establishment of city utilities, and the introduction of the telephone. In the twenty year period between 1870 and 1890 the population of the city tripled to over 65,000, surpassing Savannah as Georgia's largest city. During Atlanta's rebirth, the horse-drawn streetcar was replaced with the electric streetcar and the world was introduced to Coca-Cola at Jacob's Pharmacy.

Atlanta's post-war transformation is documented in a remarkable album of unpublished photographs by Jay Dearborn Edwards recently acquired by the Georgia Historical Society. In this series of over forty images, Edwards captures Atlanta's thriving business district circa 1890. The photographs are compiled into an unpublished, mock-up volume intended to attract new residents and businesses to the city.

The volume consists of twenty-two leaves of mounted photographic prints and accompanying text and advertisements. It is believed to be the only extant copy. The photos in this volume, which have never been published, provide a one-of-a-kind view of the city as it rebuilt and recovered from the destruction of the American Civil War.

The images include local business facades and interiors, street views, factories, railroads, churches, the Chamber of the House of Representatives in the Capitol Building, and a bird's-eye view of the city taken from the dome of the Capitol. Businesses pictured in the volume include everything from lumber mills, hardware supply, and manufacturing companies to an organ company, wine and whiskey merchants, and steam laundries.

Born in Andover, Massachusetts in 1831, Jay Dearborn Edwards was a well-known photographer. In addition to his work in Atlanta, other notable projects include his antebellum "Views of New Orleans..." series and photographs of Confederate troops assembling at Pensacola, Florida, in February 1861 readying for battle.

Edwards relocated to Atlanta in 1886 and opened a photography studio with his son-in-law, Lewis Dorman. His partnership with Dorman ended after only two years at



which point he established the Edwards & Son studio with his son, William M. Edwards. They specialized in both landscape and commercial photography. Edwards died in Atlanta in 1900 and is buried in Oakland Cemetery. The remarkable photographic record he created in this album serves as a unique window on the landscape and business history of one of America's most important cities and the capital of the New South.

Lynette Stoudt is Research Center Director at the Georgia Historical Society. She can be reached at [lstoudt@georgiahistory.com](mailto:lstoudt@georgiahistory.com)

### Image Credits

(L) Jacobs' Pharmacy, the birthplace of Coca-Cola. (R) Wall Street looking east from Broad Street Bridge. From the Jay Dearborn Edwards Unpublished Album of Atlanta Photographs, MS 2515.

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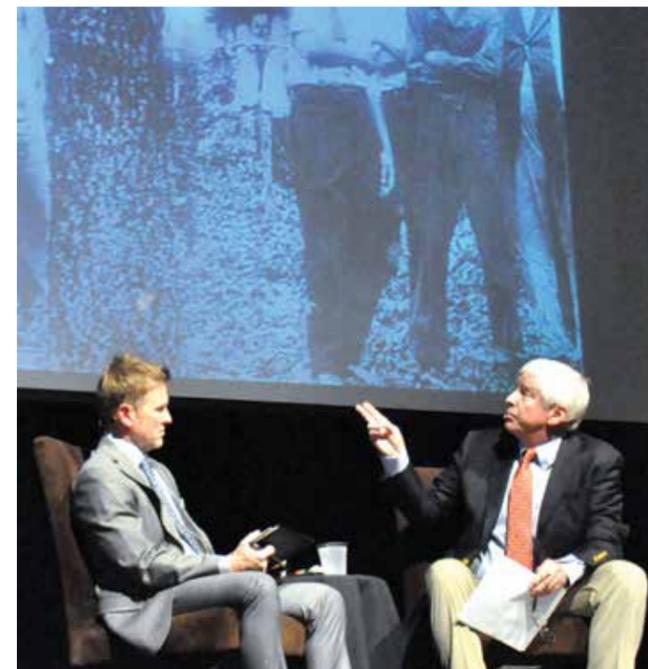
## MILESTONES

### GHS Marks 100 Year Anniversary of the Leo Frank Lynching

The events surrounding the 1913 murder of Mary Phagan and the conviction and lynching of Leo Frank are among the most notorious in Georgia history. This summer, GHS led the way in observing these events and in identifying their lasting impact on modern day Georgia. On June 17, GHS dedicated a new historical marker about Governor John Marshall Slaton on the grounds of the Atlanta History Center near the former Governor's residence. Slaton's commutation of Frank's death sentence drew national attention and hostile local backlash, resulting in Frank's lynching in August 1915 and the end of Slaton's political career.

Theatre in Marietta to hear journalist Steve Oney and Dr. Stan Deaton, the GHS Dr. Elaine B. Andrews Distinguished Historian, discuss why the story of Mary Phagan's murder and Leo Frank's subsequent trial and lynching still evoke such strong emotions a century later. The University of Georgia has invited Stan and Steve to reprise the program on November 17, 2015, as part of 100th anniversary of the Grady College of Journalism and Mass Communication.

*Steve Oney and Stan Deaton on stage at the Earl Strand Theatre. Photo courtesy of Michelle Babcock.*



On August 13, GHS hosted a free public program on Historic Marietta Square, "The Ghosts of Leo Frank: Reckoning With Georgia's Most Infamous Murders 100 Years Later." Over 500 people filled The Earl Smith Strand

### Georgia Power Selected as 2015 Georgia Business History Initiative Honoree



The Georgia Historical Society recognized Georgia Power as a flagship member of the Georgia Business History Initiative (BHI) with an historical marker dedication at their corporate headquarters in Atlanta on August 26. From its origins

as an Atlanta electric company in the 1880s, Georgia Power has grown into the primary provider of electricity for the state of Georgia. GHS is pleased to have this icon of Georgia business as a 2015 Flagship-level honoree of the Business History Initiative.

GEORGIA HISTORICAL SOCIETY PRESENTS  
2016 TRUSTEES GALA

# DARE TO DREAM

SAVANNAH, GA. | SAVE THE DATE | FEBRUARY 13

Featuring Governor Nathan Deal's induction of the 2016 Georgia Trustees:

**James H. Blanchard,**

*Retired Chairman of the Board  
and CEO, Synovus*

**Muhtar Kent,**

*Chairman of the Board and CEO,  
The Coca-Cola Company*



















## GALA INFORMATION

### 2016 TRUSTEES GALA

The Trustees Gala is the Georgia Historical Society's premiere annual event and the culmination of the *Georgia History Festival*. Each year, this much-anticipated evening honors the service and accomplishments of the new Trustees, commemorates the founding of our state, and highlights the richness and diversity of the people of Georgia and their history.

Inspired by the iconic Georgia businesses that helped to shape the modern world, with a nostalgic nod to the Mad Men era, "Dare to Dream" will be a sophisticated and stylish tribute to a time when martinis and bossa nova were de rigueur. The highlight of the Gala is Governor Nathan Deal's induction of the 2016 Georgia Trustees, two citizens of Georgia who exemplify a lifetime of excellence in their work and philanthropic accomplishment. Following their induction, the 2016 Georgia Trustees, James H. Blanchard and Muhtar Kent (see profiles on page 3) will engage in a moderated conversation featuring questions on topics ranging from business to philanthropy to history and life philosophies.

*Non Sibi, Sed Aliis*  
*"Not For Self, But For Others"*

### TRUSTEES GALA HOST COMMITTEE

#### HOST COMMITTEE:

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2016  
**GEORGIA HISTORY FESTIVAL**  
 SCHEDULE OF EVENTS

**SCHEDULE OF EVENTS**

**Constitution Day Teacher Training Initiative**

September 1, 2015  
 Research Center, Savannah, GA

Sponsored by: 

GHS welcomes Georgia educators to Hodgson Hall for an overview of Constitution Day activities, including an introduction to GHS online resources, a lecture on Abraham Baldwin by Dr. Stan Deaton, and distribution of Constitution-related materials to teachers for their use in classrooms across the state.

**Constitution Day**

September 17, 2015  
 Research Center, Savannah, GA

One of the great treasures in the Georgia Historical Society collection is Abraham Baldwin's draft copy of the U.S. Constitution. One of only about twelve draft copies remaining, this document provides special insight into our nation's founding and includes Baldwin's margin notes and comments. Visitors to the Georgia Historical Society Research Center on Constitution Day 2015 view this unique copy of the Constitution and get up close and personal with other one-of-a-kind materials that tell the story of Georgia's role in the founding of our nation.

Sponsored by: 

**GHF Keynote Lecture - "The Birth of the American Dream: How the Real Mad Men Changed the World"**

October 1, 2015  
 Coastal Georgia Center, Savannah, GA  
 Dr. Stan Deaton, the Dr. Elaine B. Andrews Distinguished Historian at the Georgia Historical Society, explores the extraordinary people and events - from Madison Avenue to Elvis to the Vietnam War - that created the most powerful and affluent society in history during the twenty years following World War II and forever changed the way Americans lived and their place in the world.

Sponsored by: 

**National History Day Research Round-Up**

October 16-17, 2015  
 Research Center, Savannah, GA

Sponsored by 

GHS welcomes students in grades 6-12 to the GHS Research Center. Members of our Research Center and Education staff introduce students to the GHS collections and resources and guide students in their research. GHS waives the daily research fee for participating students.

**GHF Lecture - "The Birth of the American Dream: How the Real Mad Men Changed the World"**

January 28, 2016  
 Columbus, GA

Sponsored by:  

The Keynote lecture by Dr. Stan Deaton will be presented in Columbus, extending the *Georgia History Festival's* outreach to new areas.

**Colonial Faire and Muster**

February 5-7, 2016  
 Wormsloe State Historic Site, Savannah, GA

Sponsored by 

Audiences of all ages enjoy this popular, family-friendly annual living history program at Wormsloe State Historic Site. The event features costumed interpreters and vendors offering students and adults a taste of the excitement and adversity of life for the first settlers of colonial Georgia. Highlights include cannon and musket firing; blacksmithing, craft, and cooking demonstrations; Native American and slave life interpretations; and period music and dance.

**Super Museum Sunday**

February 7, 2016

Sponsored by:  

Georgians and visitors alike experience our state's rich history and cultural life as historic sites, house museums, art museums, and other points of interest in Savannah and throughout Georgia open their doors to the public, providing an exceptional opportunity to experience the history in our own backyard. Over sixty cultural institutions participate in this popular annual family event. See page 26 for participating sites across the state.

**Trustees Gala**

February 13, 2016  
 Hyatt Regency, Savannah, GA  
 The Georgia History Festival culminates with the Trustees Gala - GHS's premiere annual event. The 2016 Trustees Gala draws an audience of business and civic leaders from across the state of Georgia. Governor Nathan Deal joins GHS to honor and induct Jim Blanchard, civic leader and former Chairman and CEO of Synovus, and Muhtar Kent, Chairman and CEO of The Coca-Cola Company, as the 2016 Georgia Trustees.

VIP Reception sponsored by: 

**Georgia Day Parade**

February 17, 2016  
 Savannah, GA

Sponsored by: 

Thousands of costumed local elementary school children march behind student-made banners in commemoration of Georgia's founding in 1733. This colorful parade of students, local dignitaries, costumed characters, musicians, and a military color guard begins at Forsyth Park and ends with a program in front of City Hall, where the mayor and other officials bring greetings and awards are presented for the annual Banner Competition.

## SCHEDULE OF EVENTS

### ADDITIONAL EDUCATIONAL OPPORTUNITIES

#### Online Teacher and Student Resources

Sponsored by: 

Our resources for teachers and students contain relevant historical content, primary sources, tips for classroom instruction, fully developed lesson plans, and a resource guide for more information on the 2016 Focus of Study, "From Waffle Fries to Global Skies: How Georgia Business Created the Modern World." Materials highlight the stories of iconic Georgia businesses in order to explore major themes in Georgia and American history, correlate to state performance standards, and are made available for free download at [georgiahistoryfestival.org](http://georgiahistoryfestival.org).

#### Online Exhibits and Videos

Sponsored by: 

As part of the video series, Sophia's Schoolhouse, materials from the GHS collection are featured in a series of short videos geared toward students and teachers working to develop source-based history research projects. These materials also act as the basis for online exhibits for both students and general audiences that help to expand historical content knowledge while highlighting the GHS collection.

#### Newspapers in Education

Sponsored by: 

Inspired by the online education resources, the Newspapers in Education insert is an activity-based resource made available to teacher-subscribers through the *Savannah Morning News* during the founding month of February. This student-focused newspaper insert includes historical information and primary source-based activities exploring the Festival Focus of Study.

#### In-School Presentations for Students

Sponsored by: 

With additional support from Walmart

GHS staff engages elementary and middle school students in an interactive program that shows them how to analyze historical advertisements in exploration of the 2016 Focus of Study.

#### Research Center Field Trips

Sponsored by: 

GHS staff members work with teachers from all parts of Georgia to create customized field trips to the Georgia Historical Society Research Center. Utilizing interactive stations with relevant, engaging activities, these experiences introduce students to the work of historical archives and demystify the process of identifying and using historical resources.

## SCHEDULE OF EVENTS

#### Elementary School Banner Competition

Sponsored by: 

Elementary school classes compete by creating an original banner on the Focus of Study for the 2016 Georgia History Festival, "From Waffle Fries to Global Skies: How Georgia Business Created the Modern World." Using strategies examined in the online resources, students are encouraged to develop "advertisements" for their schools. After being reviewed and judged for their creativity and use of GHF educational resources banners are carried in the Georgia Day Parade (this year to be held on February 17, 2016). The three winning schools are announced and trophies are awarded at the City Hall Program at the end of the Parade.

#### SUPER MUSEUM SUNDAY ACROSS THE STATE

For site addresses and hours please visit [georgiahistoryfestival.org](http://georgiahistoryfestival.org).

##### Columbus

The Columbus Museum

##### Darien

Fort King George

##### Kennesaw

Museum of History and Holocaust Education at Kennesaw State University

##### Macon

Various sites around Macon will be participating this year thanks to a partnership with the Macon-Bibb County Convention & Visitors Bureau. Visit [georgiahistoryfestival.org](http://georgiahistoryfestival.org) for a complete list.

##### Marietta

William Root House Museum and Garden

##### Midway

Fort Morris Historic Site  
Historic Dorchester Academy  
Midway Museum

##### Riceboro

Geechee Kunda

##### Rincon

Georgia Salzburger Society

##### Savannah

Nearly fifty sites around Savannah. Visit [georgiahistoryfestival.org](http://georgiahistoryfestival.org) for a complete list and map.

##### Springfield

Historic Effingham Society Museum and Living History Site

##### Statesboro

Georgia Southern University Museum

##### St. Simons Island

Moore Methodist Museum,

##### Waleska

Funk Heritage Center of Reinhardt University

2016  
**GEORGIA HISTORY FESTIVAL**  
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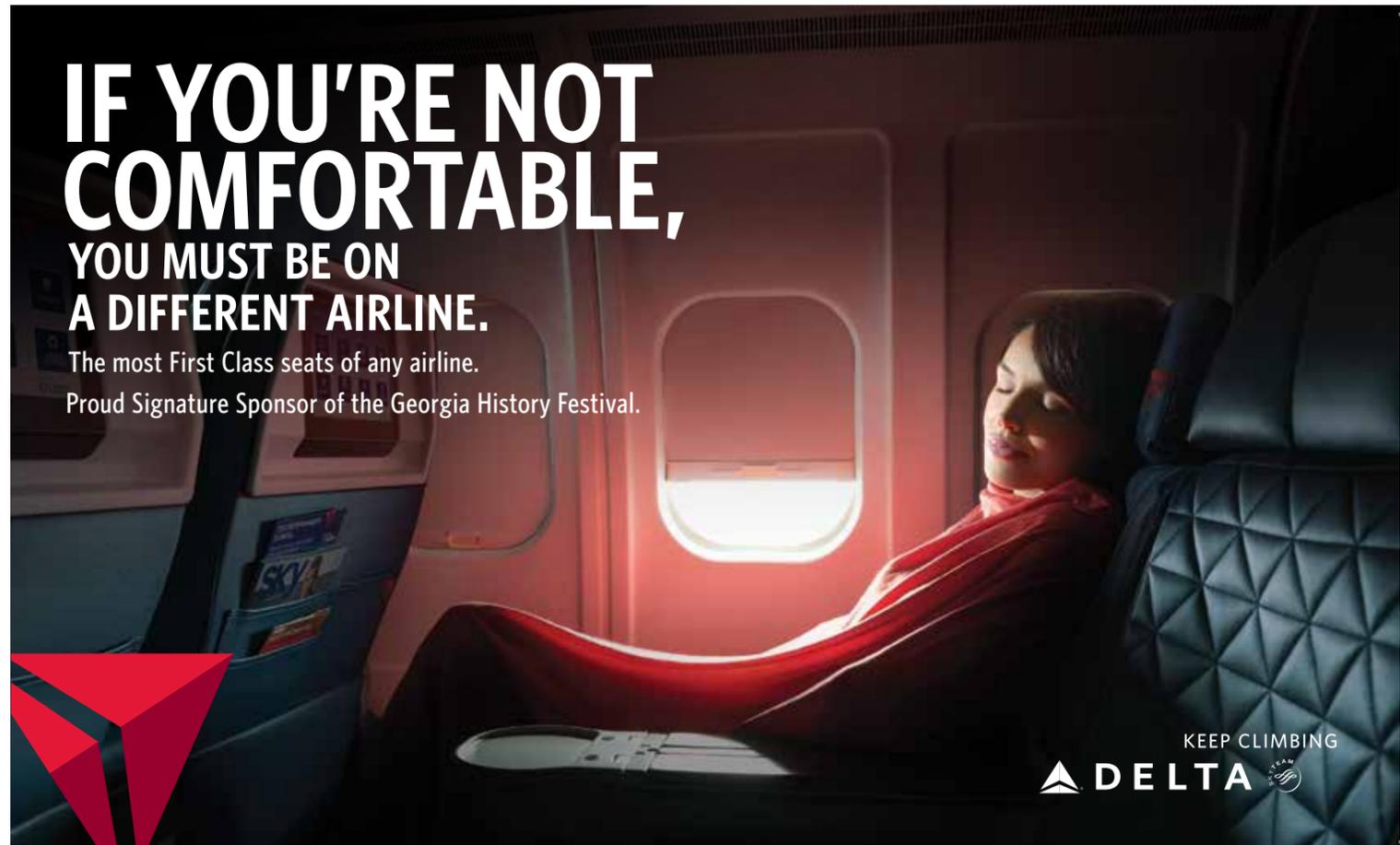
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## Cover-to-Cover Business



**Congratulations to the 2016 Georgia Trustees, James H. Blanchard and Muhtar Kent.**

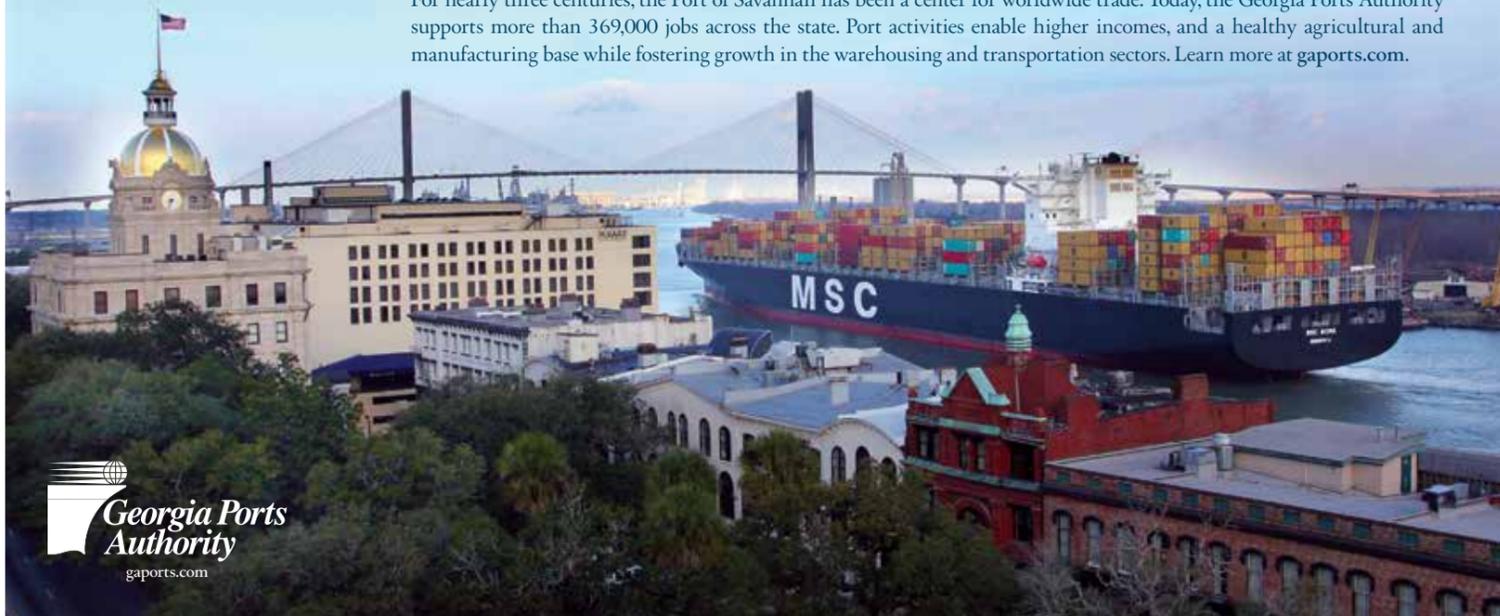
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Wishing Georgia a  
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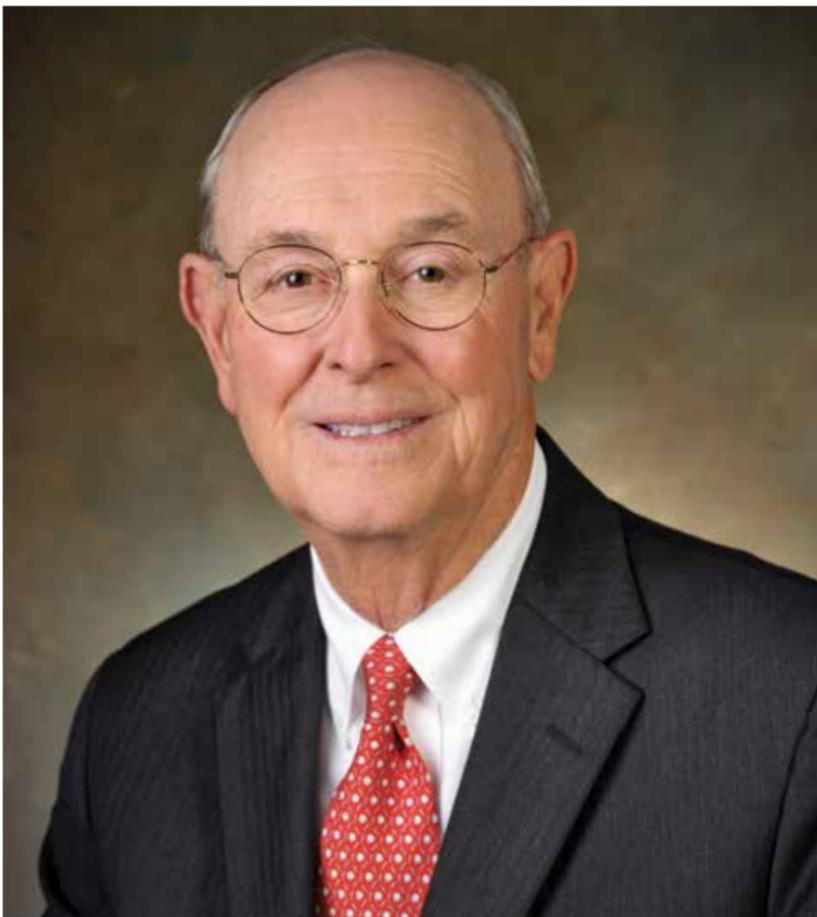
**CONGRATULATIONS**  
**MUHTAR KENT**

Congratulations Muhtar Kent on your  
induction as a Georgia Trustee! Your legacy  
and world leadership of the Coca-Cola  
system has earned you the honor of being  
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