

THE ATLANTA STORY

SECTION TWO

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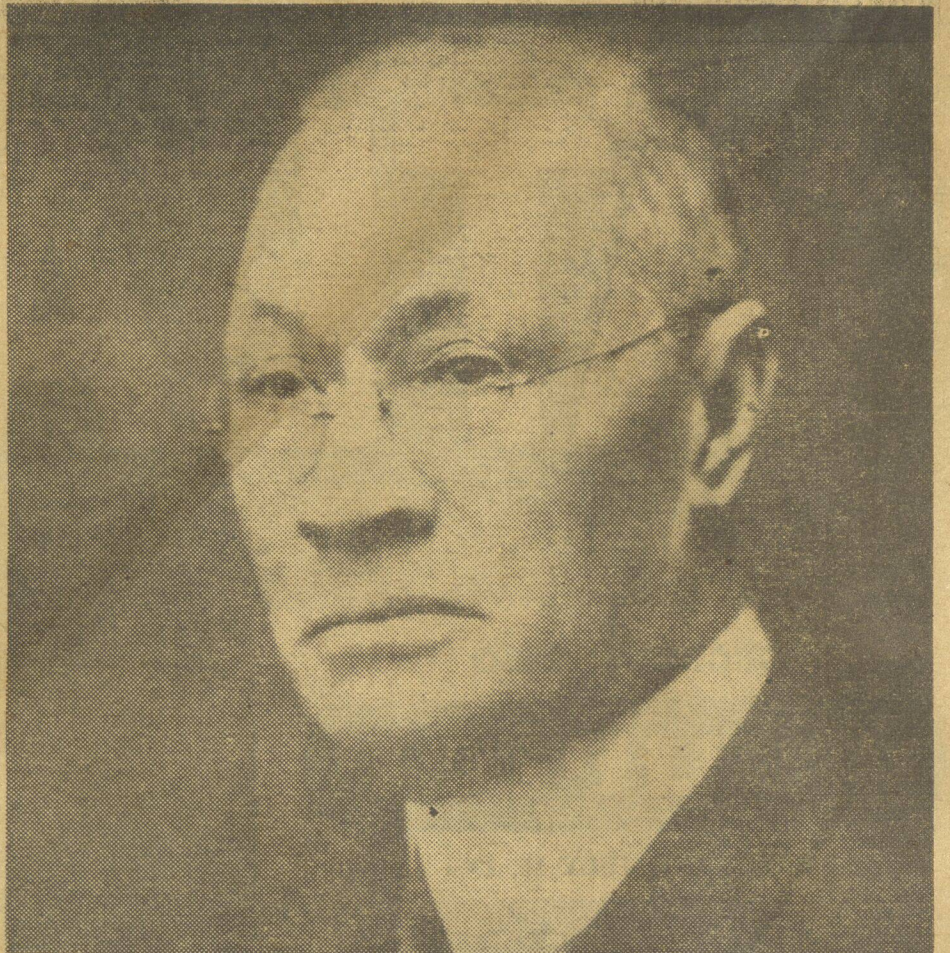


"SWEET AUBURN AVENUE"—This is "Sweet Auburn Avenue" in Atlanta, Georgia, looking toward the heart of the city's business section. The tall building on right, in immediate foreground, is the Odd Fellows Building, built by Negroes in 1912. The tall spire is on Big Bethel AME Church, a historic landmark. The four-story building on left, in foreground, is the Herndon Building, erected in 1924. On Auburn are located: the Atlanta Life Insurance Co., Citizens Trust Co., Mutual Federal Savings and Loan Association, Southeastern Fidelity Fire Insurance Co., a daily newspaper, real estate brokers, night clubs, business offices. It is the hub around which Atlanta's Negro economy revolves.

MECHANIC
ON
DUTY



HEMAN E. PERRY . . . a man ahead of his time



ALONZO F. HERNDON . . . slave to empire-builder

THE ATLANTA STORY

By TREZZVANT W. ANDERSON
(Courier Roving Reporter)

Heman E. Perry Was Atlanta's Pioneer

ATLANTA, Ga., is a capricious lady! She is pert and saucy with head held high and hips tossing seductively.

She has everything. Yet, she is the most contradictory gal in the U. S. A., evident in her pride and shame . . . luxury and destitution . . . magnificent homes and abject slums . . . brilliant education and heart-rending ignorance. To Negroes as well as to whites, she is both Wall St. and the Bowery. One of the most fascinating cities in the U. S. A., Atlanta is a real New York City in Dixie.



Trezz Anderson

• Above all, she is the American Negro's financial capital: The pulse goes out from within two blocks of fabulous "Sweet Auburn Ave.", heart of a metropolitan area embracing a million tightly packed souls.

Atlanta weaves a spell over those who come here. They settle down to do what Booker T. Washington admonished in 1915—in this same town—"let down your buckets where you are."

With the fame and reputation of Negro Atlanta spiraling across the borders of this country into many foreign lands, the most significant factor in its growth and development has been that very few of the giants who have made this city what it is, have been natives of Atlanta. Nearly all of them have come here from elsewhere and found themselves staying to become a part of the development of a monumental city.

Perry Came South From North

THE TOP MAN of them all . . . the brilliant pioneer . . . who laid the greatest part of the foundation for the Atlanta of today, was the late Heman E. Perry. A native Texan, he migrated here from New York City in 1908 to light the spark of progress that has never been extinguished.

• This handsome, balding business behemoth, son of a Georgia slave from nearby Macon, spent 20 long years in Atlanta before leaving in 1928 for Kansas City. In that fabled Missouri center, he planned to build another Atlanta. Death cut him short six months after he got there. But what he did for Atlanta will never be erased.

To understand the Atlanta of today and how it got to be what it is, one must know the story of Heman E. Perry.

Exerted Influence on Others

HE WAS THE MAN who brought into the Atlanta picture such fabulous figures of today as Jessie B. Blayton Sr., an Oklahoman; Lorimer Douglas Milton, born in King William County, Va., and Clayton R. Yates, a one-time red cap from Springfield, Ohio.



WILLIAM J. SHAW

. . . inspired by Perry



HERNDON BUILDING—This massive structure takes up half a block along Atlanta's fabulous Auburn Ave., and was built in 1924 by the late Alonzo F. Herndon. It houses the Savoy Hotel, offices and varied business institutions.

Perry sparked the ambition of men like Truman K. Gibson Sr., head of the great Supreme Liberty Life Insurance Company, and other powerful figures now scattered about the nation.

Biographer Dr. Thomas D. Jarrett of Atlanta University says of Perry: "Perhaps no single Negro in history exerted such a great influence on so many individual, successful Negro leaders as did Mr. Perry."

Perry got his business background from his father, the late John Perry, a stern-visaged 33rd degree Mason who had migrated from Georgia to Harris County in Texas after Emancipation.

Perry Offspring Perfectionists

THE ELDER PERRY was a cotton buyer for white firms, tribute to his inborn business sagacity.

He had four sons and five daughters, whom he taught to be perfectionists. All worked from sun-up till sun-down, each with a specific job. No excuses were tolerated. A sister, Miss Ollie Perry, who taught seven years in Texas and 28 years in Georgia, still lives in Atlanta. Heman Perry never married.

When Perry came to Atlanta in 1908, he was already a trained insurance salesman, having learned the business while working for a white firm, the Massachusetts Mutual Life Insurance Company.

As a newcomer to Atlanta, he began selling stock to form a Negro-owned insurance company. It became the Standard Life Insurance Company, first and only Negro legal reserve enterprise in the country at that time.

Standard Life Grows, Prospers

STANDARD LIFE grew and prospered . . . for a while. On its staff were such future greats as Jesse Blayton, who was an auditor; William J. (Bill) Shaw, a bookkeeper who became executive secretary of the Georgia GOP; James A. (Billboard) Jackson, and many others who were destined to write their names in the history books of Negro progress.

• The fire that burned in young Heman Perry was one of progress for his people and a desire to make a contribution to their welfare. His sister says of him: "He wasn't for himself a single bit. I often used to tell him, 'Heman, you have helped everybody but yourself. All those folks now have homes and you haven't a place to lay your head. You put too much confidence in other people'—but that was just like him."

When Standard Life was on firm footing, supplying many jobs to young Negroes, Perry bunched out into other fields. He organized the Standard Service Company, a holding company for other businesses. These included the large Gate City Lumber Company, started in 1916, on Auburn Ave., between Bell and Fort Sts. It had Negro managers, route men, truck drivers and employes throughout.

• He formed a realty company and bought several hundred acres of useless swampland on the West Side. This was the most significant development in the history of Negro Atlanta, for it gave birth to the home-building pride which now permeates the city, giving it some of the most fabulous homes to be found in America today.

(Continued on Page 3)



MR. AND MRS. LUTHER FRAZIER



FRAZIER'S CAFE SOCIETY has long been a fixture on West Hunter St., and is a popular meeting place, featuring the finest in foods.

NEGRO PROPERTY

(Continued From Page 7)

the "Portias" of Atlanta. Within this structure, many decisions have been made which had a great impact on life in Georgia.

• One of the greatest problems facing local residents is that of obtaining adequate medical care. There are three private hospitals which accommodate what they can of the slack left by Grady Hospital and Hughes-Spalding Pavilion. These include the William Harris Memorial Hospital on W. Hunter, and the McLendon Hospital on Sharon St., N. W.

The McLendon Hospital is the largest and is now more than 14 years old. It was established by Dr. F. Earl McLendon, a tall medical expert from Washington, Ga., who is reputed to be one of the wealthiest Negroes in the state.

This hospital is used by many of the Negro doctors of the city. Typical of them is Dr. Richard C. Hackney, past president of the Atlanta Medical Society and a landowner and director of Southeastern Fidelity Fire Insurance Company. Like Dr. McLendon, Dr. Hackney owns a fine estate in fashionable Northwest Atlanta. Dr. McLendon's Hospital, which is in two units, is equipped to furnish any needed medical service.

But the medical needs of Atlanta's teeming Negro population are greater than present facilities can serve. The fight is to have Negro internes admitted to Grady Hospital which handles 72 per cent of Atlanta's Negro patients with some 450 beds available as compared with the combined 250 beds of all three Negro hospitals.

That same institution has a nursing school which has turned out many Negro registered nurses.

MED SCHOOL BARS

ONE PERSON who has been exceedingly vigilant and militant in the effort to get more and better medical facilities for Negroes is Mrs. Grace T. Hamilton, now a YWCA national executive. For 17 years she was executive secretary of the Atlanta Urban League and was a member of the board of Hughes-Spalding. She is a trustee's board

member of Meharry Medical College.

Georgia's segregation picture is certainly a factor in this situation, for Negroes are not admitted to Emory University Medical School or any "white" school in the state, except the University of Georgia. Better thinking citizens are working to solve the problem. It can be met partially by letting Negro doctors practice at Grady and by letting Negro internes enter both Grady and Hughes-Spalding. But there can be no doubt that the medical problem will face Atlanta for some time yet to come.

CITY OF CHURCHES

(Continued From Page 23)

and president of the Georgia Voters League, a national vice president of the NAACP and a Republican, Dobbs at 79 is still a dynamo.

As the discussion over deficiencies in medical care for Negroes goes on, a bit of grim irony comes to light. Though Negroes cannot intern at Henry Grady Hospital because the Emory School of Medicine does not accept Negroes, Grand Master Dobbs presented two checks for \$5,000 from the Negro Shriners, to Dr. Arthur P. Richardson, dean of Emory, in 1959. This was surely a "do good for evil" situation.

A KEY FIGURE

ATTY. A. T. WALDEN, at 75, is still the man whom whites consult before making any moves involving Negroes. They may not want to admit it, but this is the truth.

"Cap," as his friends call him, earned his AB at Atlanta University and his law degree at the University of Michigan. He was an infantry captain in World War I and a division judge advocate, Grand Chancellor of the Knights of Pythias, he is founder and president of the Georgia Association of Citizens Democratic Clubs. He is also a member of Alpha Phi Alpha Fraternity.

Hero of many civil rights battles in Georgia courts, "Cap" was the counsel for Mrs. Rosa Lee Ingram and her sons. He saved them from the chair and

Gulf's Dealers

Both Millican, Farris Civic Minded, Fair

The men behind Gulf's Negro dealers in Atlanta are G. Everett Millican, Southern regional vice president-marketing, and Milton G. Farris, marketing services, manager.

Beyond the realm of business, these two already had established records of service to Atlanta's Negro community.

Mr. Millican's political background dates to 1927, when he initially was elected to Atlanta's Board of Aldermen.

Since that first introduction to public life, Mr. Millican has served in the State Senate for 18 years, retiring from this office in 1956, and has since resumed his seat on the aldermanic board.

As chairman of the Urban Renewal Committee, Board of Aldermen, Mr. Millican largely is responsible for directing Atlanta's progressive slum clearance program, one which is helping to provide new and improved housing facilities.

Under this Federal and city-sponsored program, two highly desirable areas for Negro relocation have been set aside.

Promotion of Negro housing—on a smaller but more personal scale—also was fostered when Mr. Millican, with the help of Mr. Farris, gave a Gulf-owned building to a Negro home for the blind.

The structure, used to house recreation and vocational training facilities for the home, was formerly located on the company-owned site where Booker T. David's new Gulf station was erected.

If low-cost housing and urban redevelopment are Mr. Millican's specialties, educational libraries for all Atlantans, regardless of race or creed, are Mr. Farris' concern.

"A library," he points out, "is a place where the individual can actively pursue his education, for all the knowledge of the world is contained in books."

As chairman of the Board of Aldermen's Planning & Zoning Committee, Mr. Farris cooperates closely with Mr. Millican's urban renewal unit. The jurisdiction of each committee is so intertwined, however, that actual separation of duties is seldom possible.

To both Messrs. Millican and Farris, though, this condition typifies Atlanta's progressive civic climate. For it is their teamwork, not only at Gulf's regional offices, but at the committee tables of City Hall, which has helped make what is called the Atlanta Story.

worked hard for their parole, which came in August of 1959.

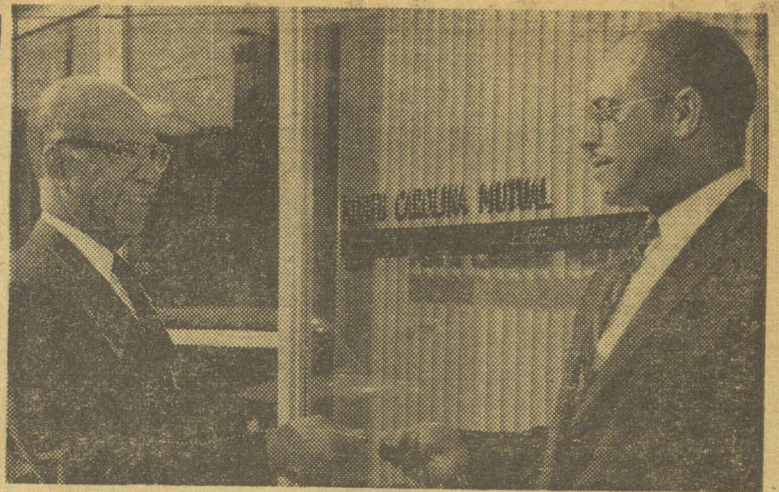
NAACP STALWART

A STALWART of the NAACP, he is a veteran of the wars and heads the Consolidated Mortgage and Investment Company. Like Dobbs, he is part of Atlanta and is the top man on Mayor William B. Hartsfield's "Supreme Court on Race Relations."

There are two Negroes who may never get full credit for what they have contributed to Atlanta—John H. Calhoun and Q. V. Williamson.

A real estate broker, Calhoun is a former president of the Atlanta NAACP. A South Carolinian, he has worked long, arduous hours for the Negroes of Atlanta, without reward and without publicity. He relishes a backstage job in getting things done and is Dobbs' right arm in the Voters League.

As past president of the Empire Real Estate Board, Williamson was one of the key men in the difficult task of developing the Westside area without racial friction. He worked alongside T. M. Alexander Sr., head of the



NCM President Asa T. Spaulding, left, and C. W. Leathers, NCM Atlanta district manager.

N.C. Mutual Plays Vital Part in Atlanta

A Negro-owned and -operated business which has, for over 50 years, had a powerful impact on Atlanta life and its economy, is the North Carolina Mutual Life Insurance Company, whose district office on "Sweet" Auburn Ave., has been managed for the last three years by C. W. Leathers, 47, son of the late C. E. Leathers of Chester, S. C., a lifelong cog in the North Carolina Mutual wheel.

In its 50 years on Sweet Auburn, the North Carolina Mutual has had but four district managers, and has settled in only three locations. Its present home is its prettiest and most comfortable.

UNER MR. LEATHERS, the firm employs 49 salesmen, six staff members and five clerks, with a weekly pay roll ranging between three and four thousand dollars. It does a tremendous local volume in life insurance.

As Mr. Leathers puts it, "Our objective is to serve efficiently every life and health insurance need in the community and to provide employment for as many of our people as possible."

The firm offers its employees a generous welfare program, free hospitalization, group insurance, retirement and medical protection. It is officially a sort of outside firm, but it is part of Atlanta and happy to be so.

Atlantans Head Two National Fraternities

In the past year, Atlanta has been home for presidents of two of the nation's leading fraterni-

ties, Phi Beta Sigma and Alpha Phi Alpha. firm bearing his name. Williamson, who owns four currency exchanges in the city, is quite active in civic and community life. He is another fine example of the successful businessman and leader.

ties, Phi Beta Sigma and Alpha Phi Alpha.

Until September, 1960, when he assumed the presidency of Langston University in Oklahoma, Dr. William Hale was head of the sociology department of Clark College. He heads Alpha Phi Alpha Fraternity.

R. O. Sutton, youthful and aggressive vice president of The Citizens Trust Company of Atlanta, is national president of Phi Beta Sigma Fraternity. Both men have played important roles in the Negro life of Atlanta.

Frazier's Cafe Society

880 HUNTER ST. S. W. ATLANTA 14, GA

Our Chef Suggests

SOUTHERN BROWN FRIED CHICKEN	\$1.00
BROILED CUBE STEAK WITH ONIONS	\$1.00
FRIED SELECT OYSTERS WITH TARTER SAUCE	\$1.50
VIRGINIA BAKED HAM WITH RAISIN SAUCE	\$1.25
ROAST BEEF WITH BROWN GRAVY	\$1.35
JUMBO SHRIMP, GOLDEN BROWN, TARTER SAUCE	\$1.35
CREOLE SHRIMP	\$1.50

Specialties of the House

Cooked to order 20 to 30 Minutes

FILET MIGNON STEAK WITH MUSHROOM SAUCE AND SHERRY WINE	\$2.75
BROILED LAMB CHOPS	\$1.50
BROILED LOBSTER TAIL SAUTE IN BUTTER	\$2.00
SCALLOPED OYSTERS SOUTHERN STYLE	\$2.00
U. S. CHOICE T-BONE STEAK WITH MUSHROOM SAUCE AND SHERRY WINE	\$3.00
BROILED CHICKEN IN BUTTER WITH MUSHROOM SAUCE	\$1.25

Above Orders Served With
Two Vegetables or French Fries, Tossed Green Salad or Tomato Salad
Hot Buttered Rolls or Corn Muffins
Coffee, Tea or Lemonade

Desserts All Home Made

Ice Box Lemon Pie	.25	Potato Custard	.20
Strawberry or Peach Short Cake with Cream	.25		
Apple Cobbler Pie	.20	Ice Cream	.20

FRESH VEGETABLES COOKED DAILY PRIVATE DINING ROOMS FOR PARTIES



RICHARD ROSS

THOMAS E. MATTISON

BOOKER T. DAVID

HORACE McCRARY

R. J. GEIGER

JAMES D. DAVIS

W. M. EASON

J. E. BOONE

GULF PLAYS PROUD ROLE IN "THE ATLANTA STORY"

Gulf's "Atlanta Story" is typified by eight dealers . . . eight energetic, hard-working dealers of whom Gulf is justifiably proud. Their pictures are above and if you've ever driven through or live in Atlanta, you may recognize one or two friendly faces.

Gulf asks dealers to be industrious, courteous, to keep stations clean, above all, to keep the customers' confidence. These men have more than measured up. This ad is Gulf's way of saying thanks for the great job they're doing.



James Davis fills out Gulf credit card for a steady customer, H. Thornton.



R. J. Geiger checks the oil, his brother, George, fills 'er up.

A GOOD BUSINESS BRINGS A BETTER LIFE



Horace McCrary relaxes at home as his wife, daughter, Janice, and son, Harold, sing around the piano. On Sundays, they sing in the church choir.



Tom Mattison's pretty wife, Hope, once studied home economics. Here, she makes use of her training, as she and Tom fix breakfast.