

## Meeting Update: "Mountain Jews"

### Southern Jewish Historical Society • Thirty-seventh Annual Conference

### Asheville, North Carolina • October 18-21, 2012

We are looking forward to seeing you all in Asheville; it is such a special time of year for us. We would like to clarify that the Friday morning activities for the meeting are optional. You are invited to visit the Thomas Wolfe House (admission \$5.00) and/or the Black Mountain College Museum (admission \$2.00) and/or come along on a short walking tour of Jewish Asheville (no charge). Both museums are short blocks from the hotel. Friday, starting at noon is an additional \$35.00 charge, which includes lunch at Olive or Twist, a nearby restaurant, a trolley tour of Jewish Asheville, and a tour of the archives at UNCA which will highlight its Jewish collection. The tour will return to the hotel around 5:00.

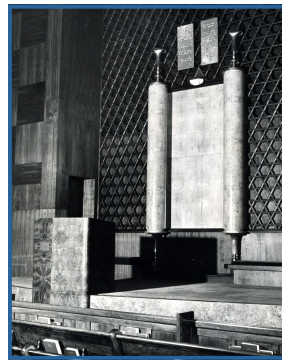


At 6:30 starts the official portion of the meeting which is included in the full registration, with dinner, a camp-style service and a panel at the Jewish Community Center. All Saturday's panels will be at the hotel. From 4:00 to 5:30 we are invited to a reception on the campus of UNCA, at the Pisgah House, the beautiful home of Chancellor Ponder. The Bandana Klezmer Band, our own local musicians, will provide some lively music. They will be the first klezmer band to perform in the Pisgah House!



Dinner will be on your own, but we advise reservations. We will have arranged a buffet at Café Ello for the first 20 people to reserve for around \$25.00 per person. They are located across the street from Malaprop's Bookstore where Rich Cohen will do his reading. Their food is delicious and healthy! You can note on

your registration if you would like to eat there. If you want to stay at the hotel we will be showing the movie Songcatcher, which is about preserving the early music of the mountains. Several local, old-time musicians perform in the movie. For you 60s music folks there is a Janis Ian, Tom Paxton concert at the Diana Wortham Theater not far from the hotel. [www.dwthheater.com](http://www.dwthheater.com).



Congregation Beth Ha-Tephila, on Liberty Street in Asheville. Bimah designed by architect Tony Lord. Ramsey Library Special Collections, UNCA.

On Sunday we have added a session by Gary Freeze on the Wallace Brothers of Statesville which is at 9:00, before the Meet the Authors session. We hope that you will stay for our annual HardLox Jewish Food and Music Festival. It is a wonderful showcase for our local, thriving Jewish community. Tickets for lunch will be given out at the registration table.

Don't delay! Make your reservations now, especially for the hotel: Four Points by Sheraton! Asheville is very excited to be hosting the SJHS meeting!

## Asheville Tourism Video

The Asheville Convention and Visitors Bureau has produced a short video, "Asheville: Come for Work, Stay for Play," which describes many of the sites and facilities available in our host city. Watch the video on YouTube by going to [www.youtube.com](http://www.youtube.com) and searching for "Asheville Work Play."

## Hotel Information

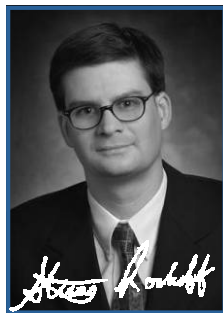
The headquarters for this year's conference is the Four Points by Sheraton, located in the heart of downtown Asheville near restaurants, shops, museums, and several cultural sites including Asheville's Urban Trail.

Reserve your hotel room now. A special conference rate is available. Four Points by Sheraton Asheville Downtown • 22 Woodfin Street • Asheville, North Carolina 28801 • Phone (828) 253-1851. Mention SJHS. Room Rates: **\$145.00/night** plus tax (single occupancy) and **\$150.00/night** plus tax (double occupancy), includes continental breakfast, parking, & free internet. Reservations must be made directly to the hotel. Prices valid until September 19, 2012.



Find us on Facebook! Search for "Southern Jewish Historical Society"

## President's Message *By Stuart Rockoff*



It's hard to believe that this is my last president's message for the Rambler. Time passes so quickly! Generally speaking, we historians take a longer view of time, which partially explains why I still use a ten-year-old photo to go along with this column! For this last article, I would like to highlight some of the progress we've made during my term and outline the areas where we still need to move forward.

When I became president almost two years ago, my highest priority was to improve the society's website, to make it into a resource for scholars in addition to providing essential information about the society. I was pleased to work closely with our designer to create a visually engaging site that enables us to manage it ourselves. Since we debuted it only ten months ago, almost 5,000 people have accessed our site, which has attracted about 6,000 total visits. Thanks to the generosity of former board members Eric Goldstein and Marni Davis, who shared the bibliography they compiled with us, we now have a detailed list of published work on southern Jewish history that scholars and students can consult. Since it's been live, the bibliography has been used almost 3,000 times. Through our new website, members can also join the society, order a back issue or an individual article from *Southern Jewish History*, and read the articles that were published in the first three volumes of the journal. Our website is a wonderful resource, and we need to continue to add content to attract new members to the society. For example, we have a very basic guide to archival resources available on the site, but we need to expand it, making it more comprehensive. Our goal should be to make our website an essential resource for anyone doing research on southern Jewish history.

Recently, I have led a committee to rewrite our constitution and bylaws to bring these important documents up to date with the current work of the society. They were sent to the membership via email last month, and will be voted on during our annual meeting at the Asheville conference. I am also excited that the number of scholars and archives seeking grants from the society went up significantly this year; as a result, the board voted to increase the amount we are giving in grants. Our grant program, ably administered by Phyllis Effler, is helping to ensure the future of southern Jewish history through new scholarship and improved archives. Speaking of the future, one area we need to improve is reaching out to younger scholars. Every graduate student working on something related to southern Jewish history needs to be aware of our organization and hopefully a member of it. Younger members are needed to ensure the future viability of the society. We used to give student prizes; in fact, this is how I first learned about the organization seventeen years ago (talk about time flying!). It's time to consider bringing such programs back and to think about other ways to engage a new generation in the society.

I would be lying if I didn't admit that the end of my term brings a certain degree of relief. Balancing the duties of president with my full-time job at the Institute of Southern Jewish Life, my family responsibilities, and the demands of other organizations upon whose boards I sit, has been challenging at times. Yet, I believe passionately in the mission and work of the SJHS, and so it has been my honor to serve as its president for the past two years. I am comforted to know that I am leaving the presidency in good hands. Dale Rosengarten has been a leader within the society for many years. She brings decades of experience in preserving southern Jewish history and making its stories accessible to both academic and general audiences. In short, I can't think of anyone better prepared to lead the SJHS. As past-president, I will still be closely involved in the society, and look forward to working with all of you in the years ahead.

## Oklahoma Jewish Communities Online

*By Stuart Rockoff*

The Goldring/Woldenberg Institute of Southern Jewish Life (ISJL) is pleased to announce that Oklahoma has been added to its online Encyclopedia of Southern Jewish Communities. Now totaling 236 community histories from ten different states, the encyclopedia attracts, on average, over 11,000 page views per month. The encyclopedia offers substantial, detailed histories of Jewish communities in large cities and small towns, wherever Jews came together to establish communal institutions. These histories can be accessed on the Institute's website at [isjl.org](http://isjl.org).



Sholem Alechem Oil Field, Ardmore, OK

later than in other states. The first congregation was founded in Ardmore in 1890, while the first synagogue was built in Oklahoma City in 1907. In many places, cities popped up literally overnight during the 1889 land run, which

brought white settlers to the Indian Territory. On April 22, 1889, 10,000 people descended on Guthrie, which immediately became Oklahoma's largest city. Jews were among these pioneer settlers in Guthrie, including Moses Weinberger, who opened a popular saloon that was later attacked by Carrie Nation herself.

Yet it was the influence of oil that has shaped Oklahoma's Jewish communities in unique ways. Oil was discovered in the young state just as growing numbers of Jewish immigrants were settling in Oklahoma in the early 20th century. Many Jews were drawn to the scrap metal business, which in Oklahoma usually meant they bought old oil drilling equipment and pipes, and then resold them to new prospectors. Several Jews transformed successful scrap metal businesses into oil drilling companies. In Tulsa, the Orthodox B'nai Emunah Synagogue was dominated by oilmen, most all of whom were immigrants, from its founding in 1915. Each of B'nai Emunah's ten officers and board members in 1916 were in the oil business. Eight were oil producers, while two were in the oil field supply business. Even today, oil wealth has made such Oklahoma Jews as the Schusterman and Kaiser families some of the leading philanthropists in the Jewish world. Oil also affected smaller Jewish communities like Seminole, Ponca City, and Ardmore, where one drilling site is still called the "Sholem Alechem Oil Field," though locals often wrongly assume that its name is of Indian origin.

The Oklahoma histories were supported by a grant from the Oklahoma Humanities Council. Now that Oklahoma is completed, Rockoff will turn his attention to Kentucky and Virginia. Look for those states to be completed within the next year.

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# “Mountain Jews: Creating Community in Appalachia”

## 37th Annual Southern Jewish Historical Society Conference

Asheville, North Carolina, October 19-21, 2012

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### THURSDAY, October 18

#### **4:00 – 6:00 PM**

Arrivals/Registration, Four Points by Sheraton

#### **6:30 PM**

SJHS Board — Dinner at Four Points by Sheraton, followed by meeting at the hotel

### FRIDAY, October 19

#### **8:30 AM – 6:00 PM**

Arrivals/Registration, Four Points by Sheraton

Breakfast at Four Points by Sheraton (included in room rate)

#### **9:00 AM**

Participants are encouraged to visit the Thomas Wolfe House and/or Black Mountain College Museum, and/or go on a 10 AM short walking tour of downtown Jewish Asheville. (Sign-up for the walk will be at the registration table.)

#### **12:15 PM**

Optional lunch with informal panel of area rabbis at Olive or Twist Restaurant, followed by Trolley Tour of “Asheville’s Jewish Museum Without Walls,” including University of North Carolina-Asheville’s Jewish Archives (register in advance for \$35).

#### **6:30 PM**

Dinner and camp-style Kabbalat Shabbat service at Asheville’s Jewish Community Center led by Rabbi Philip Bentley, followed by panel discussion: “Our Southern Catskills: Camps and Resorts,” moderated by Tom Rosenberg, Executive Director of Camp Judea, featuring former area campers and Stuart Rubin of Rubin’s Osceola Lodge.

### SATURDAY, October 20

#### **8:00 – 10:00 AM**

Arrivals/Registration, Four Points by Sheraton

Breakfast at Four Points by Sheraton (included in room rate)

PANEL SESSIONS, Four Points by Sheraton

#### **9:00 AM**

Black Mountain College: A Jewish Avant-Garde In Appalachia

Moderator: Leonard Rogoff

Steve Whitfield, “Black Mountain and Brandeis: Two Experiments in Higher Education”

Wendy Fergusson, “Driven out of Europe and into North Carolina: Heinrich Jalowetz and Edward Lowinsky at Black Mountain College”

#### **10:30 AM**

Thomas Wolfe and the Jews

Moderator/Respondent: Ellen Umansky

Jay Jacoby, “What’s a Nice Jewish Boy Doing Reading *Look Homeward Angel*? Wolfe’s Real and Imagined Attitudes Towards Jews”

Sharon Fahrner, “Thomas Wolfe’s Asheville Jewish Connections”

#### **11:45 AM**

Buffet Lunch at Four Points by Sheraton, with welcoming remarks by Esther Manheimer, Vice-Mayor of Asheville

PANEL SESSIONS, Four Points by Sheraton

#### **1:00 PM**

Judaism in Appalachia

Moderator: Lee Shai Weissbach

Sherry Zander, “In the Hall of the Mountain Shul”

Deb Weiner, “A Child’s Hannukah in Appalachia: Growing Up Jewish in the Coalfields”

Seth Epstein, “‘The Fair Sex and Your Guests Are Invited’: Jewish Identities at Asheville’s Congregation Beth Ha-Tephila’s Temple Club in the 1930s”

#### **2:30 PM**

Jewish Artists of Western North Carolina

Moderator: Dale Rosengarten

Panel of local artists featuring --Rob Levin, contemporary glass artist and klezmer musician; Rick Chess, poet and essayist; and Lori Theriault, potter, on being a Jewish artist in Western North Carolina

#### **4:30 PM**

Reception at Pisgah House on the UNCA Campus, with music by Bandana Klezmer Band

Dinner on your own (Reservations are highly recommended. A list of suggested restaurants can be found at [www.exploreasheville.com/restaurants/by-neighborhood/downtown](http://www.exploreasheville.com/restaurants/by-neighborhood/downtown).)

#### **7:30 PM**

Participants are encouraged to attend a reading and book-signing at Malaprop’s Bookstore featuring Rich Cohen, author of *The Fish that Ate the Whale: The Life and Times of America’s Banana King*, or to view a screening of the film *Songcatcher* at the Four Points by Sheraton.

### SUNDAY, October 21

Breakfast at Four Points by Sheraton (included in room rate)

#### **8:00 AM**

SJHS Business Meeting

PANEL DISCUSSION, Four Points by Sheraton

#### **9:00 AM**

The Wallace Brothers of Statesville, N.C.

Gary Freeze, “The Wallace Brothers: Jewish Roots, Barks, and Berries”

#### **10:15 AM**

Meet the Authors

Moderator: Mark Bauman

Panel discussion with authors who have had books published within the last year — Rich Cohen, Marni Davis, Judy Goldman, and Janice Rothschild Blumberg, followed by book signings and sales of books on Southern Jewish history by many different local and national authors.

#### **12:00 PM**

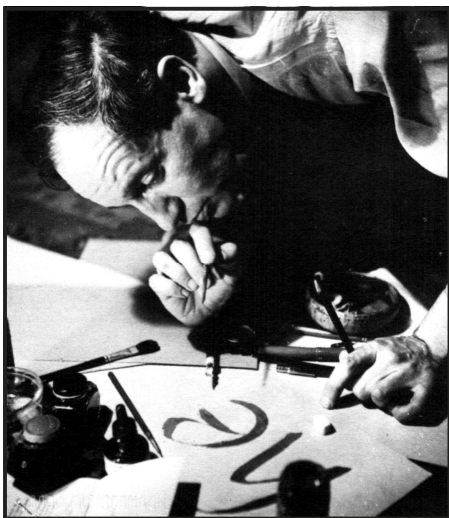
Adjourn

Participants are encouraged to attend the 10th annual HardLox ([www.hardloxjewishfestival.org](http://www.hardloxjewishfestival.org)), Asheville’s Jewish Food and Heritage Festival in Pack Square (lunch vouchers will be issued).



## Robert and Maude Dabbs Haas Black Mountain College

One of the highlights of our visit to Asheville will surely be learning more about Black Mountain College, an experimental educational community founded in 1933 near Asheville. Among the school's many Jewish faculty, students, and artists was Robert Haas (1898-1997), who was forced to flee Vienna after the Nazi takeover in 1938. A talented photographer, printer, typographer, book designer, and calligrapher, Haas took many photos while at the college and operated a print shop there. He made a permanent home in



New York, where he married Maude Dabbs (1920-1991), a classical music student who had been one of the few native southerners to attend Black Mountain. Their daughter, Catherine Haas Riley, lives in Asheville and will present a selection of photographs of her parents at our meeting there. Here's a sample.

Left: Robert Haas, calligrapher, in Vienna prior to escaping to the U.S. in 1938.

Top right: Maude Dabbs Haas, second from left, at Black Mountain College with music professor Heinrich Jalowetz, center, and other students. Like Robert Haas, Jalowetz, a composer and conductor, was a Jewish refugee from Central Europe. He was a friend and protégé of Arnold Schoenberg.

Bottom right: Maude Dabbs Haas studying piano with Professor Jalowetz at Black Mountain, 1940.

Photographs courtesy of Catherine Haas Riley and Miriam Haas.



## Conference Participants

**Richard Chess** is the author of three books of poetry, *Third Temple* (2007), *Chair in the Desert* (2000), and *Tekiah* (1994). His poems have appeared in many journals as well as several anthologies. An award winning and much-sought after teacher, he is the Roy Carroll Professor of Honors Arts and Sciences and Professor of Literature and Language at the University of North Carolina at Asheville. He directs UNCA's Center for Jewish Studies. He has been a member of the low-residency MFA faculties at Warren Wilson College and Queens College.

**Seth Epstein** is a Ph.D. candidate in the History department at the University of Minnesota. His dissertation, "The Political Economy of Tolerance in the Jim Crow South: Asheville, North Carolina, 1876-1960," examines changing practices of racial and religious tolerance in Asheville. His essay, "From Objects to Agents of Tolerance: Jews, Public Space, and Political Culture in Asheville, North Carolina, 1926-1950," was awarded the 2012 Goldenberg Prize for Outstanding Essay in Jewish Studies from the University of Minnesota Center for Jewish Studies. His research focuses on the changing space, landscape, and significance of the central civic square in the city's downtown.

**Sharon Fahrer** is a recovering urban planner turned historian. She has done extensive research on the Asheville Jewish community and coauthored a book and exhibit: *The Family Store: A History of Jewish Businesses in Downtown Asheville, 1880-1990*, as well as the book entitled *Sol Schulman, the Man who Lived on Main Street*. Sharon has also collected material for the Jewish Archives at UNC Asheville and done interpretive panels for the six campus buildings named for members of the Jewish community.

**Wendy Fergusson** holds an MA in Anthropology and Museum Studies from George Washington University and other MAs from Brandeis University in Near Eastern and Judaic Studies and Women's and Gender Studies. She is currently pursuing a Ph.D. in Public and Jewish History from Ohio State University. She has taught at a number of universities in the Midwest, curated several major exhibitions, and served as the director of the Ann Loeb Bronfman Gallery in Washington, D.C.

**Gary R. Freeze**, who holds a Ph. D. from UNC-Chapel Hill, is a Professor of American History at Catawba College in Salisbury, N.C. In 2009, he was named the Swink Professor for Excellence in Teaching, the highest honor for classroom teaching at Catawba, and has been awarded the Teacher of the Year Award by the student body on numerous occasions. Author of three books, Dr. Freeze has been honored to receive the Order of the Long Leaf Pine, one of the highest achievements for service given in the North Carolina.

**Jay Jacoby** is Professor Emeritus at the University of North Carolina at Charlotte, where he also served as chair of the Departments of English and of Visual Arts. He is currently an Adjunct Professor at the University of North Carolina at Asheville.

Most of Professor Jacoby's scholarly publication has been in the fields of composition studies and pedagogy, but he has taught courses in literature of the immigrant experience, Jewish American literature, and Hebrew Bible.

**Rob Levin** is an internationally known glass artist who lives and works near Burnsville in the mountains of Western North Carolina. Born and raised in Baltimore, MD, he received his BFA from Denison University and his MFA from Southern Illinois University. He was formerly the Resident Glass Artist at Penland School of Crafts, and has lectured, taught, and led workshops throughout the US, in Ireland, and in New Zealand. He has exhibited widely in the US, Europe, Japan, and the former Soviet Union. He also plays guitar for a local Eastern European Jewish music group, *Bandana Klezmer*.

**Lori Theriault** began her clay studies in Washington, DC in 2001 at Hinckley Pottery Studios, and over about four years, she progressed from individual classes to working with and running the Studio Assistant Program. After seeing slides of western North Carolina during a visiting artist workshop, she decided to relocate to Asheville in 2006. Lori creates functional pottery that wants to be touched and used. Her work is shown and sold at The Village Potters and in other fine galleries in the region, and she also creates work for individual and retail commission.

**Deborah Weiner** received a Ph.D. from West Virginia University, where after many years in the community development field in Chicago, she pursued her career goal of combining community work with history. At WVU she became fascinated with Jewish Appalachian communities. Her book, *Coalfield Jews: An Appalachian History*, was published by the University of Illinois Press in 2006. Since 2002, Deb has been Research Historian and Family History Coordinator at the Jewish Museum of Maryland.

**Stephen Whitfield** holds the Max Richter Chair in American Civilization at Brandeis University where, in 1993, he won the university's Louis D. Brandeis Prize for Excellence in Teaching. Professor Whitfield has served as visiting professor at several institutions and was awarded two Fulbright Fellowships. He is the author of eight books, including *Voices of Jacob*, *Hands of Esau: Jews in American Life and Thought*, *American Space*, *Jewish Time*, and *In Search of American Jewish Culture*.

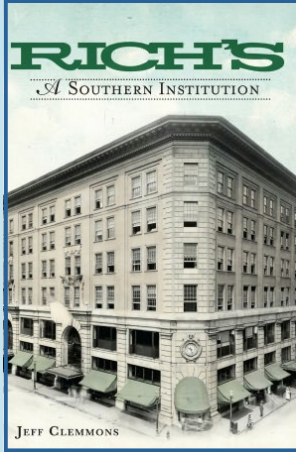
**Sherry Zander**, the 2005 -2006 Rabbi Theodore S. Levy Tribute Fellow of the American Jewish Archives, completed a B.S. in Art Education in at the University of Wisconsin and went on to do graduate work in the Master's program in Applied Arts at Iowa State University. In 1990 Ms. Zander began photographing synagogues in small towns across America. With her background in architectural history, visual arts, along with her well-honed interviewing and writing skills, she chronicles small-town Jewish America, past and present.

# News and Notes

## • Call for Papers: German-American Studies Symposium in New Orleans

The Society for German-American Studies will hold its 37<sup>th</sup> Annual Symposium in New Orleans, May 9-12, 2013. The Symposium theme will be "German-American Influences on America: Time, Place and Circumstance." Paper topics should reflect the general purpose of the Society for German-American Studies in focusing upon the history, language, literature, and culture of the interaction between the Americas and immigrants from German-speaking areas of Europe. One page abstracts of scholarly papers dealing with any aspect of German-American Studies should be submitted electronically by **November 15, 2012** to Dr. William Roba, Division of Arts and Sciences, Scott Community College, Bettendorf, Iowa, at [broba@eicc.edu](mailto:broba@eicc.edu). Further information is available at [sgas.org](http://sgas.org).

## • Book Launch: Jeff Clemmons, *Rich's: A Southern Institution*



A special event was held in August at the Breman Museum in Atlanta to celebrate the launch of *Rich's: A Southern Institution*. In 1867, less than three years after the Civil War left the city in ruins, Hungarian Jewish immigrant Morris Rich opened a small dry goods store on what is now Peachtree Street in downtown Atlanta. Over time, his brothers Emanuel and Daniel joined the business; within a century, it became a retailing dynasty. Historian Jeff Clemmons traces Rich's 137-year history including the true stories behind Penelope Penn, Fashionata, The Great Tree, the Pink Pig, Rich's famous coconut cake, and how events at the downtown Atlanta store helped John F. Kennedy become America's thirty-fifth president. With an eye for accuracy and exacting detail, Clemmons recounts the complete history of this treasured southern institution. Published by the History Press ([historypress.net](http://historypress.net)).

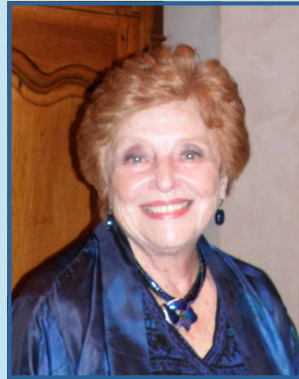
## • Award-Winning Poetry

Austin author and poet Debra Winegarten recently published a collection of poems, *There's Jews in Texas?*, about growing up Jewish in Dallas. Her poems are crisp and thoughtful, with nice flashes of humor that any Jewish Texan or southerner will relate to. Professor Ed Madden of the University of South Carolina English Department writes that "Debra Winegarten's poems are sharp, sometimes poignant, sometimes funny, but always on the mark when it comes to our difficult understanding (and self-understanding) of difference." Published by Poetica Magazine ([www.poeticamagazine.com](http://www.poeticamagazine.com)), the book was the magazine's 2011 Chapbook Contest Winner. You can find and purchase *There's Jews in Texas?* at [www.sociosights.com](http://www.sociosights.com).

## There's Jews in Texas?



Poems by  
Debra L. Winegarten

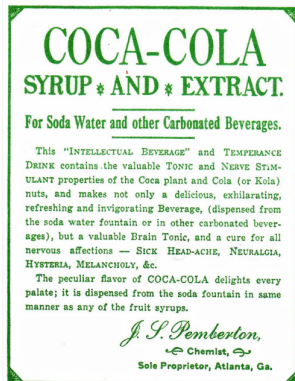


## • Cathy Kahn retiring

Long-time SJHS member and former Society president Cathy Kahn is announcing her retirement as Archivist of the Touro Infirmary in New Orleans, effective October 31. She stresses, however, that she is not leaving the archival world. She will continue as a volunteer at Tulane Special Collections working on their vast Jewish institutional collections, which include Temple Sinai, Touro Synagogue, the Jewish Children's Home, and others. We wish her all the best for a long and happy retirement.

# Coca-Cola's Jewish Origins

By Janice Rothschild Blumberg



THE FIRST ADVERTISEMENT  
FOR  
COCA COLA

Note the wild claims used in those days--that was before the Pure Food and Drug Act.

Everyone knows that Coca-Cola originated in Atlanta, but few realize that the drink was first mixed and sold in the drug store of Dr. Joseph Jacobs, a Jewish pharmacist with a flair for entrepreneurship. Unfortunately for him and his progeny, a neighboring pharmacist, Asa Candler, proved to be an even better, more far-sighted entrepreneur, and the rest—as we say—is history.

Joseph Jacobs was born in Jefferson, Georgia, the son of Civil War veteran Gabriel Jacobs and Ernestine Heymann Jacobs. He grew up in Athens, Georgia, where as a teenager he served as apprentice to Dr. Crawford W. Long, inventor of ether as an anesthesia. Long became the boy's mentor and helped finance his education. Jacobs first studied chemistry at the University of Georgia, then graduated from the Philadelphia College of Pharmacy (now the University of Pennsylvania) to become one of the first licensed pharmacologists in Georgia. He opened a successful "Laboratory of Pharmacology" in Athens, but sold it in 1884 to buy his first

drugstore in Atlanta, where better business beckoned. It ultimately grew to become sixteen stores spread throughout the city.

Jacobs's first store, in Five Points where Atlanta's main arteries converge (then as now the center of the city's downtown business district), enjoyed early success due to the owner's innovative marketing procedures. It became known as "the birthplace of cut prices" when Jacobs initiated the practice of taking a penny off the dollar, charging \$1.99, for example, instead of \$2.00. In addition, he grew many of his own pharmaceutical herbs such as Queen's Delight and Prince Pine Root, adding to the supply of conventional products available on the market.

The uniquely refreshing drink concocted at Jacobs's soda fountain added to the store's popularity, of course, but played only a minor role in the chain's success. The story of how Coca-Cola got away and became the icon that it is has been told in many ways, but none more intriguingly than by Dr. Jacobs's son, Sinclair Sartorius Jacobs, in a greeting to his friends in December, 1968:

HOW I LOST 1/3 OF 1/3 OF TWO BILLION, FORTY-FOUR MILLION, THREE HUNDRED AND EIGHTY-ONE THOUSAND FOUR HUNDRED AND EIGHTY-TWO DOLLARS (\$2,044,381,482.00)

When my father, Dr. Joseph Jacobs, bought a drug store at Five Points, Atlanta in 1884 (having sold his drug store in Athens, Ga. which he opened in 1879) he was told by the owner that a Dr. J. S. Pemberton leased a part of the basement to concoct a drink known as Coca Cola. Dr. Pemberton, in lieu of rent for the space was to pay my father 5 cents per gallon royalty. Today—1968—sounds like a most profitable deal; it was not—due to the fact that the sale of Coca Cola was then just about 25 gallons a year!

Dr. Pemberton upon repeated occasions borrowed money from my father and two of his associates—for which Dr. Pemberton gave them highly embellished stock certificates which meant nothing. Finally, Dr. Joe (as he was called) and his two associates in this manner accumulated a one-third interest in Coca Cola.

Up the street—namely Peachtree Street—another druggist, Asa Candler, thought the drink had possibilities—my Dad thought not.

After months of discussions, my father and Mr. Candler came to terms: Candler was to go out of the drug business—in that manner Jacobs' Store would have one less competitor; Dr. Joe was to turn over his stock and that of the other men in Coca Cola; and my Dad was to receive the inventory of the Candler Store—this amounted to \$1800.00.

So...if my father had held on to his stock in Coca Cola, it would be worth 1/3 of 1/3 of \$2,044,381,482.00.

Dr. Jacobs died in 1929, so I never had the chance to meet him personally, but his son Sinclair—Sinc to his friends—was a friend of my parents and later a very dear friend to my husband and me as he was to many others of our generation. He easily qualifies as the most unforgettable character that most of us ever met. He was a practicing Jew who served several terms on the board of his congregation, but a controversial maverick in his opinions concerning Jews and Judaism. Anecdotal stories about him—as well as about Dr. Joe—would fill a volume. That is a challenge for tomorrow.



**"Mountain Jews: Creating Community in Appalachia"**

37th Annual Southern Jewish Historical Society Conference  
Asheville, North Carolina • October 19 - 21, 2012



**Deadline for registration is October 3, 2012.**

Name \_\_\_\_\_

Spouse/Friend \_\_\_\_\_

Name on Nametag(s) \_\_\_\_\_

Full Mailing Address \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Registration for FULL program including dinner on Friday, lunch and reception Saturday, and lunch Sunday:  
\$150 per person \$ \_\_\_\_\_

**Friday lunch and bus tour are not included in the Full program registration.**

Please indicate which of the Friday activities you will participate in and the number of participants:

Friday morning walking tour (No charge) Indicate number of people \_\_\_\_\_  
Friday lunch and bus tour: \$35 per person \$ \_\_\_\_\_

You may register for select events if you are not participating in the entire conference:

Friday night dinner and presentation: \$70 per person \$ \_\_\_\_\_  
Saturday, including lunch and reception: \$100 per person \$ \_\_\_\_\_

*You must be a member of SJHS to attend.*

If you are not already a member, write your membership level/amount here \$ \_\_\_\_\_

**TOTAL PAYMENT** \$ \_\_\_\_\_

Hotel accommodations at the Four Points by Sheraton Asheville Downtown must be made separately.  
See hotel information on Page 1.

**QUESTIONS? Contact Sharon Fahrer. 828-777-1014. [fahrer@charter.net](mailto:fahrer@charter.net)**

**New or renewing SJHS annual dues:**

General member	\$36
Student	\$15
Patron	\$50
Institutional member	\$50
Century Club	\$100
Cedar	\$500
Sycamore	\$1,000
Magnolia	\$2,500

Register by check payable to **SJHS-Asheville** and return with this form to:

Sharon Fahrer  
333 Montford Avenue  
Asheville, NC 28801