

**RICH, RICHARD H., 1901-1975.**  
**Richard H. Rich papers, 1902-1981**

Emory University  
Stuart A. Rose Manuscript, Archives, and Rare Book Library  
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### **Descriptive Summary**

**Creator:** Rich, Richard H., 1901-1975.  
**Title:** Richard H. Rich papers, 1902-1981  
**Call Number:** Manuscript Collection No. 575  
**Extent:** 35 linear feet (83 boxes), 2 oversized papers boxes and 3 oversized papers folders (OP), and AV Masters: .25 linear feet (CLP3)  
**Abstract:** Papers of Atlanta merchant and business executive Richard H. Rich including correspondence, subject files, materials created by and about Rich's, Inc., family financial and legal papers, writings and printed materials, photographs, scrapbooks, memorabilia, and miscellany  
**Language:** Materials entirely in English.

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### **Administrative Information**

#### **Restrictions on Access**

Special restrictions apply: Series 4 is closed to researchers.

#### **Terms Governing Use and Reproduction**

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#### **Source**

Gift, 1978.

#### **Citation**

[after identification of item(s)], Richard H. Rich papers, Stuart A. Rose Manuscript, Archives, and Rare Book Library, Emory University.

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### **Collection Description**

#### **Biographical Note**

Richard H. Rich (December 24, 1901-May 1, 1975), merchant and business executive, was born in Atlanta, Georgia, the son of Herman and Rosalind Rich Rosenheim. His father was a shoe

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manufacturer in Savannah, his mother the daughter of Morris Rich, founder of Rich's department stores in Atlanta. Richard Rich legally changed his name from Rosenheim to Rich in 1920 at the urging of his grandfather. On December 29, 1930, he married Virginia Lazarus of New Orleans, Louisiana. They had three children, Sally Rich Rose Adolph, Virginia Rich Barnett, and Michael Peter Rich. Mrs. Rich died in 1957.

Rich spent his youth in Savannah attending local schools. He graduated from the Wharton School of the University of Pennsylvania in 1923 with a Bachelor of Science degree in economics. His formal schooling ended with post-graduate studies at Harvard University in 1923-1924.

After spending a year at L. Bamberger and Company's store in Newark, New Jersey, Rich joined M. Rich and Bros. as a full-time employee in 1924. While a teenager, he had lived with his grandparents in summer months and worked as a bundle-wrapper and stock boy at Rich's. From 1924 to 1933, he worked in the business office and merchandising departments. In 1924, he was elected a member of the Board of Directors of M. Rich and Brothers' real estate holding company and, in 1929, the year the company changed its name from M. Rich and Bros. to Rich's, Inc., he became a Rich's director. From 1933 to 1936, Rich headed the store's buying operation in New York City, then returned to Atlanta to be General Sales Manager and Publicity Director. He continued his rise through management ranks, being elected company vice-president in 1937, treasurer in 1947, and president in 1949. Twelve years later, he became Chairman of the Board, a position he held until 1972 when he entered semi-retirement as Chairman of the Executive Committee. He held that office at the time of his death.

As a chief executive of Rich's, "Mr. Dick," as employees called him, oversaw the store's tremendous expansions of the mid-twentieth century. Having moved to enlarged quarters on Broad Street in 1924, Rich's continued to expand in the 1940's and 1950's to become the largest department store in size and volume of sales in the southeast. The 1950's also saw the opening of Rich's first branch stores in Knoxville (a merger with S. H. George's which was sold in 1958) and in Atlanta at Lenox Square Shopping Center (1959). The company opened eight other branches in Atlanta and Birmingham before Rich died in 1975. They also opened several budget convenience stores, Richways, in Georgia and neighboring states. The Rich family played central roles in ownership and management of the store throughout the first one hundred and nine years of its existence. Then, in 1976, a year after Rich died, the company was sold to Federated Department Stores.

Rich served Rich's continuously from 1924 to 1975 with the exception of three years during World War II when he joined the U.S. Army Air Forces. Throughout his life, Rich actively participated in civic and charitable organizations and business associations. Among his many offices were founding chairman of the Atlanta Arts Alliance and the Metropolitan Atlanta Rapid Transit Authority, and chairman of the Greater Atlanta Expressway Committee. He was president and life trustee of the Rich Foundation, a charitable non-profit corporation, and a member of The Temple (Jewish Reform religion), the Standard Town and Country Club, and the Atlanta City Club. Among his many awards were an Honorary Doctorate of Laws degree from Emory University in 1965, the National Retail Merchants' Association Gold Medal for outstanding retailer of the United States in 1963, the Tobe Award for distinguished service in retailing, the Atlanta Rotary Club's Armin Maier Cup for outstanding community service, and Georgia's Citizen of the Year, named by the Association of County Commissioners.

### Scope and Content Note

The Richard H. Rich papers contain general correspondence, subject files, materials created by and about Rich's, Inc., family financial and legal papers, writings and printed materials, photographs, scrapbooks, memorabilia, and miscellany. The oldest items date from the early 1900's and are primarily photographs. The bulk of the collection dates from the early 1940's, around the time Rich joined the U.S. Army Air Force, to the time of his death in 1975. The large majority of these papers were Rich's office files and were transferred from his office in Rich's department store.

These papers document Rich's business career, his service to the Army, his extensive participation in local civic and business organizations, and, to a lesser extent, his role as a family man. Generally, papers relating to his business life are filed in the Rich's, Inc. series with frequent references to his role at Rich's found in the subject files and general correspondence. Similarly, Rich's active participation in local civic groups and in national business associations is represented most prominently in the subject files series with related materials in the Rich's, Inc., general correspondence, and financial and legal papers series. Finally, occasional folders in the subject files, general correspondence, and scrapbooks provide insight into Rich's personal life, habits, and beliefs.

The collection also describes the growth of the downtown store and downtown business community, changes in business and social practices, and movement into suburban malls. Expansions of the store, development of expressways and rapid transit systems, and overall development and beautification of downtown figure prominently in the Rich's, Inc. series. Issues of *Rich Bits*, the employee magazine, cover a fifty-five year period and reflect changing societal attitudes about work, relationships with employers, and segregation; for example, the separate Christmas parties held each year for black and white employees were featured in winter issues until the early 1960's. The decision in the 1950's to enlarge their potential market by moving into Atlanta neighborhoods and other area cities is documented through feasibility studies, planning reports, printed materials, and correspondence. Similar records outline the establishment of the Richway convenience stores.

Other topics and types of papers found in the collection include extensive files on the Atlanta Arts Alliance in the 1960's. Rich served as the first chairman of the Alliance and played a central role in fundraising campaigns to build a memorial arts center. The movement toward desegregating store facilities and the sit-ins of the early 1960's protesting store policies are covered in the Rich's, Inc. series. Papers relating to Hosea Williams's 1973 lawsuit against Rich for slander during a strike of black employees are found in the subject files. Nine scrapbooks containing correspondence, photographs, articles, newsclippings, and miscellaneous printed material document Rich's life from 1939 to 1975.

There are some gaps in the Rich papers. The role the Rich family played in Atlanta's Jewish community from the 1860's when Morris Rich opened shop to modern times is hardly mentioned. Indeed, except for the financial and legal series and papers about Rich's children in the subject files and photographs, there is little family material. Rich's youth and his early years at Rich's constitute another area of limited coverage. Finally, Rich's role as chairman of the Metropolitan Atlanta Rapid Transit Authority from 1965 to 1969 and the resulting defeat of a bond referendum to finance a rapid rail system is not covered in detail in the collection.

Correspondents include local, state, and national business and political leaders and other prominent persons. Among the names represented are Ivan Allen, Jr., James V. Carmichael, Dwight D. Eisenhower, William B. Hartsfield, Jesse Hill, Jr., Sinclair Jacobs, Stanley Marcus, Ralph McGill, Margaret Mitchell, Eliza Paschall, Richard B. Russell, Carl Sanders, Alan B. Shepard, Jr., Herman Talmadge, Robert W. Woodruff, and Andrew Young.

**Arrangement Note**

Organized into nine series: (1) General correspondence, (2) Subject files, (3) Rich's Inc. records, (4) Financial and legal papers, (5) Writings and printed materials, (6) Photographs, (7) Scrapbooks, (8) Memorabilia, and (9) Miscellany.

**Finding Aid Note**

A personal name index to the General correspondence, Subject files, and Rich's, Inc. record series is available.

## **Description of Series**

[Series 1: General correspondence, 1938-1975](#)

[Series 2: Subject files](#)

[Series 3: Rich's Inc. records, 1890-1981](#)

[Series 4: Financial and legal papers, 1922-1975](#)

[Series 5: Writings and printed materials, 1938-1980](#)

[Series 6: Photographs, circa 1902-1979](#)

[Series 7: Scrapbooks, 1937-1975](#)

[Series 8: Memorabilia](#)

[Series 9: Miscellany](#)

**Series 1**  
**General correspondence, 1938-1975**  
**Boxes 1-4**

**Scope and Content Note**

The series contains general correspondence about business, personal, civic and social concerns. Letters are between Rich and friends, business associates, U.S. Army officials, and local and national political leaders. The correspondence dates from 1938 to 1975. A large section of the series is letters and cards Rich received during his illness in the winter of 1975 and his replies to the well-wishers, as well as condolences received following his death. Other topics include travels, the death of his wife Virginia, developments and changes in the city of Atlanta, and civic and family concerns. Correspondence between Rich and his children and about specific civic organizations can be found in Series 2, Subject Files. Correspondents include Robert W. Woodruff, William B. Hartsfield, Margaret Mitchell, Herman Talmadge, and Carl Sanders.

**Arrangement Note**

Arranged in chronological order.

**Finding Aid Note**

A personal name index to the General correspondence, Subject files, and Rich's, Inc. record series is available.

<b>Box</b>	<b>Folder</b>	<b>Content</b>
1	1	1938 - 1942 March
1	2	1942 May - 1943
1	3	1944 - 1945
1	4	1946 - 1947
1	5	1948
1	6	1949 - 1950 July
1	7	1950 November - December
1	8	1951
1	9	1952 - 1953
1	10	1954
1	11	1955 January - March
1	12	1955 April - July
1	13	1955 August - December
1	14	1956 January - September
1	15	1956 October - December
1	16	1957 February - May
1	17	1957 June - July
1	18	1957 August - December
1	19	1958 January - May
1	20	1958 July - October

1	21	1958 November - December
1	22	1959 January - May
1	23	1959 September - December
1	24	1960
2	1	1961 February - July
2	2	1961 August - December
2	3	1962 January - April
2	4	May - November
2	5	1963 February May
2	6	1963 July - November
2	7	1964
2	8	1965 January - June
2	9	1965 July - December
2	10	1966
2	11	1967 January
2	12	1967 May - June 27
2	13	1967 June 28-29
2	14	1967 June 30 - July 7
2	15	1967 July 10 - December
2	16	1968
2	17	1969 January - August
2	18	1969 September - December
2	19	1970
2	20	1971 March September
2	21	1971 October - December
3	1	1972 January - March
3	2	1972 April - July
3	3	1972 August - September
3	4	1972 October - December
3	5	1973 January - February
3	6	1973 March
3	7	1973 April - July
3	8	1973 August - December
3	9	1974 January - April
3	10	1974 May - June
3	11	1974 July - August
3	12	1974 September - October
3	13	1974 November
3	14	1974 December

3	15	1975 January
3	16	1975 February 3 - 17
3	17	1975 February 18 - 20
3	18	1975 February 21 - 25
3	19	1975 February 26 - 28
4	1	1975 March 2 - 6
4	2	1975 March 10- 18
4	3	1975 March 19 - 31
4	4	1975 April 1 - 4
4	5	1975 April 7 - 15
4	6	1975 April 16 - 30
4	7	1975 May 1 - 2
4	8	1975 May 2
4	9	1975 May 3 - 6
4	10	1975 May 7 - 10
4	11	1975 May 12 - 16
4	12	1975 May 17 - 28
4	13	1975 May 29 - 31, undated May
4	14	1975 June 3 - 10,
4	15	1975 June 11 - 25 - July
4	16	1975 undated
4	17	Undated



**Series 2**  
**Subject files**  
**Boxes 5-27**

**Scope and Content Note**

Created largely by Rich and his secretarial staff, the Subject Files contain correspondence, newsclippings, reports, organizational records, and other materials relating to specific persons, events, and subjects. Biographical information about Rich is included as is correspondence, clippings, and other papers about his wife and three children. Correspondence between Rich and his children during their teens and early twenties reveals his parental concern for their well-being.

Rich's activities in various civic and business groups figure prominently in the series. As chairman of the Board of Trustees of the Atlanta Arts Alliance from 1963 to 1969, he oversaw the fund-raising and development campaigns which resulted in the dedication-of Atlanta's Memorial Arts Center. Rich's membership on the Board of Trustees of Young Harris College, the Richard B. Russell Foundation, and the Atlanta Rotary Club and on the advisory board of St. Joseph's Infirmary are represented as is his participation with several other civic and charitable groups.

Additionally, there are correspondence and organizational records for the corporations that Rich served as a member of the board of directors, as well as for Rich's long relationship with the U.S. Army. Other topics include the Atlanta Falcons, the Atlanta Symphony, travels in the U.S. and Europe, and other department stores.

**Arrangement Note**

Arranged in alphabetical order.

**Finding Aid Note**

A personal name index to the General correspondence, Subject files, and Rich's, Inc. record series is available.

<b>Box</b>	<b>Folder</b>	<b>Content</b>
5	1	Alpha Research Corporation, Annual Report, 1974
5	2	American Express, Executive Credit Card
5	3	American Legion Post #1
5	4	American Society of Planning Officials
5	5-9	AMFAC: Annual Reports and Public Statements
5	10-26	AMFAC: Board of Directors
6	1-15	AMFAC: Board of Directors
6	16-18	AMFAC: General Correspondence
6	19	AMFAC: Information for Proxy Statement
6	20	AMFAC: Newman, Mrs. Ellen Magnin
6	21-25	AMFAC: Notice of Oral Depositions in Court Cases
7	1-4	AMFAC: Tax Records and Directors' Fees

- 7 5-10 AMFAC: Travel File
- 7 11 Ascot Chang Co., Ltd.
- 7 12 Atlanta Arts Alliance: Academy Theatre
- 7 13 Atlanta Arts Alliance: Advance Gifts Committee
- 7 14 Atlanta Arts Alliance: Arts School
- 7 15 Atlanta Arts Alliance: Atlanta Art Association, Financial Statements
- 7 16 Atlanta Arts Alliance: "Greater Atlanta Program for Arts"
- 7 17 Atlanta Arts Alliance: Minutes, 1963-1964
- 7 18 Atlanta Arts Alliance: Minutes, 1964-1965
- 7 19 Atlanta Arts Alliance: Auditorium
- 7 20 Atlanta Arts Alliance: Ballet
- 7 21 Atlanta Arts Alliance: Bell and Stanton, Inc. (Public Relations)
- 7 22 Atlanta Arts Alliance: Bids on Memorial Culture Center
- 8 1-6 Atlanta Arts Alliance: Board of Trustees
- 8 7-11 Atlanta Arts Alliance: G. A. Brakeley and Co., Fund Raising
- 8 12 Atlanta Arts Alliance: Dr. Wilhelmus B. Bryan
- 8 13 Atlanta Arts Alliance: Budgets, 1969-1971
- 8 14-21 Atlanta Arts Alliance: Building Committee and Contracts
- 9 1-3 Atlanta Arts Alliance: Building Committee and Contracts
- 9 4 Atlanta Arts Alliance: By-Laws
- 9 5 Atlanta Arts Alliance: John Bulow Campbell Foundation
- 9 6-7 Atlanta Arts Alliance: Candidates for Director's Position
- 9 8 Atlanta Arts Alliance: Case Statement for "A Memorial Cultural Center"
- 9 9-10 Atlanta Arts Alliance: Charter and Petition for Charter
- 9 11 Atlanta Arts Alliance: City and County Requests for Subsidy
- 9 12-13 Atlanta Arts Alliance: Committee Lists
- 9 14 Atlanta Arts Alliance: Complaints, Letters of
- 9 15-26 Atlanta Arts Alliance: Executive Committee of Board of Trustees
- 9 27 Atlanta Arts Alliance: Federal Excise Taxes
- 10 1-10 Atlanta Arts Alliance: Financial Statements
- 10 11-13 Atlanta Arts Alliance: Foundations
- 10 14-18 Atlanta Arts Alliance: Fund Raising Campaign
- 10 19 Atlanta Arts Alliance: Fund Raising Campaign, Progress Reports
- 10 20 Atlanta Arts Alliance: Furnishings for Cultural Center
- 10 21-26 Atlanta Arts Alliance: Grizzard and Haas
- 11 1 Atlanta Arts Alliance: Harper Property (W. Peachtree St.)
- 11 2 Atlanta Arts Alliance: Inquiries Regarding AAA
- 11 3 Atlanta Arts Alliance: Investments
- 11 4 Atlanta Arts Alliance: Jagels, Charles H.

- 11 5 Atlanta Arts Alliance: Junior Gallery
- 11 6 Atlanta Arts Alliance: Junior League
- 11 7 Atlanta Arts Alliance: Landscaping
- 11 8 Atlanta Arts Alliance: Lawsuits
- 11 9-13 Atlanta Arts Alliance: McBurney Property
- 11 14-17 Atlanta Arts Alliance: Merger of Atlanta School of Art, Symphony Guild and Arts Alliance
- 11 18 Atlanta Arts Alliance: Miscellaneous
- 11 19 Atlanta Arts Alliance: Miscellaneous Reports
- 11 20 Atlanta Arts Alliance: Municipal Theatre (Theatre Under the Stars)
- 11 21-23 Atlanta Arts Alliance: Museum
- 11 24 Atlanta Arts Alliance: Nominating Committee
- 11 25 Atlanta Arts Alliance: Officers and Trustees, 1967-1970
- 11 26 Atlanta Arts Alliance: Opening, October 1968
- 11 27 Atlanta Arts Alliance: Operations
- 11 28 Atlanta Arts Alliance: Parking Facilities
- 12 1-16 Atlanta Arts Alliance: Pledges and Gifts
- 12 17-19 Atlanta Arts Alliance: Printed Materials
- 12 20-21 Atlanta Arts Alliance: Publicity and Public Relations
- 12 22 Atlanta Arts Alliance: Restaurant
- 12 23 Atlanta Arts Alliance: Rich, R. H., Personal Contribution
- 12 24 Atlanta Arts Alliance: Rich's, Inc., Contribution
- 13 1 Atlanta Arts Alliance: Riley, John
- 13 2-3 Atlanta Arts Alliance: Solicitations
- 13 4-8 Atlanta Arts Alliance: Symphony Guild
- 13 9 Atlanta Arts Alliance: Symphony Guild Drive for \$1,000,000.00
- 13 10 Atlanta Arts Alliance: Theatre
- 13 11 Atlanta Arts Alliance: Thornton House
- 13 12 Atlanta Arts Alliance: Women's Campaign Committee
- 13 13-14 Atlanta Arts Alliance: Woodruff Foundation
- 13 15-19 Atlanta Chamber of Commerce
- 13 20 Atlanta City Club
- 13 21-24 Atlanta Civic Enterprises, Inc.
- 13 25 Atlanta Convention Bureau
- 14 1 Atlanta Falcons Football Tickets
- 14 2 Atlanta Journal
- 14 3 Atlanta League of Women's Voters
- 14 4-13 Atlanta Music Festivals: Opera Tickets
- 14 14 Atlanta Retail Merchants Association
- 14 15 Atlanta's One Million Day Celebration

14	16	Atlanta Symphony Guild
14	17-18	Atlanta Transit System
14	19	Automobile Accidents
14	20	Automobiles
14	21-22	Barnett, Virginia Rich
14	23-24	Barnett, Virginia Rich: Wedding Plans
15	1-2	Boca Raton, Fla.: Cloister Beach Towers Apartments
15	3-8	Boca Raton, Fla.: Apartment and Travel Plans
15	9	Boy Scouts of America
15	10	Cemetery Lots: Bonaventure in Savannah, Ga.
15	11	Cemetery Lots: Oakdale
15	12	Cemetery Lots: Westview
15	13-14	Central Atlanta Progress, Inc.
15	15-23	Citizens Advisory Committee for Urban Renewal
15	24	Consolidation and Expansion of Atlanta
16	1	Directors Lists
16	2	Downtown Athletic Club of Atlanta
16	3-5	Emory University
16	6	Emory University, Omicron Delta Kappa
16	7	Energy Crisis, 1973
16	8-10	Foreign Economic Administration
16	11	Foundations
16	12	Future, Inc.
16	13-26	Georgia International Corporation: Board of Directors
17	1-2	Georgia International Corporation: Board of Directors
17	3	Georgia International Corporation: By-Laws
17	4-21	Georgia International Life Insurance Company: Board of Directors
18	1-3	Georgia International Life Insurance Co.: Board of Directors
18	4-7	Georgia International Life Insurance Co.: Correspondence
18	8	Georgia Society for the Prevention of Blindness
18	9	Great International Overseas Insurance Company
18	10	Gridiron Secret Society
18	11	Hammer, Phillip, Surveys
18	12	Jacobs, Sinclair
18	13	Jewish Welfare Fund Luncheon, 1963
18	14-19	Joint Atlanta - Fulton County Bond Issue Commission
18	20	Jury Duty Information
18	21	Key Outline to Executive Office File
18	22	King and Spalding

- 18 23-25 Luncheon Lists
- 18 26 Luncheon and Dinner Menus
- 19 1 Marietta Street Plaza
- 19 2 Mercier, Sanders, Baker and Schnabel
- 19 3-7 Metropolitan Atlanta Community Services: Community Chest and United Appeal
- 19 8-10 Metropolitan Atlanta Rapid Transit Authority
- 19 11 Metropolitan Planning Commission
- 19 12 Military Order of the World Wars, Atlanta Chapter
- 19 13 Mitchell, Ruth
- 19 14 Montag, Louis
- 19 15 National Association of Manufacturers
- 19 16 National Distribution Council, Department of Commerce
- 19 17 National Planning Association, Committee on Southern Development
- 19 18 National Recreation Association
- 19 19-25 National Retail Merchants Association
- 20 1 National Retail Merchants Association: Clippings, Mid-Western Trip - Fall 1957
- 20 2-4 National Retail Merchants Association: Clippings, Annual Convention - 1958
- 20 5 National Safety Council
- 20 6-8 Neely, Frank H.
- 20 9 Neiman-Marcus, Dallas, Texas
- 20 10-11 Newcomer Society, Dinner Honoring Rich's
- 20 12-15 New York Apartment
- 20 16 New York Apartment: Redecorating, 1974
- 20 17 New York Times
- 20 18 New York University, Institute of Retail Management
- 20 19 Nurses, Private Duty
- 20 20 Oglethorpe University
- 20 21 Parties
- 20 22 Piedmont Hospital Building Fund
- 20 23-24 "Profiles in Retirement" by Dr. L. E. Abt, Interview with Richard H. Rich, 1974
- 20 25-27 Property: Naples, Florida
- 20 28 Property: Savannah, Georgia
- 21 1 Retailers (largest in U.S.)
- 21 2 Rich Family: Genealogical Records
- 21 3-9 Rich Foundation
- 21 10-14 Rich, Michael P.
- 21 15 Rich, Michael P. and Grace W.
- 21 16 Rich, Richard H.
- 21 17-21 Rich, Richard H.: Biographical Data

- 21 22-26 Rich, Sally (Rose Adolph)
- 22 1-2 Rich, Virginia Lazarus
- 22 3-5 Rich, Virginia Lazarus: Camellias
- 22 6 Graveside Memorials
- 22 7 Memorial Contributions
- 22 8-15 Rich, Walter H. - 1946 Tobe Award, Correspondence
- 22 16-17 Rosenheim, Herman and Rosalind
- 22 18 Rotary Club of America
- 22 19-23 Russell, Richard B., Foundation and Library
- 22 24-29 St. Joseph's Infirmary
- 23 1-13 Southern Bell Telephone and Telegraph Company: Board of Directors
- 23 14-15 Southern Bell Telephone and Telegraph Company: Clippings re Richard H.  
Rich's Election to Board of Directors
- 23 16 Printed Reports
- 23 17 Stadium Club
- 23 18 The Temple, 1958 Bombing
- 23 19 Thalhimer Brothers, Inc.
- 23 20 TOBE Awards
- 23 21-24 Traffic Commission, City of Atlanta
- 23 25 Transportation Planning Council
- 24 1 Travel Files: 1957-1963
- 24 2 Travel Files: 1964
- 24 3 Travel Files: 1965
- 24 4 Travel Files: 1966
- 24 5 Travel Files: 1967
- 24 6 Travel Files: 1968
- 24 7 Travel Files: 1969
- 24 8 Travel Files: 1970
- 24 9 Travel Files: 1971
- 24 10 Travel Files: 1972
- 24 11-12 Travel Files: 1972, Trip Abroad
- 24 13 Travel Files: 1973
- 24 14 Travel Files: 1974
- 24 15-18 Travel Files: 1974, Trip to Europe
- 24 19 Travel Files: Edinburgh
- 24 20 Travel Files: Far East
- 24 21 Travel Files: Grand Cayman
- 24 22 Travel Files: Hawaii
- 24 23 Travel Files: Italy
- 24 24 Travel Files: Japan

- 24 25-27 Travel Files: London
- 24 28 Travel Files: New York
- 24 29 Travel Files: Turkey
- 24 30-31 Travel Files: Miscellaneous
- 25 1-6 Trust Co. of Georgia: Board of Directors
- 25 7-8 Twentieth Century Fox
- 25 9-12 U.S. Army: Post Adjutant's Paymaster Receipts, 1942-1943
- 25 13-17 U.S. Army: Advisory Committee
- 26 1-4 U.S. Army: Civilian Aide to Secretary of the Army
- 26 5 U.S. Army: General A. D. Connor, Third Army, Atlanta
- 26 6-10 U.S. Army: Official File #201
- 26 11-12 U.S. Army: Orders and Correspondence
- 26 13 U.S. Army: Receipts
- 26 14 U.S. Army: Separation Papers
- 26 15 U.S. Army: Visits of Allied Foreign Military Students in Civilian Communities
- 26 16-18 United Way of Metropolitan Atlanta
- 27 1 University of Georgia, Advisory Committee for Retail Curriculum
- 27 2 University of Pennsylvania, Alumni Giving
- 27 3 Urban Transportation Advisory Council, U.S. Department of Transportation
- 27 4 Veterans Advisory Committee, 1945
- 27 5-10 Williams, Hosea vs. Richard H. Rich (1970's)
- 27 11-12 World's Freedom Fair - Proposed for Atlanta, 1968
- 27 13-20 Young Harris College

**Series 3**  
**Rich's Inc. records, 1890-1981**  
**Boxes 28-50, OP1**

**Scope and Content Note**

This series concerns Rich's, Inc.'s operations, expansions, and relations to other stores and to the Atlanta business community from the 1930's to the 1970's. Correspondence, intra-store memorandums, printed reports, market studies, store publications, advertisements and promotions, and store miscellany are included. The series documents, to a degree, Rich's role in the development of the store as well as the growth of Rich's from a downtown dry goods store to a major department store chain with nine branches and several large discount convenience stores.

The daily functioning of the store, especially in the 1940's and 1950's when Rich was vice-president and president closely overseeing operations, is revealed through memos, charts, and reports of various departments, such as special services (protection), post office, and warehouses. Rich's membership in the Associated Merchandising Corporation is also shown. The AMC was an independently owned and operated corporation with twenty-eight of the nation's leading department stores as affiliates. As a member from 1943 to the mid-1970's, Rich's used the corporation for merchandising, planning, and evaluating their sales, management, personnel, and customer service policies.

A major section of this series concerns the branch store movement which began in 1954 with the opening of Rich's Knoxville and in 1959 with the opening of Atlanta's first major suburban shopping centers at Lenox Square and Belvedere. Market studies, contract negotiations, promotion plans, press packets for grand openings, and correspondence relate to several of the branches Rich's opened from 1954 to 1975. Many of the printed reports are also closely related to the branch store movement. Reports include feasibility and market studies for particular sites and detailed studies of developments in Atlanta which might affect store operations, such as downtown traffic studies, long-range plans of Georgia State College, and plans for the development of MARTA, the rapid transit system.

Other materials in the series include annual reports to stockholders dating from 1944 to 1980, employee magazines, *Rich Bits*, *Little Bits*, and *News Bits* dating from the 1920's to the 1970's, and pamphlets, brochures, handouts, booklets, and newsclippings put out by the store in special sales promotions and public service campaigns promoting the resources and attractions of Georgia and Atlanta. Store miscellany completes the series. This includes printed tributes to three of the store's leaders, Walter Rich, Frank Neely, and "Mr. Dick, Richard Rich. Six phonograph albums are also included as part of the Rich's, Inc. series. Four albums feature the vice-president of S. H. George's and the mayor of Knoxville announcing the merger of George's and Rich's in 1954. The other two albums were recorded at the Tobe Awards ceremony honoring Walter Rich for his leadership in the merchandising field in 1946.

**Arrangement Note**

Arrangement is as follows: subject files (in alphabetical order), branch expansions, printed reports, annual reports, store publications, advertisements and promotions (in chronological order), and miscellany.



<b>Box</b>	<b>Folder</b>	<b>Content</b>
28	1-10	Associated Merchandising Corp.: Board of Directors
28	11-12	Associated Merchandising Corp.: By-Laws and Governing Rules
28	13-18	Associated Merchandising Corp.: Correspondence
28	19-21	Associated Merchandising Corp.: Expense Exchange Reports
28	22-24	Associated Merchandising Corp.: Expense Review Budget Committee
28	25	Associated Merchandising Corp.: Membership and Attendance Lists
29	1-3	Associated Merchandising Corp., President's Advisory Committee
29	4-7	Associated Merchandising Corp.: Reports
29	8	<i>Atlanta Constitution</i> : re Alabama Street Lot
29	9	Attorney's Duties and Responsibilities
29	10	Basement Store Opening
29	11	Batson-Cook Construction Company
29	12	Broadway Hale Stores, Inc.
29	13	Brumm, Joseph D.
29	14	Casual Corner
29	15	Comparisons between Rich's and Other Department Stores
29	16-24	Complaint Letters: 1958, 1960, 1972-1974
30	1-16	Complaints: A-Y
30	17-25	Complimentary Letters: 1970, 1972
31	1-11	Complimentary Letters: 1973, 1975
31	12	Complimentary Letters and Memorandums - Procedures
31	13-15	Convenience Store Data (Richways)
31	16	Credit Department Activities: Summaries
31	17	Davison's
31	18	Employee Credit Union: 1967 Yearly Report
31	19-21	Employee Retirement Plan
31	22-23	Employees "Once-ForAll Fund"
32	1	Federated Department Stores
32	2	Floor Plans
32	3	Flynn, James P.
32	4	Form Letters Sent by Store at Holidays
32	5-9	Garage
32	10	Garage: Employee Pension Fund Ownership
32	11-12	Hammer and Company
32	13	Harling, E. L.
32	14	Harris, Julian
32	15	Incorporation of Rich's: Amended Certificate
32	16	Inventory Results: 1969

- 32 17-21 Inventory Results: 1970
- 32 22 Inventory Results: 1971 -1 972
- 33 1-11 Kidder, Peabody and Company and Walter Moffit (Financial)
- 33 12-14 King and Spalding (Legal Services)
- 33 15 Labor Relations
- 33 16 Lease from M. Rich & Bros. Co.
- 33 17 LIFO
- 33 18 Long Range Planning
- 33 19 Mages, Kenneth
- 33 20 Mail Order Department
- 33 21 Management Consultants
- 33 22 Marshal Field and Company
- 33 23-24 Medical Insurance/Mutual Aid Department
- 33 25-26 Merger: M. Rich and Bros. and Rich's
- 33 27 "Million Dollar Day" - November 23, 1956
- 34 1-2 Miscellaneous Correspondence and Lists
- 34 3-4 Miscellaneous Correspondence About Expansions
- 34 5 Muse, George, Clothing Company
- 34 6 Mutual Life Insurance Company of New York
- 34 7 News Releases
- 34 8-9 New York Life Insurance Company
- 34 10 Optical Department
- 34 11-12 Parker, Benjamin M. (Attorney for Rich's)
- 34 13-14 Parking Commission, City of Atlanta
- 34 15-21 Personnel Division
- 34 22 Population Trends
- 34 23 Post Office
- 34 24-26 Profit-Sharing Plans
- 35 1 Projection of Rich's Financial Needs in Post War Credit Economy
- 35 2 Promotions: Executive Staff
- 35 3 Property: Atlanta
- 35 4 Augusta
- 35 5 Columbia, S.C.
- 35 6 Columbus, Ga.
- 35 7-8 Macon
- 35 9 Nashville
- 35 10 New Orleans
- 35 11-15 Public Relations
- 35 16 Public Relations Budget, Spring 1970

35	17	Purchasing Department
35	18-19	Real Estate: Downtown Properties
35	20	Receiving and Marketing
35	21-26	Rich's History
36	1-2	Richway
36	3	Richway: Press Kit
36	4	Piedmont Area Analysis (Printed Report)
36	5-6	Riot and Emergency Plans for Store
36	7	Sales Comparisons: Rich's and Lazarus' Department Stores
36	8-10	Sales Figures and Analyses
36	11-12	Scholarship Awards
36	13	Security and Exchange Commission
36	14	Semple, Cecil S.
36	15	Service Center: Merchandise Control Office Training Manual
36	16-17	Service Center: New Employee's Packet
36	18	Service Division
37	1	Sit-ins and Store Segregation Practices: 1958
37	2-3	Sit-ins and Store Segregation Practices: 1960
37	4	Sit-ins and Store Segregation Practices: 1961
37	5	Southern Institute of Management
37	6	Special Services (Protection)
37	7-11	Stevens and Wilkinson, Architects and Engineers
37	12	Store Expenses and Responsibilities (1968)
37	13-15	Stock Earnings and Options
37	16-18	Store for Homes
37	19-24	Store Memorandums
37	25	Store Planning and Designing
38	1-4	Target South Stores
38	5	Taxes: City
38	6-8	Taxes: Federal
38	9	Taxes: Sales
38	10	Taxes: State
38	11	Taxes: Out-of-State Sales and Use
38	12	Toombs, Henry J.
38	13-14	Touche, Niven, Bailey & Smart, Accountants and Auditors
38	15	Training Department
38	16	Transactions - Customer Sales
38	17	Travel Allowances
38	18	Unemployment Compensation

- 38 19 Warehouse
- 38 20 Warehouse (Printed Report)

### **Branch stores**

- 39 1-2 General Information
- 39 3-4 General Information, Hammer and Company Studies
- 39 5-7 Inquiries Regarding Expansion
- 39 8-12 Belvedere
- 39 13 Belvedere, Pattern Contracts
- OP4 - Branch Store materials (blueprints, plots, charts, and advertisements) (14 items)
- 39 14 Brookwood Mall, Birmingham, Ala.
- 39 15-22 Cobb County
- 40 1-6 Cobb County
- 40 7 Cobb County, Press Kit
- 40 8 Cumberland Mall
- 40 9-13 Greenbriar
- 40 14-15 Knoxville
- 40 16-18 Lenox Square
- 41 1-4 Lenox Square
- 41 5 Lenox Square: Consumer Survey
- 41 6 Lenox Square: Consumer Traffic Study
- 41 7 Lenox Square: Contracts
- 41 8-10 Lenox Square: Contracts - Beauty Salon
- 41 11 Lenox Square: Contracts - Patterns
- 41 12 Lenox Square: Contracts - Professional Services
- 41 13-14 Lenox Square: Contracts and Leases
- 41 15 Lenox Square: Expansions
- 41 16 Lenox Square: Financing
- 41 17 Lenox Square: Landscaping
- 41 18 Lenox Square: Personnel
- 41 19 Lenox Square: Press Kit
- 41 20-21 Lenox Square: Traffic Studies
- 42 1-3 North DeKalb
- 42 4-6 Perimeter Mall
- 42 7-8 South - Atlanta Square (rejected proposal)
- 42 9-10 South DeKalb
- 42 11 South DeKalb, Press Kit
- 42 12-13 Tri-City Shopping Center

### **Printed reports**

43	1	Air Rights Plaza
43	2	Atlanta Metropolitan Area Household Analysis
43	3	Atlanta Metropolitan Area Mass Market Study
43	4	Atlanta Metropolitan Area Trends
43	5	Atlanta Metropolitan Area Trends - Addendums to Report
43	6	Atlanta Retail Market
43	7	Atlanta Suburban Retail Markets
43	8	Atlanta Suburban Store Locations
43	9	Atlanta Suburban Trade Areas
43	10	Atlanta Trends
43	11	Branch Store Program, 1961 Review
43	12	Branch Development Program, 1963 Review
43	13	Branch Stores Outside Metropolitan Atlanta
44	1-4	Birmingham, Market Image Survey
44	5	Charlotte, N.C. Report
44	6	Department Store Prospects in 22 Metropolitan Areas
44	7	Downtown Atlanta
44	8	Downtown Atlanta Plan
44	9	Downtown Atlanta Streets
44	10	East Tennessee, Market Trends
44	11	The Georgia Market
44	12	Georgia State University Comprehensive Campus Master Plan
44	13	Georgia Stores for Rich's
44	14	Macon, Ga, Economic Analysis of Shopping Center Site
44	15	Merger Discussion Outline
45	1	Nashville, Tennessee Reports
45	2	Oak Ridge Survey
45	3	Orlando, Fla Report
45	4	Orlando and Jacksonville, Fla. Report
45	5	Out-of-Town Rich's Stores
45	6	Peachtree City
45	7	Shopping Centers
45	8	Southeast Atlanta
45	9	Southeast Atlanta Markets
45	10	Southside Atlanta Strategy
45	11	Tampa, St. Petersburg, Fla. Report
45	12	Tampa, St Petersburg, Orlando, Fla. and Knoxville, Tenn. Comparative Analysis
45	13	Uptown Atlanta Ideas
46	1	Annual Reports, 1944-1948

46	2	Annual Report and Financial Statement, 1949
46	3	Financial Statement on Stock Certificates Issued, Cancelled and Outstanding, 1901-1950
46	4	Financial Statement, 1950
46	5	Annual Report and Financial Statement, 1951
46	6	1952
46	7	Financial Statement, 1953
46	8	Annual Report and Financial Statement, 1954
46	9	Annual Report, 1955
46	10	Fall Report, 1955
46	11	Annual Reports, 1956, 1957, Interim Report, August 1957
46	12	Annual Reports, 1958, 1959, Interim Report, August 1959
46	13	Annual Reports, 1960, Interim Report, July 1960
46	14	Annual Reports, 1961, 1962, Interim Report, August 1962
46	15	Annual Reports, 1963, 1964, Interim Report, August 1964
46	16	Annual Reports, 1967, Interim Report, July 1967
46	17	Annual Reports, 1968, Interim Reports, May, August 1968
46	18	Annual Reports, 1969, Interim Reports, May, August 1969
46	19	Annual Reports, 1970, Interim Report, August 1970
46	20	Annual Reports, 1971, Interim Report, October 1971
46	21	Financial Statement, 1971
46	22	Annual Report, 1972
46	23	Annual Report, 1973, Interim Report, November 1973
46	24	Annual Report, 1974, Interim Report, May 1974
46	25	Annual Report, 1975
46	26	Annual Report, 1976
46	27	Annual Report, 1977
46	28	Annual Report, 1978
46	29	Annual Report, 1979

### **Store publications**

47	1-37	May 1926 - Christmas 1971
48	1-12	<i>Rich Bits</i> , Spring 1972 - February 1981
48	13	<i>Little Bits</i> , 1950 (4 issues)
48	14-21	<i>News Bits</i> , August 1961 - December 1975
48	22	<i>Emphasis on Service</i> , January 1975

### **Advertisements and sales promotions:**

48	23	1890, 1926
48	24-28	Diamond Jubilee Essay Contest, 1941, 1942

- 48 29 "Diamond Jubilee Murals"
- 48 30 "The Story of Rich's, 1867-1942"
- 48 31 "Rich's Salutes the New South," c. 1942
- 48 32 "Georgia Builds, Architectural Awards Dinner," 1946
- 48 33 "Know Your Georgia," 1946
- 48 34 "Know Georgia's Products," 1946
- 48 35 "Know Georgia's Industries," 1946
- 48 36 "Fashionata," 1946
- 48 37 "Because There is a Georgia," 1947
- 48 38 Ad for Store For Homes - Opening, 1947
- 49 1 Garden City Yearbook, 1947
- 49 2 "Fashionata," 1947
- 49 3 "Georgia Builds To Live," c. 1947-48
- 49 4 "Georgia Builds - Architectural Competition," Winners and Honorable Mentions,  
1947-48
- 49 5 "Atlanta and Rich's," c. 1940's
- 49 6 "Fashionata," ca. 1940's
- 49 7 Ads for Store for Homes and World Peace Charter, c. 1940's
- 49 8 "Man's World," 1951
- 49 9 "One World of Fashion, 1953"
- 49 10 "Rich's, a Southern Institution Since 1867," by Frank H. Neely, 1953
- 49 11 "One Enchanted Evening at Rich's," 1959
- 49 12 Frank H. Neely, "Rich's, a Southern Institution Since 1867," 1960
- 49 13 "Rich's Commemorates the Civil War Centennial, 1861-1961"
- 49 14 "Welcome to Atlanta ... Home of Rich's," 1965
- 49 15 "Italia Magnifica," 1965
- 49 16 "Facts About Rich's," 1967
- 49 17 Handouts for Rich's Centennial Celebration, 1967
- 49 18 "Rich's, a Way of Life in Atlanta and the South," 1967
- 49 19 "Salute to the Arts, a Gala Centennial Premiere," 1967
- 49 20 "Rich's Centennial Information," 1967 (Press Packet)
- 49 21 "Great Moments in Georgia History," 1967
- 49 22 "Facts About Rich's"
- 49 23 Postcards, 1960's
- 49 24 Ad for "The Eighth Wonder of Reich's" (Perimeter Mall) c. 1971
- 49 25 "Rich's and Atlanta Bid You Welcome," 1973
- 49 26 "Brief History of the Store," 1973
- 49 27 "Atlanta, a Picturesque View of Our City," c. 1970's
- 49 28 Miscellaneous, undated
- 49 29 Newsclippings, 1925-26

- 49 30 Newsclippings, 1932-37
- 49 31 Newsclippings, 1946
- 50 1-2 Newsclippings, 1948
- 50 3 Newsclippings, 1960, 1967 and undated

### Store Miscellany

- 50 4-5 New Employees' Manuals
- 50 6 New Employees' Training Manuals
- 50 7 Tribute to Walter Rich
- 50 8 Tribute to Frank Neely
- 50 9 Tribute to "Mr. Dick" (Richard Rich)
- 50 10-12 Rich's Telephone Directory
- 50 13 Rich's Home Quiz, List of Directors
- 50 14 Celestine Sibley, Dear Store
- 50 15-17 Printed materials

### Oversized Items

- CLP3 - *The Mayor Speaks*, WBIR, Knoxville, Tennessee (side A and B), 1954 January 19 [original: phonograph]  
[Digital/digitized copy available in the Reading Room: id s3tkk][Digital/digitized copy available in the Reading Room: id s3tjp]
- CLP3 - Tobe Award Speech, Walter Rich, WGST, Atlanta, Georgia (side A and B), 1947 February 6 (2 phonographs)[original: phonograph]  
[Digital/digitized copy available in the Reading Room: id s3tts][Digital/digitized copy available in the Reading Room: id s3tvx]
- CLP3 - S.H. George's Merger Announcement, WBIR, Knoxville, Tennessee (side B-G), 1954 January 18 (3 phonographs) [original: phonograph]  
[Digital/digitized copy available in the Reading Room: id s3trh][Digital/digitized copy available in the Reading Room: id s3tp7][Digital/digitized copy available in the Reading Room: id s3tqc][Digital/digitized copy available in the Reading Room: id s3tn3][Digital/digitized copy available in the Reading Room: id s3tsn][Digital/digitized copy available in the Reading Room: id s3tmz]



**Series 4**  
**Financial and legal papers, 1922-1975**  
**Boxes 51-72**

**Scope and Content Note**

The financial and legal series contains the largest amount of Rich family materials in the collection. Financial ledgers, income, property, and estate tax records, banking, trust, personal financial, estate, insurance, and investment records plus miscellaneous records relating to charitable contributions and other financial concerns are filed here. Family members represented in the series are Rich, Virginia Lazarus Rich, Herman and Rosalind Rosenheim, Eldon and Hilda Lazarus, Charles and Katherine Reiser, Bee Rich Wolfe, Walter Rich, Marjorie Rich Giddens, Phillip Giddens, David H. Strauss and family, Maud Rich, and Maud S. Bass. The papers date from the early 1900's (David H. Strauss folders) to the 1970's.

Rich's personal financial transactions-are detailed in the ledgers (early 1950's to 1974), tax records (1935 - early 1970's) and banking records (1963 - 1973). The financial ledgers for Rich and one for Walter Rich (1930's - 1950) list types and amounts of investments, income and expenditures for these two leaders of Rich's. The tax records report forty years of Rich's gifts to charities, income, investments, inheritances and other financial information. The banking records include check stubs for Trust Company and First National of Atlanta accounts which indicate dates, amounts, recipients, and reasons for the checks. Typed lists showing bank balances, expenditures, and deposits are also filed here.

Trust records of several members of the Rich family make up a large portion of this series. Correspondence, account statements, copies of trust agreements, and tax forms comprise the records. They are for the Rich children under trusts established by Rich, his wife and their mothers, for Phillip Giddens under a trust of Marjorie Giddens Rich (Walter Rich's widow), Bee Rich Wolfe under a trust of Walter Rich, the Reiser family under trust accounts from Rosalind Rosenheim and Charles and Katherine Reiser, and the Strauss children under Oscar R. Strauss's trusts. Rich served as a trustee on all of these trusts. Correspondence is generally between trustees, bank officers, and trust recipients regarding expenditures and investments. One unusual item is an antenuptial agreement signed by Marjorie Rich Giddens and Phillip Giddens in 1949 stating that possessions of each person at the time of their marriage would remain individual rather than joint property.

The series contains a large section of estate records of Virginia Rich, Herman and Rosalind Rosenheim, Eldon and Hilda Lazarus, Maud Rich, Maud S. Bass, and David H. Strauss. These records include correspondence among family members, executors, and banking, investment, and legal officials. Estate tax returns and account statements regarding assets and distribution of the estates are also included.

Other records include personal financial records of Hilda Lazarus in the decade following her husband's 1955 death. The remaining papers document Rich's stock and bond investments, ownership of insurance policies, contributions to charities, charge account bills from Rich's (1965-1975), and materials relating to the purchase and renovation of his West Andrews Drive home.

**Arrangement Note**

Arranged by record type.

**Restrictions on Access**

Special restrictions apply: Series 4 is closed to researchers.

**Series 5**  
**Writings and printed materials, 1938-1980**  
**Boxes 73-75 and OP3**

**Scope and Content Note**

Contained here are writings and printed materials by and about Rich and Rich's department stores. Speeches Rich wrote and delivered to civic groups, local and national business associations, college groups, and store employees from 1938 to 1974 are filed chronologically. Topics include current business trends, developments at Rich's, the post-war economy, and the importance of cooperation among merchants, employees, and city and community groups. Rich also had several articles published in periodicals and newsletters. Most of these discuss business and economic topics; they are filed chronologically.

Printed materials include local and national magazine and newspaper clippings about Rich and his family and about Rich's and the store's role in the growth of Atlanta. These too are filed chronologically.

**Arrangement Note**

Arranged by record type.

**Speeches by R. H. Rich**

<b>Box</b>	<b>Folder</b>	<b>Content</b>
73	1	1938 - 1939
73	2	1943 - 1945 October
73	3	1945 November
73	4	1946
73	5	1947
73	6	1948 January - February 2
73	7	1948 February 6 - April
73	8	1948 May - August
73	9	1948 October - December
73	10	1952 January
73	11	1952 February - April
73	12	1952 May - November
73	13	1953 June - July
73	14	1953 October
73	15	1954 January - March 5
73	16	1954 March 29 - August
73	17	1954 September
73	18	1954 December
73	19	1955 January
73	20	1955 February
73	21	1955 March - May

73	22	1955 June
73	23-24	1955 September
73	25	1956 June - August
73	26	1956 November
74	1	1958 February - April
74	2	1958 May 22
74	3	1958 May 29 - July
74	4	1958 September - November 20
74	5	1958 November 26
74	6	1950 - 1960
74	7	1962
74	8-9	1963 August
74	10	1963 October
74	11	1963 December
74	12	1964 March
74	13	1964 May - June
74	14	1964 July
74	15	1964 October
74	16	1965 July
74	17	1965 October
74	18	1968, 1974

#### **Writings by R. H. Rich**

74	19	1949 - 1954
74	20	1958 - 1960
74	21	1962 - 1968

#### **Printed materials about Rich and Rich's**

75	1	Articles, 1942, 1948
75	2	Articles, 1949
75	3	Articles, 1951 - 1959
75	4	Articles, 1961 - 1962
75	5	Articles, 1963
75	6	Articles, 1965 - 1966
75	7	Articles, 1967 - 1968
75	8	Articles, 1969
75	9	Articles, 1970, 1973
75	10	Articles, 1974
75	11	Articles, 1975, undated 1970's
75	12	Newsclippings, 1942 - 1948

- 75 13 Newsclippings, 1952 - 1964
- 75 14 Newsclippings, 1965 - 1966
- 75 15 Newsclippings, 1967 - 1969, undated 1960's
- 75 16 Newsclippings, 1970 - 1974
- 75 17 Newsclippings, 1975
- 75 18 Newsclippings, 1976 - 1980
- OP3 - Newsclipping - Advertisements Memorializing Rich and Article about Atlanta and Georgia (7 items)

**Series 6**  
**Photographs, circa 1902-1979**  
**Boxes 76-77, OP 1, 3-5**

**Scope and Content Note**

Photographs of Rich as a young boy, a businessman, a family man, a community leader, and a civilian aide to the Secretary of the Army dominate the series. Other photographs are of members of the Rich family, Rich's executive officers and directors, and scenes of the store in both modern and older, historic times. Childhood and portrait photographs of Rich from the early 1900's to 1975 show his maturing from a chubby young boy to a youthful merchant to an elderly leader of one of the south's major department store chains. Other photos of Rich picture him receiving awards at parties, dinners and meetings, attending Emory University functions and store ceremonies, and relaxing with his family. Snapshots of Brazil in 1944 are among the miscellaneous photographs completing this series.

**Arrangement Note**

Arrangement is largely by subject and a few of the photos have been left framed.

<b>Box</b>	<b>Folder</b>	<b>Content</b>
76	1	Richard H. Rich, childhood and youth (1902-1920's)
76	2	Richard H. Rich, portraits, 1930's - 1940's
76	3	Richard H. Rich, portraits, 1950-1962
76	4	Richard H. Rich, portraits, c. 1963 - 1965
76	5	Richard H. Rich, portraits, c. 1960's - 1974
76	6-7	Richard H. Rich, portraits, c. 1970's
76	8	Richard H. Rich, 1948 - 1970's
76	9	Richard H. Rich, and famous personalities, 1946 - 1965
76	10	Richard H. Rich, and famous personalities, 1966 - 1971
76	11	Richard H. Rich, and various persons and groups
76	12	Richard H. Rich, at civic functions
76	13	Richard H. Rich, at Emory University programs, 1949, 1956
76	14	Richard H. Rich, at Emory University programs, 1965 - 1971
76	15-17	Richard H. Rich, at parties, dinners, and meetings
76	18	Richard H. Rich, receiving awards
76	19	Rich Family, Rich with family members
76	20	Rich Family, Virginia Lazarus Rich
76	21	Rich Family, Mr. and Mrs. Herman Rosenheim
76	22	Rich Family, Sally with her family and with Ginger and Michael
76	23	Rich Family, Virginia
76	24	Rich Family, Michael, Asheville School pictures
76	25	Rich Family, Michael
76	25	Rich Family, Cousins

- 77 1 Rich's Inc., Executives - Morris Rich (founder)
- 77 2 Rich's Inc., Executives - Walter Rich
- 77 3 Rich's Inc., Executives - R. H. Rich and Harold Brockey
- 77 4 Rich's Inc., Executives - Group Shots
- 77 5 Rich's Inc., Executives - Frank Neely, O. R. Strauss, Joel Goldberg
- 77 6 Rich's Inc., Ground Breakings and Grand Opening of Stores
- 77 7 Rich's Inc., Historical Photos (reproductions)
- 77 8 Rich's Inc., Long-Time Employees Clubs
- 77 9 Rich's Inc., Meetings
- 77 10 Rich's Inc., Secretary to R. H. Rich, Dorothy Lavine
- 77 11-15 Rich's Inc., Store for Homes, 1947 - 1948
- 77 16 Rich's Inc., Miscellaneous
- 77 17 Business Associations and Meetings - Georgia International Corp.
- 77 18-19 Business Associations and Meetings - Nat. Retail Merchants Assoc.
- 77 20 Business Associations and Meetings - Southern Bell Board of Directors
- 77 21 Business Associations and Meetings - Atlanta Chamber of Commerce, AMFAC
- 77 22-24 U.S. Army - Civilian Aides Conferences
- 77 25-27 U.S. Army - Receptions and Dinners
- 77 28 U.S. Army - Various events, 1950 - 1971
- 77 29 Various identified and unidentified persons
- 77 30 Miscellaneous
- 77 31 Miscellaneous snapshots of Brazil, 1944
- 77 32 Miscellaneous snapshots

### **Oversized folders**

- OP1 2 Richard H. Rich, portrait photos, c. 1940's - 1970's
- OP1 2 Rich Family - Virginia L. Rich, portrait photos
- OP1 2 Rich Family - Virginia Rich Barnett, dance pose
- OP1 2 Rich Family - Virginia Rich Barnett, portrait photo
- OP1 2 Rich Family - Robby Barnett
- OP1 2 Rich Family - David Barnett
- OP1 3 Rich's Inc. - Executives, Walter H. Rich
- OP1 3 Rich's Inc. - Executives, Richard Rich, Frank Neely, Ben Gordon
- OP1 3 Rich's Inc. - Executives, Oscar R. Strauss
- OP1 3 Rich's Inc. - Executives, Joseph Asher
- OP1 3 Rich's Inc. - Executives, Elmer Etling
- OP1 3 Rich's Inc. - Executives, Annie Mae Gallagher
- OP1 3 Rich's Inc. - Executives, Directors, Ben Gordon
- OP1 3 Rich's Inc. - Directors, Marjory Rich
- OP1 3 Rich's Inc. - Directors, L. C. Long

- OP1 3 Rich's Inc. - Directors, William Rich
- OP1 3 Rich's Inc. - Directors, William Fritz
- OP1 3 Rich's Inc. - Directors, Joe Meade
- OP1 3 Rich's Inc. - Directors, Mr. Spalding
- OP1 3 Rich's Inc. - Directors, Ansil Leake
- OP1 3 Rich's Inc. - Directors, Catherine Rice
- OP1 1 Rich's Inc., Historical Photos
- OP2 1 Trust Company of Georgia, Board of Directors
- OP2 - Framed photographs and roll; National Retail Dry Good Association Group with President Eisenhower at White House, October 1956; President Lyndon B. Johnson with Rich, signed by Johnson, n.d.; Rich's Board of Directors, August 1966; Roll: unidentified group, 1928



**Series 7**  
**Scrapbooks, 1937-1975**  
**OBV 1-9**

**Scope and Content Note**

The nine scrapbooks chronicle Rich's life from 1939 to 1975. Evidently prepared by Dorothy Lavine and other members of Rich's secretarial staff, the volumes are filled with correspondence, photographs, printed materials and occasional memorabilia. Rich's store activities, civic involvements, family life, and significant events through the years are highlighted. [Note: Original copies of correspondence, photographs, and articles and speeches written by Rich have been replaced with photocopies. Correspondence has been filed in Series 1, photographs in Series 6, and articles and speeches in Series 5. This was done as a conservation measure.]

**Arrangement Note**

Arranged in chronological order.

<b>Box</b>	<b>Folder</b>	<b>Content</b>
OBV1		1937 - 1948
OBV2		1949 - 1950
OBV3		1951 - 1954
OBV4		1955 - 1957
OBV5		1957 - 1961
OBV6		1961 - 1964
OBV7		1965 - 1967
OBV8		1968 - 1972
OBV9		1973 - 1975

**Series 8**  
**Memorabilia**  
**Boxes 78-79, OP 1 and 6**

**Scope and Content Note**

This series contains certificates and awards honoring Rich for his contributions to the merchandising field, the U.S. Army, and his community. Three plaques and memorabilia celebrating Rich's anniversaries are also included. A tape recording of the memorial service held for Rich on May 10, 1975 at the Atlanta Memorial Arts Center completes the series.

<b>Box</b>	<b>Folder</b>	<b>Content</b>
78	1-6	Certificates and Awards
78	7	Memorabilia Commemorating 50th Anniversary of Rich's
79		3 plaques honoring Rich
79		Tape recording of Rich's memorial service, May 10, 1975

**Oversized folder**

OP1 4 Memorabilia and Miscellany; 15 oversized certificates and awards (1 is for Rich's); 1 poster, Rich in "The Beautiful People of Georgia" advertisement

**Oversized item**

OP2 - 1 roll signed by members of Rich's Board of Directors offering family condolences on Rich's death (shelved in OP Box 1)

**Series 9**  
**Miscellany**  
**Boxes 80-82, OP 7**

**Scope and Content Note**

The final series contains directories of civic and social clubs Rich belonged to, programs from dinners, civic meetings, and Emory University functions, publications about Walter Rich and Frank Neely and featuring the Virginia Rich camellia, desk calendars maintained for Rich by secretaries for 1961 and 1972, correspondence regarding memorials honoring Rich at the time of his death, samples of Christmas and thank you cards Rich sent, and a "Christmas Binder" containing gift lists and copies of correspondence from the early 1970's. Miscellaneous printed materials and "speech files" complete the series.

**Arrangement Note**

Arranged by alphabetical order.

<b>Box</b>	<b>Folder</b>	<b>Content</b>
80	1	"Christmas Binder" of R. H. Rich (1970's)
80	2	Christmas cards sent by Rich
80	3	Thank you cards
80	4	Calling cards
80	5-8	Contributions honoring Rich at his death
80	9-12	Desk calendars, 1961
80	13-16	Desk calendars, 1972
81	1-5	Directories of civic and social clubs
81	6	Emory University activities
81	7-8	Lists
OP5	-	Painting of Rich's during Christmas, by Jack Shields, 1971
81	9-10	Passports
81	11-12	Programs of dinners and civic meetings
81	13-16	Publications about Frank H. Neely
82	1-2	Publications about Walter H. Rich
82	3-5	Publications featuring the Virginia Rich camellia
82	6-9	Printed materials
82	10	Printed materials, "Speech Files"
82	11	Miscellaneous

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## Index of Selected Correspondents

Correspondence with prominent local citizens, Atlanta business leaders, and local, state and national politicians is indexed here. Indexed items include correspondence written to and from the individuals. Correspondence in Series 1, General Correspondence, Series 2, Subject Files, and Series 3, Rich's, Inc., has been indexed. Index is to series number, box number, folder number, and number of items. For example, notation "Series 2 - 6:3 (1)" refers to Series 2, box 6, folder 3, with one item. Letters from the same series continue on the same line, e.g. "Series 3 - 32:4 (3); 48:14 (1)" connotes correspondence found in Series 3.

This is an index to selected correspondents rather than to all correspondents represented in Series 1-3. Materials such as newsclippings and photographs which relate to the named individual have not been indexed.

### **Allen, Ivan Ernest, Jr., 1911**

Series 1 - 1:14 (1); 3:1 (2); 3:2 (1); 4:2 (1); 4:11 (1); 4:13 (1); 4:14 (1)

Series 2 - 7:20 (1); 10:23 (1); 10:25 (1); 11:5 (1); 15:9 (2); 15:17 (2); 15:19 (1); 18:14 (2); 18:18 (1); 19:1 (1); 21:9 (1)

Series 3 - 35:15 (1); 36:5 (1)

### **Arnall, Ellis Gibbs, 1907-**

Series 2 - 22:8 (1)

### **Atwood, Sanford Soverhill, 1912-**

Series 1 - 2:7 (2); 2:8 (1); 2:10 (1); 3:13 (1); 3:16 (1); 4:3 (1); 4:7 (1)

Series 2 - 16:4 (2); 16:5 (1)

### **Biggers, George Clinton, 1893-1963**

Series 1 - 1:7 (2)

Series 2 - 23:1 (2); 27:13 (4)

### **Brown, Charlie**

Series 1 - 4:9 (1)

Series 2 - 9:11 (1); 19:1 (1); 26:18 (1)

### **Carmichael, James Vinson, 1910-1972**

Series 1 - 2:8 (1); 3:18 (1)

Series 2 - 7:14 (1); 7:15 (2); 7:16 (2); 7:17 (2); 7:18 (1); 7:21 (1); 8:10 (1); 8:11 (1); 9:9 (2); 9:11 (5); 9:12 (1); 9:13 (1); 9:14 (1); 9:17 (1); 9:27 (1); 10:19 (8); 10:23 (1); 11:4 (1); 11:14 (1); 11:15 (1); 11:27 (1); 12:1 (2); 12:9 (1); 12:24 (1); 13:2 (3); 13:3 (1); 13:9 (1); 13:13 (1)

### **Clement, Rufus Early, 1900-1967**

Series 1 - 1:13 (1)

### **Cox, James Middleton, Jr., 1903**

Series 1 - 1:1 (1); 1:10 (2)

Series 2 - 22:8 (1)

### **Davis, James Curran, 1895-1981**

Series 1 - 1:9 (2)

Series 2 - 15:15 (1); 22:8 (1)

Series 3 - 34:10 (1)

**Dobbs, John Wesley, 1931-**

Series 3 - 37: 2 (2)

**Donnelly, Walter J., 1896-1970**

Series 1 - 1:3 (1); 1:4 (2)

**Eisenhower, Dwight David, 1890-1969**

Series 1 - 1:9 (1); 1:19 (1)

**Eisenhower, Mamie Doud, 1896-**

Series 1 - 1:14 (1)

Series 3 - 36:18 (1)

**Flynt, John James, 1914**

Series 1 - 2:4 (8); 2:21 (2); 3:4 (2)

**Gambrell, David H., 1929**

Series 2 - 18:5 (3)

**George, Walter Franklin, 1878-1957**

Series 2 - 22:8 (1)

**Harris, Julian Hoke, 1906-**

Series 3 - 32:14 (3)

**Hartsfield, William B., 1890-1971**

Series 1 - 2:2 (1)

Series 2 - 15:15 (1); 23:21 (1)

Series 3 - 37:3 (2); 38:5 (1)

**Hill, Jesse, Jr.**

Series 3 - 37:1 (5); 37:2 (2)

**Howell, Clark, 1894-1966**

Series 2 - 27:13 (1)

Series 3 - 29:8 (1)

**Jackson, Maynard, 1938-**

Series 1 - 3:16 (2); 4:7 (1)

**Jacobs, Sinclair**

Series 1 - 1:5 (3); 1:6 (1); 2:21 (1); 3:14 (1); 3:16 (1); 3:18 (1); 4:3 (2); 4.4 (1), 4.6 (2) 18:12(1)

Series 2 - 22:15 (1)

**Johnson, Claudia Alta Taylor (Lady Bird), 1912-**

Series 2 - 1:9 (1)

**Jones Robert Tyre (Bobby), 1902-1971**

Series 1 - 4:7 (1)

**King, Coretta Scott, 1927-**

Series 1 - 4:7 (1)

**King, Lonnie C., Jr.**

Series 3 - 37:2 (1)

**McGill, Ralph Emerson, 1898-1969**

Series 2 - 14 2 (1); 22:14 (1); 22:15 (1); 23:18 (1)

**Maddox, Robert Foster, 1870-**

Series 1 - 1:8 (2)

Series 2 - 21:5 (2); 23:1 (2)

**Marcus, Stanley, 1905-**

Series 2 - 13:24 (5); 20:9 (4); 22:15 (1)

Series 3 - 33:23 (2); 34:15 (2)

**Martin, S. Walter, 1911-**

Series 2 - 16:6 (2)

**Mays, Benjamin E., 1895-**

Series 1 - 2:17 (2)

Series 2 - 21:5 (2)

**Mitchell, Margaret, 1900-1949**

Series 1 - 1:4 (1); 1:5 (1)

**Newton, Louie E., 1892-**

Series 1 - 4:8 (1)

Series 2 - 22:11 (1)

**Nixon, Richard Milhous, 1913-**

Series 1 - 3:5 (1)

**Noble, Edward E.**

Series 1 - 1:23 (3); 3:19 (1)

Series 3 - 40:16 (2); 40:17 (2); 41:1 (2); 41:2 (4); 41:3 (2); 41:4 (1); 41:16 (2); 42:7 (2)

**O'Connor, Basil, 1892-1972**

Series 1 - 1:9 (1)

**Palmer, Charles Forrest, 1892-1973**

Series 2 - 22:11 (1)

**Parks, Bert, 1914**

Series 1 - 1:12 (1)

**Paschal1, Eliza K.**

Series 3 - 37:3 (1); 37:4 (1)

**Peale, Norman Vincent, 1898**

Series 1 - 1:9 (2)

**Russell, Richard Brevard, 1897-1971**

Series 1 - 2: 19 (1)

Series 2 - 22:8 (1)

**Sanders, Carl Edward, 1925-**

Series 1 - 2:5 (2); 2:10 (3); 2:11 (3)

Series 2 - 10:23 (1); 10:25 (1); 11:4 (2); 27:12 (3)

Series 3 - 40:5 (1)

**Shaw, Robert, 1916-**

Series 1 - 2:16 (1)

**Shepard, Alan B., Jr., 1923-**

Series 1 - 2:1 (2)

**Sibley, John, 1888-**

Series 1 - 1:8 (2); 2:9 (1); 3:1 (2); 4:3 (1); 4:14 (1)

Series 2 - 12:6 (1); 13:24 (4); 20:10 (1); 22:8 (1); 25:1 (2); 25:3 (1); 25:5 (4)

**Smith, Rankin, 1925-**

Series 2 - 10:23 (1); 14:1 (8)

Series 3 - 35:14 (2)

**Spalding, Hughes, 1886-1969**

Series 1 - 1:13 (1); 1:24 (2); 2:3 (2); 2:11 (2)

Series 2 - 12:9 (1); 13:3 (2); 18:4 (4); 18:11 (1); 18:22 (3); 19:6 (4); 22:2 (2); 22:8 (1); 23:18 (1)

Series 3 - 29:8 (4); 33:1 (1); 33:12 (2); 35:19 (1); 36:13 (4)

**Talmadge, Herman, 1913-**

Series 1 - 2:9 (1); 2:14 (1); 2:16 (1); 3:5 (2); 3:16 (2); 4:7 (1)

Series 2 - 19:24 (2); 22:19 (2); 22:20 (6); 22:23; 22:28 (1)

Series 3 - 28:14 (4); 34:17 (1)

**Thompson, R. A.**

Series 2 - 18:14 (2); 18:15 (1)

**Turman, Pollard, 1911-**

Series 1 - 3:12 (1)

Series 2 - 10:23 (1); 19:6 (2); 23:1 (2)

**Vance, Cyrus, 1917-**

Series 1 - 2:4 (3)

**Vandiver, Samuel Ernest, Jr., 1918-**

Series 3 - 35:13 (1)

**Vigtel, Gudmund, 1925-**

Series 1 - 4:13 (2)

Series 2 - 9:14 (1); 9:26 (1); 11:7 (2); 11:21 (2); 11:22 (4); 11:23 (2); 12:23 (1)

**Weltner, Charles Longstreet, 1927-**

Series 2 - 18:10 (1)

Series 3 - 28:16 (1)

**Westmoreland, William Childs, 1914-**

Series 1 - 2:17 (2)

**White, Goodrich Cook, 1889-1979**

Series 2 - 22:12 (1)

**Wilkins, Josephine Mathewson, 1896-1977**

Series 2 - 22:9 (1)

**Williams, Hosea, 1926-**

Series 2 - 27:5 (2)

**Woodruff, Robert Winship, 1889-**

Series 1 - 2:5 (2); 2:9 (2); 2:17 (1) 3:3 (1); 3:11 (1); 4:1 (1) 4:2 (2); 4:9 (1); 4:13 (1) 4:14 (1)

Series 2 - 7:17 (1); 8:15 (1); 9:8 (1); 13:13 (2); 18:11 (1)

**Young, Andrew, 1932-**

Series 1 - 4:6 (1); 4:11 (1)