

Buckhead Heritage Society Oral History Project

Interview with Mose Bond

August 11, 2009

Q: Okay, let's get started. This is an interview with Mose Bond of Atlanta, Georgia. He worked for the Trust Company in Atlanta. This interview is being conducted on August 11, 2009 at Moses' condo. The interviewer is Caroline Johnson [and Chad Wright] representing the Buckhead Heritage Society of Atlanta, Georgia. What brought you to Buckhead?

A: Well, I came to Atlanta, well first to Emory University. I'm originally from Dalton, Georgia, a small town in northwest Georgia and it was quite a challenge to come to the big city but I did come to Emory in 1955 and graduated from Emory in 1959. During those four years at Emory I learned to love Atlanta and I decided early on that I wanted to live here, so it was more a location question initially than it was an occupation choice. I knew being an English major that I needed to be trained in something and the banks in Atlanta at the time had very good training programs. And, I have a twin brother who graduated from Emory with me and both of us interviewed with the banks and we were told that they would hire one of us but not both of us and we could make the choice. So we were Dan Quayle, Air Force Reservist, six months active duty and he got out a few weeks before I did from the Reserves and he chose C&S because they were paying \$375.00 a month whereas the Trust Company was paying \$350.00 and so he went for the bigger bucks. But it was really knowing that I loved the city and that I wanted to stay here and then I knew I needed to learn how to do something, which the bank afforded me that opportunity because of the training program.

And Emory used to come into downtown Atlanta by bus; that was before cars were so plentiful to students and the first two years we would get on the No. 6 bus from Emory and it would take us to downtown Atlanta, usually to a movie or to eat at Lebs or occasionally go to Herons, some of those great places. Now we didn't make it to Buckhead as Emory students because the bus service was not as easy to manipulate as it was to get to downtown, but Buckhead was very different in the mid-50s than it turned out to be later. There was no Lenox Square; the fancy restaurant in Buckhead was Harts, which was a very upscale restaurant that was on Peachtree Road, in an old house. But that was much too sophisticated for Emory students to enjoy. We knew about it but we didn't go there. We also at Emory had an influx of women from Buckhead who would come back to the University after two years, usually in a girl's prep school; Randolph Macon or Sweetbriar and they would transfer back to the city. Some of them would come back to make their debuts and some of them would just come back because they didn't like the cold north or the cold Virginia area and decided to come to Atlanta. I got to know some of those women who came to Emory and at that time Emory was primarily still a man's school. We had a couple of classes that were coed graduating so these women were in the minority and they were very appreciative of dates. The old days we used to have to go across the railroad tracks to Agnes Scott to get dates but with the influx of these transferees their junior year we could pick and choose among the Atlanta girls. In fact my sister-in-law was one of those people who came from Randolph Macon back to Emory being a native Atlantan. My brother and I got to know a lot of her friends and we enjoyed the social whirl, her junior and our junior and senior years. We went to a lot of parties with a lot of her friends and I guess that was our first really introduction to Buckhead and the good life that was present there and being a party boy I enjoyed partying with those people and having a good time and so forth.

The bank at that time had the training program that I mentioned and we did have an assignment from the training program at our Buckhead office and that office was located as it is today on Peachtree and Pharr

Road but it was the fifth branch of SunTrust Bank and it was kind of a plum assignment to be at the Buckhead office because you got to deal with characters and affluent and sometimes hard to deal with people. But one of my favorite stories was when Clark Howell was, the late Clark Howell, was manager of the Buckhead office and a robbery took place there and that was very unusual in those days—you didn't have any bank robberies—but Clark being very aggressive followed the bandit out the front door and the bandit said, "mister you get in the men's room and you stay there or I'll blow your brains out." So, Clark did stay in the men's room for 15 minutes or so before he came out. But that was unusual excitement, but it was excitement.

Lenox Square came about in 1960 and I think that changed our shopping habits in the 60s. Up until that time you had some really fine stores downtown, you had Rich's and Macy's; we also had Muse's, which was downtown. Of course those stores opened branches at Lenox Square when Lenox came about in the 60s. So the shopping shifted from downtown Atlanta to Lenox Square not to the extent that we have today, of course, but it was a significant move for people. With Lenox Square came restaurants and nightclubs and excitement so I think in the early 60s you saw the movement of life, daily life for example, to go from downtown Atlanta to the Buckhead area.

Q: What role did you have in SunTrust?

A: Well, I mentioned starting in the training program and from the training program which was about 18 months went to a branch bank; that particular branch was at West Peachtree and Third Street and then I went into our national division and from our national division I went into commercial banking and then I had an opportunity to go into the personnel department where I spent 10 or so years. The Chairman of the Board of the bank at that time was Augustus H. Billy Stern and my career having jumped around a good bit, he one time said to me, "I wish we could find something you could do so you would quit doing all of those moves." But anyway, that was the beginning of a 47-year career. I retired from the bank in private banking wealth management area of the bank. But the bank that I worked for was quite different from the bank that we have today. The bank in the 60s was very much of a local organization and Atlanta was very much of a local town but it was during the 60s that Atlanta became known as "the city too busy to hate." It saw the great influx of national businesses with regional offices in the Atlanta area. The city was pretty much run by a core of very successful white businessmen. You had, of course, the famous Ivan Allen who was mayor of Atlanta; he and Mr. Mills Lane who was president of C&S Bank, Billy Stern and George Kraft from SunTrust Bank that I mentioned were a part of a group of men who made a lot of important decisions for the city. They were all of course inspired by Mr. Bob Woodruff and Mr. Woodruff ran the Coca-Cola Company and was famous for getting these people together on Saturday mornings and making decisions about things that would be good for Atlanta.

One of my favorite stories is when Martin Luther King won the Nobel Prize. It was rather shocking to his hometown of Atlanta that a black man would be given the Nobel Prize. Things were not particularly integrated at that time and some organization, decided to give a very big dinner, evening dinner in honor of Martin Luther King and it was pretty much being boycotted by the white business community. But, Mr. Bob Woodruff sent the word out that he would be at the dinner and he expected his friends to be at the dinner and so suddenly that was the thing to do, to attend the Nobel Prize dinner for Martin Luther King. And I think we all know the tremendous job that Ivan Allen did as Mayor of Atlanta and I credit him with keeping race relations in the city as calm as they were during a period of time it was very tumultuous for the state and other major cities.

We also at the time at the bank when I started had only oh I would say 400 or 500 employees all told. In fact the bank was so small that we could have our annual Christmas party in the ballroom at the Piedmont Driving Club. It was a seated dinner and that was every employee in the bank except the service

employees. Those service employees who were black would have their own party at a different location. Well, that all of course changed with the integration movement in the City of Atlanta and my mentor, good friend and boss at the time, Wade Mitchell was head of personnel and I worked under him in the personnel department and it was our job to try to bring about the integration of the workforce at SunTrust Bank. Up until that time all of the minorities who had worked at the bank were in service jobs and we were able to find several service workers in the cafeteria who were able to take clerical jobs. So we had a handful of women who moved from being cafeteria servers to clerks in our bookkeeping department.

I also mentioned this training program and we had—it was a very good group of men, largely men at the time—and we of course needed to integrate the training program and my friend, Wade, and I went on a number of college campuses, black college campuses, to try to identify men or women, but largely men, who were willing to move to Atlanta to go to work for a white bank and we had some interesting experiences during that interview time. But there were three men who did come to Atlanta and integrated that training program. It was a very successful integration because all of us wanted it to work. A couple of those guys are still in the Atlanta community as bankers but those were interesting times and I suppose when I look back on my banking career, that accomplishment of bringing about a smooth transition was probably what I'm proudest of in my career at the bank.

But this was back before we merged with the banks in Florida and Tennessee. It was very much of an Atlanta-based company. Of course Trust Company of Georgia was very closely connected with the Woodruff family and the Coca-Cola Company and the Coca-Cola Company was very closely connected with Emory University and Emory University was very closely connected with the Methodist Church so we used to laugh and say, okay, if you drank Coca-Cola, went to the Methodist Church and banked at Trust Company and went to Emory you had it made as far as the Trust Company.

Q: And where did you go to church?

A: I was born Methodist; I have since become Episcopalian so I could drink with an easier conscience. But you know, it was a very happy time in Atlanta. There were a lot of single people moving to the city and we had friends, I guess the nucleus of most of the single people I knew lived in Colonial Homes which was right off Peachtree Street but you had these two bedroom apartments and you would have, a lot of times, four women in one apartment and four men next door and you got to know a lot of people and it was a scene of many happy times and good parties and what not.

Q: Tell us a little bit about that. You mentioned you lived in Collier Hills on Greystone, which is really close to Colonial Homes. Tell us some of the stories of the parties or shindigs.

A: Well, I have to confess I was a bachelor until age 47 so I had a good bit of experience on the Atlanta scene. I started out in an apartment in the Emory area, but my brother that I mentioned, worked for C&S Bank. And, the three of us lived in a one-bedroom apartment off Briarcliff Road and we never had more money than sharing those expenses. But that got to be a little crowded after a while and we then had the opportunity to move to Buckhead to a house on Tuxedo Road that was in a C&S Bank estate. So we had a great deal of fun in that house throwing parties as though we lived there.

Q: You said it was in the Estate of C&S?

A: In was in a trust, the Estate area of C&S Bank, and then of course the bank was trying to sell that house but they needed it occupied; it was furnished very nicely so that was our social scene for a while. Then my brother got married and the other guy and I moved behind, to wonderful townhouse apartments behind the Temple and we lived there for a few years and then he went to California and I decided it was time to invest in a house. I've always liked Collier Hills; it was of course as cut through then as it is now, Collier

Hills running between Peachtree and Northside off of Collier Road. So I was able to find a house that was on the market on Greystone Road. Bill Bath and his wife lived in that house and we called it the Bath House but it was two bedrooms and one bath and I acquired that house for \$31,500.00 which I thought was a tremendous sum and I lived very happily there for several years. Then I met this woman from St. Simons Island and that house wouldn't accommodate her and her two daughters and her female dog. So we were able to find another house on Greystone Road that had three bedrooms, three baths and three living areas, so I sold my bachelor pad when I married Teri and her daughters and the female dog and I moved from 1889 Greystone to 1916 Greystone Road. But it was a wonderful area. A lot of people who had lived in those houses since they were built by I think it was a Mr. Nicholson in the 40s. The houses had been added onto, some had, some had not and you, of course, had a lot of older people moving out, a lot of younger people moving in. And we lived happily there until we decided we would try downtown living and we sold that house and eventually moved to where I am now, Ansley Park in a condominium.

The other thing that I think I would talk a little bit about were some of the characters that worked at SunTrust Bank. I mentioned Clark Howell and Clark was from a very wonderful Atlanta family who owned at one time the Atlanta newspapers and Clark was a diabetic and he had his good days and his bad days but the bank was smart enough to know that Clark Howell could get an appointment anywhere he wanted to in the City of Atlanta. So Clark was the front man but the bank always assigned to him a keeper and he would take with him on these calls very smart, Harvard MBA's would know the questions to ask and would tend to follow-up on the introductions that Clark would make. So it was a wonderful team and it worked quite well.

We had another man, of course I was always very fond of because of his name, one of the senior lenders when I came to the bank, a man named Mose Turman and Mr. Turman, tall, always seemed very old, had white hair and he would greet everybody with "Bless Your Heart, How are You?" and that was his way to make himself known to people and he banked the Talmadge's, Betty and Gene Talmadge and as you probably know the Talmadge's, not only was he Governor and Senator but they also had a wonderful farm and they raised livestock and the Talmadge country hams were very famous. In those days we had a cafeteria where you could get a good meal and lunch at SunTrust under \$1.00 but you had to go through the cafeteria to get to the parking deck. So after meeting with Mr. Turman, Betty and Gene went through the cafeteria and Betty, always being very astute, looked up and saw they were serving country ham. She inquired of the chef if that were Talmadge country ham and she was informed, no it wasn't. So Betty turned on her heels, took the Senator by the hand and they went back to see Mr. Turman and said to him, "If we do business with you, you do business with us." And so from that point on Trust Company served Talmadge country ham, for lunch.

But you know things like that happened and everybody got to know it. Probably one of the things that put size in perspective, I mentioned the small Christmas parties we had but we also had family parties at the bank and a family party was when all of the employees came together on a Friday night after work to the cafeteria and there would be a band, there would be fried chicken and beer and that may not shock you but it was unusual for a state owned institution like the bank to offer free beer to all of its employees and of course there are some interesting tales that I won't go into about those family parties when spouses and dates weren't involved. There was also a skit given by various employees and the head of personnel at that time, Mr. Fletcher Rogers, would always review the script before the skit was given and he would edit it heavily, but most of the things he took out would appear back in the script when the actual program took place.

It was a very congenial organization and it was by virtue of its size, everybody knew everybody else. And it was a fun place to work. The bank at the time had a profit sharing plan and it was for savings, you could not—we didn't have bonuses in those days, but you got profit sharing based on the profits of the bank and

at the end of the year you were awarded so many shares of bank stock and the only way you could get it out was to leave or to need it for education or a house purchase and a lot of employees ended up with nice savings at the time of retirement because of that forced profit sharing plan. It doesn't happen that way anymore, but I will say that I think salaries became much more competitive and bonuses became a thing of the present and the banking industry had to be more competitive and pay better wages than when I started way back in the 60s.

Q: You mentioned with the integration with C&S, was some of the other local banks, was Trust Company ahead of the curve, were they leading the charge, was it all contemporary?

A: I think we all did it about the same time. Remember that the EEOC came about and the federal government said thou will integrate so we did not have a choice in the matter. How you did it was pretty much your decision but we would have the various government inspectors come in and look at your ratios once or twice a year and of course an employee could sue you if they felt they were being discriminated against. The government would look at your percentage of work force and various levels and I don't remember that any of the other banks had serious problems but we took the challenge very seriously and I think everybody operated in good faith. So it was an interesting time but it was kind of like the school integration that happened about the same time. We had a few bad instances, but by and large it worked very, very smoothly.

Q: Did you notice any economic effects in Atlanta by integration?

A: No. There were certain customers who would call the president or the chairman and say I don't want a black person to be my account officer. There were some who said that about women when we brought women into our training program. And, the management of the bank, though, pretty much stuck by its guns and say this is the law of the land and if this person is competent and then we think you ought to give this person a chance and with one or two exceptions it worked that way and people did and it was a transition time but it worked out, it really did.

Q: Describe the economic cycles that you witnessed during your time with the Trust Company and their effects on Buckhead or Atlanta like through the 70s and 80s.

A: Okay well, yeah in the 60s Atlanta was growing and I remember at lunch hour we would go downtown, our main office where I was, was in Five Points and at the time Five Points had the headquarters of the five major financial institutions in Atlanta all within a block and our lunch time activity, my first year was to go see the National Bank of Georgia building built, Bert Lance's bank. This was exciting to see this skyscraper going up. Up until that time the old Fulton National Bank which was across from the old Federal Reserve Bank was the tallest building in Atlanta but once the National Bank of Georgia got finished they had a wonderful cocktail lounge on the top and that was quite the place to go. And in those days I had mentioned it was not unusual after work to go and have a Scotch, I think much more so than people do now.

Q: After work or also at lunch, right?

A: Well, and at lunch you would have business people drinking at lunch. But as to your question, Atlanta was booming in the 60s and it continued to grow. I really, even though there were some slow downs from the real estate market in the 70s and 80s, I don't think we ever experienced anything during my 47 years that equals to what we are seeing today with the stock market failing so badly and certainly the price of our bank stock plummeted too. When I left two years ago SunTrust stock was at \$71.00 a share and it fell to \$7.00 a share. The good news is that today it is right at \$21.00 but I mean I think unexpected and none of us were prepared for that. You read a lot of things about why that happened and you hear the real estate market blamed for it. The banks, the mortgage companies did make loans that were—that they shouldn't

have made, but to be fair the government really encouraged people being in their own homes and for banks trying to accommodate that, so we were encouraged to make loans to low income people and everybody thought the housing market would continue to grow, that houses would increase in value and that we wouldn't be faced with having to repossess homes. The types of products that we offered were not sound, they were just 4A products but again the history of the housing movement, houses went up and up and up and up and we got very lax in requiring standards that we now know we should have required. But again, you know the government cannot escape a lot of the blame for that because we were told to do all we could to make loans to these people to give them a house. So there are a lot of guilty parties in the situation.

I'm optimistic that the economy hopefully has bottomed out and that things will continue to grow and we'll have good times again. I think it will be a good while before that happens. But that reminds me of the banking scene today; you know no longer is Atlanta the scene of just local banks. We are all in a very national/international-banking scene. My bank now, SunTrust Bank, is now one of the ten largest banks in the country and that's shocking. I would never have thought that would happen. I am very disappointed to see the lack of presence of other major banks in Atlanta. I mourn the loss of C&S and First National Bank and the moving of their headquarters out of Atlanta to other states. It does affect us. If affects us greatly in support of non-profits and I think it's harder to get money out of corporations that are not headquartered in Atlanta for Atlanta-based charities and that, I think, leads to another thing I commented about. In the old days we were all encouraged to participate in community activities. It was expected. The leaders of our bank ran the United Way, they ran the Woodruff Arts Center and it was expected that the men and women who came to the bank would participate in raising money and I think you have a whole generation of people, my contemporaries, who were brought up with that sense of social responsibility. Unfortunately, I don't see that as much today. I think that the fact that we're so bottom line oriented, we're so bonus focused that the men and women today work in the branch are trying to bring home the bacon and it is not as important to their career that they become a part of the community. You know there are exceptions, but I miss that endorsement of participation that I felt like we had in the 60s, 70s, and 80s as opposed to how things are today.

Q: Today, a little bit more even on the branch level, say the Buckhead branch that you mentioned at Peachtree and Pharr, how would the services back in the 60s and 70s when it was Trust Company be different than today when it is one of the top ten banks in the country?

A: Well, number one, I think most everybody knew most everybody and it was a very close knit area, certainly at Buckhead the clients at that time were people who lived in the affluent northwest part of the city. Most of the staff at that branch would be people who had gone to school in Buckhead or had lived in Buckhead and the turnover was fairly low so "Mrs. Buffington" would know the teller, the teller would know "Mrs. Buffington." It was a much smaller city. Today we have a lot more movement of personnel and you might have a teller today at Buckhead and next week at Lenox and next week at the West End. So you cannot know your customer like you did in the old days.

I can tell an interesting story about one of our customers in Buckhead and the challenge that having a changing personnel group brought about. Mrs. Roberto Goizueta, the wife of the Chairman, the sixth Chairman of Coca-Cola, decided late in life when Mr. Goizueta retired that she wanted to do her own banking. Up until that time there had been an employee of the Coca-Cola Company that would bring the needed case home to Mrs. Goizueta or give it to Mr. Goizueta to bring it home to her but Mrs. Goizueta wanted to play more of the typical Buckhead housewife role and she used the Buckhead office.

And the teller who would not know who Mrs. Goizueta was, was rather put off by her foreign name and again they were changing every week so they didn't know who she was and she didn't know who they were and her check would be turned down or she would not—it wouldn't be turned down, because of the size of

the check she wanted to cash at the drive-in window, she would be asked to go inside. Well, Mrs. Goizueta didn't like to go inside naturally so Bruce Dick who was at the time the manager of the Buckhead office called Mrs. Goizueta and said "Mrs. Goizueta, please just call me and tell me what cash you need and I'll drop it by at lunch or I'll drop it by on my way home." I mean that's a personal service. But that's not what Mrs. Goizueta wanted and she said, "No, I want to be treated like everybody else." So Bruce very cleverly at one point had the opportunity to have Mrs. Goizueta's driver's license in his hand and he made a Xerox copy of the driver's license and he posted the driver's license in every teller window at Buckhead and he said, "Anything this woman wants, give her." So Mrs. Goizueta never knew that, but those were some of the challenges that you faced by banking the affluent who don't always understand the rules and don't like to be treated like everybody else.

SunTrust had more than its share of that sort of customer and that's good because we used to be called the silk stocking bank. We had, of course, first as the name would imply we were a trust department and as you may know the First National Bank of Atlanta and the Trust Company of Georgia were one and the same for a period of time and then in the 30s those two banks split apart and Trust Company kept the trust department; First National kept the banking part but we immediately started competing with each other. We opened the banking side and First National opened the trust side, but we used to laugh because the stockholder's meetings of the two banks had the same cast of characters, your stockholders would be the same people at both banks and naturally they had been given when the banks broke apart stock in each bank. Although we competed in many ways, we were one and the same to many people.

Q: How about as far as like lending say a home loan or a car loan, the local branch versus today as well, I assume that was probably not as many background checks.

A: You're right. It was a lot easier to be a banker when you knew your customer and we ended up having to be sure we treated everybody the same way and that made sense but it also made it hard to take care of our customers that you used to bank on a handshake, but suddenly you had to acquire a personal financial statement of everybody; you had to run a credit check on everybody; you had to substantiate the decisions you made, so it was a different way of doing banking which probably was a safer way of doing banking, but it certainly was an abrupt change from the old days.

And going back to Mr. Turman I will tell one wonderful story. In the old days when we made calls, we used to wear hats and you were not as a man completely dressed unless you had your suit and your coat and your tie and your hat on. Well, Jimmy Williams who is a retired Chairman of the Board was just a young man but he was also in the commercial banking side and reported to Mr. Mose Turman. Mr. Mose Turman said, "Jimmy, let's go out and make a call, let's go see Mr. Smith, get your hat and let's go." And Jimmy Williams said, "Mr. Turman, I don't have a hat." He said, "Go to Muse's." So that was just across the park so Jimmy went across to Muse's and came back 15 minutes later with a hat which he and Mr. Turman wore on the call. Jimmy doesn't wear a hat anymore.

Another great story about Mr. Turman was that he went to the barber shop in the Hurt Building which is where everybody tended to go and the barber greeted him and Mr. Turman in his friendly way said, "Well, bless your heart, how are you and how is Mrs. Jones?" And he said, "Oh, Mr. Turman, I'm sorry I lost my wife last week." And he said, "Glad to hear it, glad to hear it."

And one final story—he and Jimmy Williams went to a funeral and they were running a little bit late with a customer and they happened to be coming in about the time the family was and Mr. Turman said, "Come Jimmy, let's speak to Mrs. Phillips." So they went up and interrupted the funeral line and expressed their condolences and the family went on in. Jimmy said, "Mr. Turman, we can slip on in back here to the back

room.” And he said, “No need to do that. No, no need to do that, they’ll never know. We have spoken, let’s go.” They didn’t attend the funeral.

A lot of good folklore like that happened.

Q: How did the Trust Company end up with so much stock in Coca-Cola?

A: Well, I mentioned that the Coca-Cola Company and the SunTrust Bank were so close. Mr. Ernest Woodruff was one of the founders of not only the Coca-Cola Company but also SunTrust Bank and we were a wholesale bank and we, back in those days, traded in securities and then for a while, a long while, you couldn’t trade in securities any more as a commercial bank. You can do that now with certain regulations. But when the Candler family, who sold their interest in Coca-Cola to the Woodruff family, when they did that transaction, SunTrust Bank underwrote that sale from one family to the other of Coca-Cola stock. We took as a fee for our services--\$110,000.00 worth of Coca-Cola stock. That was held by the bank, it was just a part of our net worth and for many years we held onto that stock and, of course, it grew many, many, many times over so that \$110,000.00 investment became worth millions and millions of dollars. Just within the last few years has that stock been sold. And a little interesting story—at one time Congress questioned our ability to hold that stock, whether or not it was legal and Mr. John Sibley, another great founder of SunTrust Bank was able to go and testify before Congress and get the approval of Congress for us to continue to hold that stock. We for many years had representatives from the Coca-Cola Company on our Board and we had representatives on their Board. Unfortunately, that changed and that has to do with again a sign of the times. You know, be at arms length with your customers. So, the last member of our team on their Board is Jimmy Williams and he may have retired now. He was Chairman of their Finance Committee for many years and then the last Chairman of the Board, Neville Isdell of the Coca-Cola Company served on our board. He is now retired, so that wonderful association has kind of gone with the wind and again it’s a different day and a different environment. I hope that we are still thought of as one of Coca-Cola’s main banks and I think we are.

My last job, the officers and directors of the Coca-Cola Company were our most important customer and we just thoroughly enjoyed those people and that sort of close relationship. Same thing with a lot of other Atlanta companies, Genuine Parts Company has had a long association with us. The old Life Insurance of Georgia was close to the bank so it was interesting in the old days there would be certain corporations that were yours and certain corporations that belonged to the other financial institutions. But again, it’s a changing time and we have to change with it.

Q: What was it like when the Trust Company became SunTrust Bank in, I believe, 1985?

A: Well, Trust Company merged with a bank in Florida and that was the beginning of, I think a real growth nationally and internationally for the bank. The Florida bank that we merged with had great market share but it was a collection of very diverse banks, the bank in Tampa was operating very differently from the bank in Miami. So the people who were the officers of that bank determined that they could use the management style of Trust Company. At the same time Trust Company needed and welcomed the market share that the bank in Florida had. So supply and demand again came together. A couple of years after that we did a similar thing with a bank in Nashville, Tennessee so suddenly there was from a Georgia bank, you had a Florida-Georgia and a Tennessee bank and then we merged with Crestar years after that which gave us an even bigger footprint. All of that led from a bank that was headquartered in Atlanta, a big local bank, Trust Company Bank, to Trust Company of Georgia, as we know it today, which was a holding company. And suddenly the Atlanta bank, the Georgia bank was no longer necessarily the leading star. You had stars in Florida, you had stars in Tennessee and I don’t want to underplay Atlanta but we were just one of many big banks. That led to a whole different level of management. Suddenly you had employees and officers of

the Holding Company and these were men and women who were telling the people in the Atlanta bank what to do; they were setting the policies, procedures and the Atlanta bank, the old Atlanta Bank as we know, although it still had a president, was subject to being treated pretty much like everybody else in the system. So it was a cultural shock, I guess is the way I would answer your question, from being the leading star to just one of the support players caused quite an adjustment. But that's the way all the big banks are run so we weren't unique in doing that.

The Board of Director also, you know up until that time we had just a Georgia Board and suddenly we had a Southeastern Board of Directors and little people like me didn't know those directors personally whereas in the old days sitting in the main office lobby you would speak to all the Directors as they came into the meeting. So it was a more impersonal sort of lending, not lending, but impersonal sort of management. You know Jim Wells who is now Chairman of the Board of Trust Company of Georgia is a man who came out of Crestar that had no presence in Atlanta until 8 years ago. The Vice Chairman was the same way. So with the retirement of Phil Humann suddenly your Atlanta players were not running the show necessarily anymore and that was something that was hard for a lot of Atlanta folks to get used to, a whole different level of management, a whole different philosophy. Again, you know the stockholder was very important and there are arguments today where is your first loyalty; is it to your stockholder, is it to your customers, is it to your employees. It is probably to all three but it makes quite a difference in how you make your decisions.

Q: Tell me about your experience with the Georgia Trust for Historic Preservation. What kind of projects did you work on?

A: Well, I mentioned earlier that we were all encouraged to get involved with civic endeavors. The Georgia Trust for Historic Preservation is, I assume still is, the largest statewide preservation group in the country and part of their activities involved going to smaller towns over the State of Georgia two or three times a year and it was a great party not only if you went for a weekend to Augusta, Georgia you would learn something about that economy, the historical economy of that town, you would get to see old houses and old buildings and then you would party. The local folks would have a big dinner for you and you were treated royally. So, I was fortunate to have a group of friends who enjoyed that sort of activity, we called them rambles. So, we would go and party and at one point I made a suggestion to the staff about how they should raise money and the staff members said, "all right, if you have such a good idea then you become a member of our board and help us raise money." So, I opened my big fat mouth too much. But I got involved with them and I enjoyed the mission and I really liked the people that were involved in the organization and I liked the staff and had a good time doing it. So, I could not only fill my mission as a banker to help the community, I was also doing something that I truly enjoyed. I likewise got involved with the Botanical Garden, the Atlanta Botanical Garden; I've always been active with the Alumni Association for Emory University and the Woodruff Arts Center that I feel good about. Trust for Public Land. So, all of these involvements came about because of, number one, what we were told and expected to do as employees of the bank early on, but also an area of interest that I have. I have said many times that although I enjoy most of the jobs I had at Trust Company, one of the biggest rewards I have was the opportunity to volunteer and I was in that time where we were encouraged to do that and the bank afforded me time off to help do these things and we have a matching gift program. Gifts to these organizations is matched one for one. It's that sort of involvement that I guess got me going with the Georgia Trust.

Q: What type of preservation projects have you worked on or are involved with?

A: Well I guess my biggest one was a personal one. My wife is from Union Point, Georgia and in her family was an old house that dated from 1790 and the house hadn't been lived in for 25 years; it was falling down but yet it was a historically significant house. And my mother-in-law said that nobody was going to live in

it in Union Point and we could have the house. So we found somebody to take it apart and move it to Highlands, North Carolina, so we have an old house in a fairly new location but you know that was a hands on sort of project. But I guess that my interest in history is my roots, you know growing up in a small town at the time where on Sunday afternoon you would get in the car and go visit Aunt So and So or Cousin So and So and you heard tales. My grandmother who lived to be 104 was not alive during the Civil War but it was so fresh that she told tales about what happened to the various family members during that time. Very personally, my wife had two great-grandfathers who were both killed in the Battle of Peachtree Creek which is hard to realize. She never lived in Atlanta before we moved here but here we are on Greystone Road in Collier Hills within spitting distance of where her two great grandfathers were killed. So it's that sort of thing. I think we as Southerners probably are more subjected to history and tales and what not. One of the personal prejudices that I have is that with our children today we don't talk enough, the young people today are so oriented toward the internet and my grandchildren play little games on the computers all the time and when they go in the car on a trip they are looking at TV in the back of the car and there is little left of that interaction between generations that I grew up with and I don't think that's good. I like the old days. That shows I'm getting old.

Q: Did you work on any projects in Buckhead?

A: I don't know that I have specifically done anything in the Buckhead community. In the Trust for Public Land I was involved in the Tanyard Creek Project, the Park at Tanyard Creek; it expanded a few years ago by the acquisition of some additional land that made that park bigger and then the Howard family gave a wonderful location on Collier Road across from the existing Tanyard Creek Park that allows us to bring that park someday across the road. So, I think my Buckhead experiences have been more with the Trust for Public Land and I would consider the Woodruff Arts Center is in Buckhead, so my involvement, raising money for that would be some specific ways that I have gotten involved.

Q: I'm going to shift gears a little bit. Did you attend church in Buckhead?

A: When I was at Emory, I mentioned not having a car until my junior year but the big brother in the fraternity had a car and he was very interested in music and he would invite my brother and me to go to various churches where there was a sizable organ so we spent time at Peachtree Road Methodist Church which had a good musical program and I went to the First Presbyterian Church some, although reared a Methodist I did not affiliate with church until after I married and I joined All Saint's Episcopal Church and I like that church because of the size of it. It's a smaller Episcopal church; it too has a great musical program, at the time a wonderful pastor named Harry Pritchard who was an Alabama businessman that went to theology school and was there. But also the physical plan, the sanctuary of that church is exciting to me. It is red on the inside and it's always exciting to go into that facility. So, you know I grew up very active in the church, in the Methodist Church in Dalton, Georgia and my camp experience was in church camp in Dahlonega, Cane Creek Falls. But as a young person in Atlanta I was not that active in organized church.

Q: What type of outreach programs do those churches have in Buckhead or what role do they play in the community as you saw it?

A: Well, many roles. I think most of the –well, my Episcopal church has something called the Covenant Community and it is a homeless program taking men in, at this point men only, and taking care of them for months at a time to overcome largely an addiction problem and then hopefully get them reoriented into the community. I think it has a wonderful music program and that is, of course, open to the community where there are several different concerts each year. And then I think St. Luke's Episcopal Church, an old downtown church, has been very active in the community. My brother has gone on to be Chairman of the

Board of Peachtree Road Methodist and he is very active there and his grandchildren attended the preschool at Peachtree Road Methodist so I visit him occasionally.

Q: Now your stepdaughters, where do they go to school?

A: When Teri and I moved, one of the girls, Kelly, the older one, was a high school senior at St. Mary's in Raleigh, North Carolina, and Memory, the younger girl, came to—when she moved to Atlanta with us was a Freshman at Westminster. Both of the girls went from here to the University of Georgia. Memory was at Westminster two years, hated it and proceeded to flunk out with Robert Long and the two of them went to Northside School of the Performing Arts and she never opened a book after she went to Northside School but she finished happily.

Q: That's where my sister went and my mom too, to Northside.

A: Well Mem is brilliant and she also is very stubborn so she kind of did her own thing early on. But you know Kelly had the two years at St. Mary's and then came to Georgia as Teri had gone to Georgia. One of them whose husband is a University of Georgia graduate, Memory's, and the other girl's husband went to Georgia but he is a doctor in Savannah so between them they have five little people and I'm very devoted.

Q: As a step dad to both the public and private school scenarios in Buckhead, how would you compare the two having seen both sides?

A: Well, my sister-in-law Suzanne graduated from Westminster; my two nieces, my twin's two girls, went all the way through Lovett and interestingly their girls are going to, one of them will be I guess Kindergarten at Lovett and then the other niece's two girls will be at Pace where their father went. My two grandsons in Atlanta, one is just 4 so he is at St. Anne's Preschool but the other, Fisher, who is in the second grade is at Warren T. Jackson and he is an excellent student and he loves Warren T. Jackson. We are excited about that school and I think there are good public schools in the city and of course I think the private schools are excellent. The challenge today is how you can afford to send your children to private schools. I know that would be . . . St. Anne's is a private school so that is an expense that Mem and Paul have but you know they are really struggling with how to come up with tuition dollars should they decide to send their other son to a private school. Hopefully, the quality of education will continue to improve. I mean absolutely is wrong with Sara Smith, Warren T. Jackson, I think there are a handful of—

Q: Brandon.

A: Yeah, Brandon, really are great public schools. Now the challenge is a little bit later where you run into a middle school or a high school that not only are you fearful of the quality of your education, you are fearful for the safety of your child. So to me education is a challenge in the city along with transportation. They are really issues that we have to face.

[. . .]

Q: Okay. As far as your memories at SunTrust of some of the folks, maybe they grew up in Buckhead, do you have any tales of jaunts in Buckhead or activities, getting in trouble.

A: Oh, Lord.

Q: Dates going bad?

A: Well, you know I mentioned that I was a twin and we are identical but in the early days after we had finished school—well let me tell you about one of the first things I remember. I mentioned that various

dating parties that sound very shallow, but it was impressive to a small town boy to come to town and go to these fancy balls at the Driving Club and I kind of was on the coattails of my brother doing that when he was dating my now sister-in-law. So, she would fix me up with her friends so back in those days if you made your debut there were four or five parties given for you and they were wonderful parties, they were wonderful cocktail parties, there were themed parties and I was shallow enough to like that sort of activity. But once you graduated from high school there were two other girl organizations and one was called The Assemblies and one was called the Cotillion Club so you graduated from college and you become a member of these and sometimes there were costume balls. But one time I had a date for a masquerade party for The Assemblies and it was during the Christmas season and I had over indulged the night before and I had this date to go to The Assemblies and my brother did not have a date that evening and so I called him at C&S and asked him if he could substitute for me and he gladly did it. I always took a great deal of pride in the fact that it was a masquerade party, but when he picked up his date she didn't realize it was not myself, that it was my brother and my brother had thought I had called and told her that, but I had not felt like doing it. So she went with him as his date to the masquerade party and as the night wore on several people realized that it wasn't who she thought it was and to this day that girl has not forgiven us. But those were good times. I also remember that my next-door neighbor, now Elkin Goddard Alstin, when she made her debut she a tea dance. I had never been to a tea dance before and it was at the Driving Club and Mr. and Mrs. Philip Alstin who are her parents realized that the success of that as far as their girls were concerned, there were a lot of single men attending that party so Mrs. Alstin called the bank and she got a list of all of the men on the training program and invited them to the tea dance. So that's how I met Elkin for the first time. We had never been to a tea dance and probably haven't since. But anyway that was interesting. And here it is a small world that we end up in a condominium next door to this young lady that we didn't know before.

Q: And that was mandatory for all the trainees?

A: Well, not mandatory, but golly who wouldn't like a good party after work? But some of my best friends—I'd say by and large my closest friends here in Atlanta were people I met on the training program with the bank and we had great experiences together. We worked together and you didn't leave the bank like you do today. The idea was when you were hired you were there for your career; you didn't change jobs every few years like you young people do today. So just terrific people that—and although it was competitive, it was friendly competition and it was a great atmosphere of people helping other people out. So, you know to this day some of my closest friends are from my banking days.

I'll never forget my first day at the bank. I had gone to Muse's and bought a new overcoat. I started in January and it was, upon reflection, it was a rather loud plaid overcoat, but it was warm and I happened to report for duty with a character named Albert Killingsworth and Albert's main claim to fame . . . well there were two. He had a cousin who had banks in south Georgia so he was really only there to be groomed to take over the banks. And then his wife was the daughter of a former governor of Alabama and we were very impressed with his wife. But Al, on seeing me that first day in that overcoat, as we were hanging up his coat asked where I had gotten it and I told him Muse's and he took his coat off which was much more a subtle gray tweed and pointed out the label and he said Mose, "let me tell you something," he said, "you see this label, it is Brooks Brothers;" he says, "it is very important that your coat, your overcoat have a proper label in it because people see that label when you take your coat off. It doesn't matter where your suit came from but next time you may want to get a Brooks Brothers." And you know who else would experience something like that, but remembering it all these days.

But, you know, a lot of stories. We competed with the Harvard MBAs and here I was an undergraduate English major from Emory University and there would be one or two in our training class and incidentally we recruited on college campus for these men and women who came on our training program and we

would always bring in a token Harvard MBA and occasionally a Wharton MBA and those guys were hot stuff. But one particular year we hired Byron Shriver from Harvard and Byron's job was to read the Wall Street Journal everyday for Champney A. McNair, also a Harvard guy who was very high up in the bank and a lender. All of us undergraduates just couldn't believe that here was this boy who was supposed to do nothing but read the Wall Street Journal and underline for Champ those important stories. That was inefficiency I think is what I would call it.

But you know going back to Buckhead and what we did I remember there was a wonderful and I can't think of the name of the restaurant but we mentioned that Hart's was the old restaurant and bit by bit fancier restaurants came into Buckhead but this was a kind—not an oriental but a Hawaiian themed place¹ and that was a very popular spot and you would go there and have an exotic coconut based drink and then there was an old hotel across from Benihana's, that place is since torn down kind of where Houston's is now, I guess, and that was another wonderful place for a while. They had a big bar in the basement and people used to go there. Buckhead had, you know, the Seven Steers was hot stuff but these are places like any restaurant, I mean you go for a little while and then they would go out of business and something else would become popular.

Q: Was the Seven Steers a steakhouse?

A: Seven Steers was a steakhouse and you could get all sorts of exotic hamburgers there. They had a Buckhead location and they also were downtown across from the Fox Theater. Isn't it funny how you remember things? I remember I was having lunch there when I learned of John Kennedy's death; a group of us had gone there for lunch. It's funny how you put yourself in a place when you hear certain news. That was one advantage of being downtown was that you had this good cheap cafeteria and could have a big, good meal for cheap. Although, in the branches you got free parking so you had to kind of tradeoff those things.

Q: So what was the perception of Buckhead in the 60s as it started to become a suburb of Atlanta?

A: You know I think Buckhead always, you know, I don't know of anywhere else in the country you have a residential area that is as beautiful as Buckhead is and even back in the 60s you take your occasional summer drive through the driving tour of Buckhead just to enjoy the houses. It was not until, again I am going to mention Lenox Square, you know, it was not thought of as a shopper's paradise and although there were some restaurants there, it was really not until the 70s that it became a destination for restaurants or, particularly, nightlife. It was more of a little local shopping community and I don't think it was a Mecca for nightlife until probably in the mid 80s.

Q: Most of the banking executives, did they live in Buckhead?

A: Yes. I think your top, your directors certainly lived in Buckhead. Most of your senior people lived in Buckhead. Usually your younger married people would tend to be in Roswell Court which is kind of like the married Colonial Homes and a lot of people started out living there and then they would tend to acquire smaller houses like in Collier Hills. I'm thinking Loring Heights had not been renovated. There are a lot areas that are popular now like Midtown that were just kind of bad news back in the 60s but you know probably the Mecca was Brookwood Hills. That is where the Chairman of the Board and the President of the bank lived. So, I suppose for Trust Company of Georgia in the early days you longed to get Brookwood Hills and even though those house were not as palatial as West Paces Ferry it was still a very nice area. That is where Bob Strickland lived who was a former chairman and I had one friend who somehow as a

¹ The name of that restaurant was The Luau; it was located on Piedmont Road.

trainee was able to join a carpool of four senior men and he lived on Ardmore and somehow—he was quite a salesman—he was able to get his carpool, these senior executives, to drive from Brookwood Hills down to Ardmore and pick him up and take him to work. But he has always been kind of a mover and shaker.

Q: And as far as Greystone went, do you remember the old Springlake Pharmacy? Was that around?

A: Springlake Pharmacy was around. I did not frequent the Springlake Pharmacy as such but my drug needs were few and far between and I would tend to pick those up at the grocery store rather than Springlake Pharmacy.

Q: Last party question. What was your best story from Colonial Homes?

A: Oh, Lord have mercy. Well, I won't identify characters and it is probably true; it could be legend but there was a wonderful restaurant out from town called Aunt Fanny's Cabin and Aunt Fanny's Cabin was famous for its fried chicken, but it was in Smyrna and I mean that was a 30 minute drive in the best conditions. One of my friends in Colonial Homes had a date and he was supposed to meet a group of friends at Aunt Fanny's Cabin and he was an insurance salesman and he had a company car and somehow as he was beginning his trip that night there was a major traffic problem on US 41 and he realized he was not going to be able to get there the traditional way and he was clever enough to know that a railroad ran off US 41 behind Aunt Fanny's Cabin and he and his date in the car proceeded to drive down the railroad tracks and as they neared Aunt Fanny's Cabin a train appeared, so they were able to abandon the car, went to the restaurant, the train hit the car and destroyed it but they didn't miss a beat. I think that's the best Colonial Homes story.

Q: Well, Mose, thank you so much for your time today.

A: Well, I hope I did something like you needed.