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This is January 16, 1973. We are interviewing Edward Hunvald at his home, 3552 Charleswood Drive in Memphis.

Edward Hunvald: Charleswood Avenue.

Carol Lynn Yellin: Charleswood Avenue. The interviewers are Joan Beifuss and Carol Lynn Yellin.

Edward Hunvald: And it's pronounced hunvald not hoonvald.

Joan Beifuss: How do you spell it, spell it for us?

Edward Hunvald: H-U-N-V-A-L-D.

Carol Lynn Yellin: We're here, and I'm going to say this, that we're here because as you know, Mr. Hunvald, Eddie, people who use our collection in years to come are going to find a good section of our documents file marked the "Hunvald Files," as you are so noted in our overall collection.

Edward Hunvald: I have changed my (muffled).

Carol Lynn Yellin: And I think that anyone who refers to those clippings will want to know more about the man who did this work for us -- obviously was doing work for the Memphis Search for Meaning Committee, long before we existed. This is why we think you're just so great.

Edward Hunvald: Well, I was happy to be at the initial meeting of your committee in your home. I remember it very well.

Carol Lynn Yellin: Well, maybe we might just review. Joan wasn't with the committee at that point, and maybe we should just get on to how you happened to know about it. Who told you about the committee meeting? Do you remember?

Edward Hunvald: Jean, no Agnes James.

Carol Lynn Yellin: Right.

Edward Hunvald: ...told me about it. Now how she heard about it I can't recall. I know that she told me at one time.

Carol Lynn Yellin: Because she didn't actually ever come to any meetings, Agnes James didn't.

Edward Hunvald: No, no, because she didn't think that she had what you required of

those, nor did she have the time, because I know she was very busy with her own job, and things of that sort, to give the time to devote to it, because that's what you requested -- people who could devote some time to whatever assignments you gave them, such as getting a certain series of papers and going through them. And, you said a very pleasant, young English teacher at Memphis State.

Carol Lynn Yellin: Ramona Mahood.

Edward Hunvald: No, Ms. Mahood sent someone to substitute for her. This was (muffled) to come over.

Joan Beifuss: Diane Kohler?

Carol Lynn Yellin: Perhaps it was Diane Kohler?

Edward Hunvald: Probably was. Yes, that sounds more like it.

Carol Lynn Yellin: Dark haired?

Edward Hunvald: Yes, very pretty, very...she had chosen a debating.

Carol Lynn Yellin: Oh, no. That would be Judith Schultz, Judy Schultz.

Edward Hunvald: Yes, that was she.

Carol Lynn Yellin: Right, right.

Edward Hunvald: And I didn't participate too much in your meeting because I didn't want to take any job of going through all of two dozen papers, because I had been through 2000 of them.

Carol Lynn Yellin: Well, this is what I recall. I'll just add what I recall of how you came to the committee. My recollection is that when the crisis really broke, the crisis that had been building, and then when the terrible tragedy of the assassination happened, I had been with the American Civil Liberties Union, a fairly inactive member, but they had just finally put me on the membership committee, and I was to meet with Elizabeth Phillips.

Edward Hunvald: Oh, yes.

Carol Lynn Yellin: And, one of the first things that I did when this grew out of the "Save Our City" meeting, I called Elizabeth Phillips and said I was sorry that I couldn't serve on the membership committee, and couldn't get to the membership committee meeting. And, Elizabeth was rather upset, and spoke rather unhappily, so we got into an exchange of letters in which I apologized and said we must not be unhappy. She apologized, and our letters crossed in the mail, but in the course of this Elizabeth Phillips

and I getting ourselves back together, she said I understand and I really feel that what you're doing is so important, it must be done, and you're the one who can do it, and I know people who can help you; and, she suggested that you were one of the people that should help. Now, you knew Elizabeth.

Edward Hunvald: I was also, I am still a member of the ACLU, and I was on a publicity committee, and we met at Ms. Phillips' house quite frequently, and possibly your project came up in discussion there, and I stand corrected. Of course, every time I was there Agnes James had to be my chauffeur to take me there and (muffled).

Carol Lynn Yellin: And Agnes may well have heard about it first from Elizabeth, too.

Edward Hunvald: No, I was (muffled) with Agnes...

Carol Lynn Yellin: Oh, yes.

Edward Hunvald: ...as she was at Goldsmith's, although she came to Goldsmith's after I retired.

Carol Lynn Yellin: Right.

Edward Hunvald: But I got to know her as I do all the new employees there, as well as the old because I still have a healthy interest in the store, not financial I'm sorry to say. So, but what I was disappointed in, I have tried to, with what little I did say, have you concentrate the blame, and then I thought a project on Henry Loeb would be far better in getting to the point than on the King case as such -- using the King case, but I know who the culprit was, not the assassin now, don't get on that. And, I was certain that Henry Loeb, his diabolic innocence was the -- oh, I don't know, the oil on, well the troubled waters that covered all the oil, something to that. He was, and still is, in my mind one of the real men who are forming, what I consider in Memphis, a very, very dangerous situation. The reason it hasn't come to a boil has been because of the few white people, and because I think the caliber and patience of the Negro people is something that people who don't realize when all these little snide tricks, and all these little references to the Negro population are made -- if I were a Negro I would be so furious I don't know what I would do.

Carol Lynn Yellin: Well, I think this is what comes out, particularly in the marginal comments that you've written on some of these clippings, a real empathy with the point of view of this part of the population. Don't you think?

Edward Hunvald: Well now, let's, before we drift too far, get back to that meeting, because that's what I tried to suggest, but of course, it was a large meeting, and I didn't know many people there.

Carol Lynn Yellin: This was the Sunday night, April, like April 21 or something, I believe is the date we're referring to.

Edward Hunvald: Yeah.

Carol Lynn Yellin: It was actually THE first meeting, the organizational meeting after people had signed up at an April 14 meeting.

Edward Hunvald: Could it have been that soon? Because he wasn't murdered until April 4. Would it have been that...?

Carol Lynn Yellin: Right.

Edward Hunvald: Well, that's fast work.

Carol Lynn Yellin: Either, well most of our work was, when we go over it now we're amazed ourselves at how much was done, how early. We were into tape recording by April 28.

Edward Hunvald: Didn't know who had done it at that time, or.

Carol Lynn Yellin: We did our first tape recording with Gwen Awsumb, which had to be redone, but we did it April 28, and we did a number of tape recordings in May, and we were well into the project by June 6, when Joan and I both recall we were sitting in James Netters' office talking with him after Robert Kennedy's assassination.

Edward Hunvald: I recall there was a period after this meeting that you seemed to be going very slowly. I think you yourself were rather disturbed by the fact that people weren't getting their papers, and they were falling down on assignments. Well, any time you have a big group like that you're going to have that. So.

Carol Lynn Yellin: I remember your comment, you said almost exactly that, you said, "Why should I," or, "I don't want to clip newspapers because I've already done what you're doing."

Edward Hunvald: Yes, ma'am.

Carol Lynn Yellin: And we, as I recall we said then or we said later, well, please keep on doing what you're doing, that we wanted to use you as a check against what we were doing. We felt to have this going on two places was very valuable. But we didn't realize then, I don't think, Eddie, how valuable your files would be.

Edward Hunvald: Well, I'm glad they have been, and I wish a few of my other files would be put to use, because I think that there's room for your sort of work. I don't believe in neutrals doing it.

Carol Lynn Yellin: You're what they call in news coverage now, you are an advocate.

Edward Hunvald: That's right.

Carol Lynn Yellin: You aren't the interpretive (muffled).

Edward Hunvald: Although my files contain everything both good and bad. Because I consider that what I'm doing is for an historian to take over, and nobody can be a competent, respected historian unless he does cover the good and the bad and all the facts.

Joan Beifuss: And you'd be amazed at how bad the files are at the Memphis Public Library, how totally incomplete they are. And this is a source that people go to, is the public library, and yet their files also are just very (muffled).

Edward Hunvald: Well, what sort of files (muffled)?

Joan Beifuss: Their whole Memphis section of files, biographies, and they have it filed under categories like POP, Negroes, Waterways, that kind of thing.

Edward Hunvald: Well, that's too all embracing (muffled).

Joan Beifuss: Well it's not too -- I think it's too all embracing, but I also think they don't have anyone, they don't have a large enough staff clipping.

Edward Hunvald: The files that I would like to see put in action that I have, and I may be saying something that I'll regret someday, but I don't have too many years to go, so my period of regret is somewhat limited. Go ahead.

Carol Lynn Yellin: Well, I was going to say that I may just as well say this on tape, we have been reporting to Dewey Prewitt over the course of these years that we've been getting these files from you, how valuable we thought your files were, and he in fact said for me to deliver to you today, and I was going to wait until the tape was over, but I will say right now, he is very eager to know what your plans are for your files, and he plans to get in touch with you, if it's all right. The files that don't have specifically to do with the sanitation strike project, he wants to know if they would be available, or if -- for the Mississippi Valley Collection. This is a formal invitation, believe it or not.

Edward Hunvald: Yes. Thank you, I thought of that many times. I've got so many -- I'm a born file collector. Although I do know how I became a filing clerk.

Carol Lynn Yellin: That's what we want to get to shortly.

Edward Hunvald: My first job after I got through what was the equivalent of high school, I didn't go to college.

Joan Beifuss: Where did you go to high school, Mr. Hunvald?

Edward Hunvald: Well, I went two years into the High School of Commerce in New

York City, but I wasn't going to get promoted I'm sure, because I was a mischievous boy. I was a comedian of the class, the clown, and if there was a smart way to answer to the teacher, or to focus attention on myself, I took it. And, that doesn't win any medals in school.

Carol Lynn Yellin: But you were making marginal comments even in high school, weren't you?

Edward Hunvald: Oh, yes.

Carol Lynn Yellin: You were making comments in the margins.

Edward Hunvald: Yes, yes.

Joan Beifuss: Mr. Hunvald, had you grown up in New York City?

Edward Hunvald: Yes, I was born and raised there, and...

Joan Beifuss: What are of New York City?

Edward Hunvald: In Yorkville.

Carol Lynn Yellin: Up in the 90s, the 80s East?

Edward Hunvald: I was raised at 84th Street and First Avenue, and then we moved some time later to 85th Street and Lexington Avenue, our first elevator apartment. Anyway, from when my father saw I wasn't going to make it in high school, he decided to send me to boarding school. And he went to a boarding school that he had looked into when I was 6. My mother had died, I believe when I was 4, and he saw that he wasn't going to be able to raise me alone. And, even though we had maids, and my father was a -- he ran a factory. He owned a factory that made, in those days, middy blouses for women.

Carol Lynn Yellin: He was in the garment -- in the garment section was this?

Edward Hunvald: No, at that time we lived down on Second Street (muffled), and it was a store at the bottom, on the first floor, and one apartment on top of it, in which we lived. And, he had about 20 sewing machines, (muffled) and everything else, and what he did was the National Cloak & Suit Company was, later became National Bellas Hess, but it was a very big mail order (muffled), catalog and everything. And they put a middy blouse in the catalog, and they had my father make it up, make them up, and he did. He did very well. My father never worked for anybody in his whole life, never had a partner. And, so, when I went through public school I went through public school in a breeze. I graduated from public school when I was 12, having skipped. Of course my family thought I was brilliant, and I got to thinking I was pretty brilliant, too. Later on I realized, and my father by that time was out of the middy blouse business, and he was making dresses, and the teachers were buying the dresses, or getting their dresses from

him...

Carol Lynn Yellin: At a discount.

Edward Hunvald: ...at a discount or wholesale, or for free. So, I -- well, I had nothing to prove that by, and I'd rather cling to the thought that I was really bright. I'm afraid that my experiences the first two years of high school were otherwise, proved otherwise. So I went to this -- oh, there's that reason I went back to that 6 year, when I was 6. And, my father felt that I'd better go to a boarding school. So we went all the way out to Flushing, Long Island. I remember going with him and seeing these boys drilling the field, and all uniformed. But, my father remarried, and my mother, my stepmother. I never called her stepmother. I never spoke to her, or thought of her as stepmother because she really had a tough job in raising me. In fact, not until she died did my children know that she was my stepmother.

Carol Lynn Yellin: Is that right?

Edward Hunvald: And I told them then. It has an ugly name to it. In those days everything was written about the poor little latch girl and her stepmother and all that.

Carol Lynn Yellin: Cinderella, and all of that.

Edward Hunvald: Yeah, so. We went back to this boarding school, and at this time it was up and (muffled) on the Hudson in New York, and it was a very fashionable place then. It had a tremendous mansion they had taken over, and there were a lot of grounds, right on Broadway, and it was a semi-military school, but it was run by a German, Dr. Paul Kyle, who was really a German. And so I went there. He felt that, well he didn't mind my going to work or going into business with him because he was just chomping at the bit for me to get going. He felt that if I had any talent it would be in dreaming up things, and he was a great advocate of advertising. As small as he was, he had an ad on page 2 or 3, only a 1 inch by about 4 or 5 inches, one column about 4 or 5 inches, and ad in women's wear every other day, and that was a long, long time ago, 1914, 1912. And he had an advertising agency that did it for him. Even today big manufacturers don't have advertising agencies, but he did. And he believed in it. He believed advertising was the wave of the future, really, and he was right. So, I went to this boarding school, and I learned how to play golf, I learned how to shoot pool. I became an atheist. There were only four -- I don't know if I ever told you this story?

Carol Lynn Yellin: No, I don't think so.

Edward Hunvald: There were only four Jewish boys at this school. Most of them were -- they came from all over the world there. And there were only 60 or so pupils there. They had Spanish-speaking people, because he seemed to have gotten the children of all the embassies, Spanish embassies, and then he got a group from New England boys. He seemed to have reputation in certain spots, and also there were theatrical people who, when they were on the road, put their sons in college. One of them was the son, he was

a Jewish boy, son of the Great Leon, who if it hadn't been for Harry Houdini, would be probably the best known of all magicians, but he happened to come along at that time. Anyway, there were four Jewish boys, and we're a long way from those files, but I'll tell you this, and then we can, we'll jump. And, church was compulsive. But there was no such thing as a temple or anything Jewish (muffled) on the Hudson. The town was about a couple of miles from the school, and all the Catholic boys had to go to the Catholic church, and all the protestant boys had to go to a protestant church. I don't think they were too particular, so I guess they all went to one, and then we were left to our own devices. And, my favorite device was the pool table, which I didn't have too much chance on when all the other boys were there. There were only four of us, we could all four play. And so one of the protestant boys met a very, very unfortunate, more unfortunate for us than for him, accident. He sprained his ankle on (muffled) and he couldn't go to church; and, he could get around. He watched us play pool and all that. So the next, when he got well he didn't want to go to church. Why should he go to church when the Jewish boys could shoot pool and all that? Well that ended the pool-shooting thing. If we couldn't go to church, we would read the Bible. And so every Sunday morning we would go down, the four of us to the classroom, which was, oh I don't know, several hundred feet from the main house, and we would read the Bible, starting with Genesis. I don't think we ever got through with Genesis because we would argue over every point. In fact, Dr. Kyle commented at one time that he never heard such really intelligent, that shows what kind of educator he must have been, intelligent discussions as were held in the Bible.

Carol Lynn Yellin: You were Talmudic scholars, is really what you were.

Edward Hunvald: No, none of us were, came from religious families. My father -- the only time he ever went to temple that I know of, was when I was Bar Mitzvah'd, and I was Bar Mitzvah'd only because the sister of my mother was a very religious person and she insisted. And she was reputedly had a lot of money, too, so that was a double insistence.

Carol Lynn Yellin: The rich aunt.

Edward Hunvald: Yeah, the rich aunt. And he gave in and eventually he was asked to leave because he started talking after my stint was over. He got to talking, and they tried to hush him up, and he says, "Well, I've got no more business here." So, he left the temple. So that's the only time I remember him being in temple. I don't say this with any pride, but nevertheless I wanted to point it out that none of us were religious. The Bible I think was new to all of us, because we argued over every point. And, so it made me, I guess I was the devil's advocate. I must have been. I am anxious to talk to the -- I know one of the four are dead; and one of them I know where he is. He is out in Hollywood, his father was the magician, and he now runs a big magician's headquarters there; and, the other one's name was Laib, and I am certain that he must be the brother of Henry Loeb's mother's...

Carol Lynn Yellin: Second husband.

Edward Hunvald: ...second husband.

Carol Lynn Yellin: I remember you -- she died recently.

Edward Hunvald: Yes, I know.

Carol Lynn Yellin: Henry Loeb's mother, and I noticed again her name was L-A-I-B, Laib?

Edward Hunvald: Yeah, L-A-I-B. That was the other boy. I am anxious to find out from them what their religious point of view has been since then, whether it had the same impact. And more story about the boarding school, and then I'll be through with him. Now in February, or -- no spring in 1915, he gathered all the boys. We had a beautiful big stairway and a large hall, and we could all fit in the hall, and he stood up on the steps, Dr. Kyle, and he said, "Now today's the Kaiser's birthday." And he says, "Everybody who will cheer, 'Hooray for the Kaiser, and the hell with Wilson,' can have the day off." So, of the 60, 59 cheered, but little Leon Levy, whose father was the magician they came from England, he wouldn't. And sure enough, he had to stay and study. I don't know what we did with the day off, but we didn't go into class there, we goofed off. So, now how did we get to that? I got to pick up something here.

Joan Beifuss: The files somewhere.

Edward Hunvald: Oh yeah, so the first job I got after -- thank you very much -- I was 15-½.

Carol Lynn Yellin: And you had finished this boarding school?

Edward Hunvald: I had finished this boarding school. No diplomas. I don't know how anybody could possibly get a meaningful diploma from that because we were all ages. I don't even recall whether we, how we even studied. I think we each got a book that something of that sort, and we had to talk German and only German on one day a week. And, so oh we (muffled), beautiful. And I must point out for anybody who's listening to this in the future that in 1915 we were not at war. So.

Carol Lynn Yellin: Though England was, but not America.

Edward Hunvald: And so evidently jobs in 1916, December of 1916 when I got out, and incidentally in the summertime Dr. Kyle had a camp up in Catskill and I went there, too. So, I saw a job, "office boy wanted," on 37th Street, 20 West 37th Street. And I lined up for that job, and I mean a line that was half-a-block long. And they evidently saw everybody and I got the job. Now why, I guess Kyle's school had a ring to it. I'm sure all the other kids were just as bright, and a lot more handsome, but anyway I got the job, and I was willing to work for \$5 a week, which was big money to me, because I had never gotten any money that I could say was my own. At school we got expense books,

and you had to enter everything in, and Dr. Kyle always charged you twice as much for a box of Cracker Jacks that it would cost, and he was... He committed suicide over -- he had married about 4 or 5 times, and he committed suicide. Some woman had sued him for breach of promise. He must have been 80 then.

Joan Beifuss: A full life.

Edward Hunvald: Yeah, very full. Oh, he was a big, strong, strapping man. And, so I got this job.

Carol Lynn Yellin: Where was this?

Edward Hunvald: In New York. At a corset material house, E. de Granmont, still in business.

Carol Lynn Yellin: G-R-A...

Edward Hunvald: E, is his first name, small D-E, G-R-A-N-M-O-N-T; and I was the office boy. Then they...

Carol Lynn Yellin: And what kind of a...?

Edward Hunvald: Oh, those days they had these bones, whale bones and things like that they sold to corset manufacturers.

Carol Lynn Yellin: Corset supplies.

Edward Hunvald: Corset supplies; and, a lot of it, he was French, and a lot of it was imported in those days. And, so I -- they taught me filing, and I learned how to file. And I did it very well, evidently. It was fascinating, and I was able to find that which I had filed. So now that's some background...

Carol Lynn Yellin: That's marvelous.

Edward Hunvald: ...to the filing thing.

Carol Lynn Yellin: I wish sometimes that I had worked for E. de Granmont.

Joan Beifuss: That's one prerequisite is being able to find what you've filed.

Edward Hunvald: I worked there only six months. My father said, "Well, this isn't going to get you anywhere," although they had raised me to, I think \$6 after two weeks, which was very nice of them; and, in those days you could go to lunch; and, around the corner on 6th Avenue was Max's Busy Bee, and everything was 3 cents, coffee, a hot dog, bowl of soup, and you could have a pretty good lunch for 12 cents. In fact I think that's the last time for many, many years that I lived within an income.

Carol Lynn Yellin: That your means and your needs met.

Edward Hunvald: That's right.

Carol Lynn Yellin: Well now, you were living at home with your parents then, you were living in Yorkville, on 85th and Lexington.

Edward Hunvald: In Yorkville. So then my father said, "Well now, you've got to get something in the line of advertising." So he said, you'll go with a store in their advertising department. So I went around. I still had my job with E. de Granmont. I don't remember when I had the opportunity to go to the stores, but I made a couple of calls, but I was still too young for them. I was still -- I had just turned 16. And, so then my father got together with his advertising agency, his account executive and myself, and we devised a letter, which we sent to every good store in America, Toronto, and one in London, England. And it read, it went something like this: "I expect to be a resident in your city in several weeks. I would like to apply now for the position of office boy in your advertising department, and I would like to go to work on my arrival, if possible." Well, that -- I don't know how many, we must have sent out a hundred letters, because my father knew every store in the country by that time. He was selling to most of them. And we got back one answer.

Joan Beifuss: Really?

Edward Hunvald: One answer. And that came from the Halle Brothers in Cleveland, Ohio, and it said, and I don't know if you're familiar with Halle Brothers, but.

Carol Lynn Yellin: I know the name.

Edward Hunvald: But in those days it was -- it still is I guess, a wonderful store, and I (muffled) most fortunate that I was able to start my, what turned out to be my life's work, in as fine a place as that.

Carol Lynn Yellin: Because you did take, you got one reply.

Edward Hunvald: One reply, and they said that, "We cannot make any arrangements this distance. When you do take up residence in Cleveland, please come and see us." So, my father had salesmen out, and one of the salesmen were going to Cleveland eventually. So he assigned me to this salesman, and the route was Albany, Troy, Utica, Auburn, Syracuse, Rochester, Buffalo, Erie, and Cleveland. In those days everything was by train, but the train service was very good. So while my father's salesman was showing the merchant of the city my father's samples, I would make myself -- I would find out things to do. In Auburn I saw the first electric chair. In other places I'd go to a vaudeville show if they had a matinee, and I learned how to go find the courtroom and listen a while to what was going on, and find the library, and generally make good use of my time. And I know my father's salesman didn't want me around. In fact he didn't

want me around many evenings.

Joan Beifuss: He was a traveling salesman.

Edward Hunvald: Oh yeah, he was a traveling salesman.

Joan Beifuss: As the story goes.

Edward Hunvald: Yeah, I know. Separate rooms. So, we eventually got to Cleveland and we stayed at the Whitten Hotel. I don't know if it's still there. And the next morning on arrival I went over to the Halle Brothers, and I went up to the person who had signed the letter, and I introduced myself. And she said, "Oh, yes. I remember the letter, let me get it out." And she looked it up, and I said, "Well now, before we begin, I must confess that I do intend to be a resident of your city, but my family isn't moving here, I have come here for that job that you might possibly have." I don't know if I used the word "possibly," I wasn't too good at that in those days, not that I'm much better now. So, she said, "Well, we don't have a job. We have an office boy in the advertising department. We could find a job for you as a stock boy somewhere." I said, "No, it has to be in the advertising department." "Well, what will you do if it's not?" I said, "Well, I'll go back to New York." So she called in the head of the -- her superior, let me put it that way. I don't know what his title was. Her name was Florence Adams, and his name was Newton B. Wall. I can remember names from way back then. I can't remember anybody today. So, they finally got the advertising manager, who happened to be Susan B. Patrick. And, they told her and I talked to her, and so they made the office boy in the advertising department, who couldn't care less, they made him the stock boy, and they put me in the advertising department. And there I had to -- they didn't use cuts. There was no filing of cuts, but I had to go around the store getting ads, okay, and run over to the *Plain Dealer*, and to the news and to the press with the proofs, pick up the proofs and all that sort of thing. And, Ms. Patrick left in about six months to become advertising manager of the Best & Company in New York. And I was very flattered that about a couple of months later she wrote and asked me if I wanted to come to New York and work with Best & Company. And so I wired my, no I wrote my father about it, and I told him to wire me, and should I take the job. And so he sent back a wire with one word, "No." And in the meantime I had two younger sisters, and the apartment, even on Lexington Avenue was too small. So, and I'm sure my father didn't think I was ready.

Carol Lynn Yellin: But the younger sisters may have had something to do with his 'no,' you think?

Edward Hunvald: The room, yeah.

Carol Lynn Yellin: Right.

Edward Hunvald: The room, and my mother's burden of -- you know of what a burden I was to my mother when there was no one else in the old days. So, I wrote to Ms. Patrick and thanked her very much and took that telegram around and showed it to different

people, and said you know, "My father's a sport. He could have said, 'no, no, no' 10 times for the same money." So anyway, I stayed there two years and by the end of that time I had charge of the mailing list, which also was a filing job, and a breakdown job, and the ability to pick out what you needed when you needed it fast. And so my father said, "Well, you're not going to go anywhere there." In fact there was no intention that I was going anywhere there. I was out for training, because my father had an idea. My father hated files with a vengeance. We never had anybody in our home that had anything to do with our business, I mean for dinner or anything else. I'm sure my father took them to lunch or something of that sort, but he wouldn't spend any evenings with them. Now store owners he loved. Of course a store owner he always found to be an humble man, you know, a man you could talk to, where as a buyer was an arrogant so-and-so. When I say, so-and-so, my father never swore. If he did he swore in Hungarian and I didn't recognize it. He was determined that he was not going to be tied his whole life to catering to these kind of people that became buyers. Not all of them, but most of them. And, so he planned to open up a chain of stores eventually, just selling dresses. And that's when I was going to learn to be -- how to advertise for them, in addition to learn what he considered an excellent profession, as near as with my education I could ever come to a profession, and that's stretching it. So, he said, "Now you find another job in another store." So here come the letters I had to write. This time I didn't have the benefit of my father's ad agency, and I wrote letters around, and I got a reply from Joseph Horn in Pittsburgh, and they said we'd like you to come for an interview. Well, in my, oh I made so many mistakes in those days. In my desire, my thrill of getting a reply, I quit my job at Halles and I thought I had this job.

Carol Lynn Yellin: Oh, my.

Edward Hunvald: Well, I was only 18 at the time. Let's see, it was in May, 1919, yes, -- I wasn't -- no, I was 18 at the time. Yes, I wasn't 19 yet. So, I quit my job and I moved trunk -- of course all I had was a trunk, I was living in boarding houses, to Pittsburgh. In those days you could -- the railroad would keep it for you until you picked it up. And, so I went up to Joseph Horn, and they were amazed that I thought I had the job, which was two strikes against me because anybody that stupid -- it plainly said for an interview. So, he said, well let me take it up with some other people. This was Andy Connelly, who was a great advertising man, was talking then. So, I got on the phone with my father. I said, "There seems to be some hitch here." I didn't tell him that I had misinterpreted the letter. "Evidently they're reluctant to give me the job." He said, "Well, I'll tell you what you do. You go to the other stores while your in Pittsburgh, and go to the other stores and apply to them." By this time I was passing myself off as a copywriter, which I wasn't really, but I knew that I could do it, or thought I could do it. And so I went to Kaufmann & Baer, which has since become Gimbel Brothers, and I talked to (muffled), who was their advertising manager, and he said, "Come back at 3:00." I had a bunch of samples, some of which were mine. And then I went to Kaufmann's in Pittsburgh, and I talked to Mr. E.T. Adams, Edgar T. Adams, who was the advertising manager. He was an old man, had been there for years, and so he said, "Well, it sounds good, and we need a copywriter." He says, "Wait a minute." So he comes back in a few minutes and he said, "Go up to the 8th floor and talk

to Mr. (muffled). So I went up to the 8th floor and I talked to Mr. (muffled). He had a beautiful big office right on the corner of Smithfield and Fifth I think it was. And, on the -- no, it was the 11th floor, I'm sorry, the 11th floor. So, we talked and I showed him my samples, and everything else, and he was continually interrupted by people to sign this and do this and do that, and I said to him, "What is your job here?" He said, "I am the general manager of the store." And I said, "Do you have to hire a copywriter for the advertising department? Haven't you got more to do with your time than to hire a copywriter?" Well, I was about -- really and truly I was about fed up with Pittsburgh without telling him. So I don't know whatever made me say that. But that did astound me, because at Halle Brothers everything was very rigid, and Mr. Sam Halle, if he said 'good morning' to you, it was as good as a raise. So, he hired me.

Carol Lynn Yellin: He liked the fact that you asked the hard question.

Edward Hunvald: That's right. And so I got -- he said, well how much do you want? I said, "Well I was making \$17 a week at Halles. I will work for the rest. My father will make up the difference.", which is a stupid thing to say because you don't get any pity from store owners, money wise anyway. So then I phoned my father, and he said, "Well, go and see a friend of mine who owns a smaller store there, and he will find you a boarding house, and at least he'll tell you where." So I went back to Gimbel's and he said well, we were going to hire you, you know, why didn't you come back here before you said..." I said I couldn't take the chance. So I went back to Mr. Connelly, and I told him that, "I'm sorry but I had made a connection with -- I was afraid you were going to tell me I had the job and there I was halfway obligated to him, I felt. And so I immediately told him that I had gotten the job, and I think he was relieved, too because I since found out they didn't hire Jews at Joseph Horn. So, that's changed critically now, but at that time it was that way. They had enough Jews as competitors, without having them as employees, I guess. So, I went to work there.

Carol Lynn Yellin: This was at Kaufmann?

Edward Hunvald: Yeah, and then and there I was given charge of the direct mail.

Carol Lynn Yellin: Now which store? This was Kaufmann's?

Edward Hunvald: Kaufmann's in Pittsburg.

Carol Lynn Yellin: Kaufmann and Baer?

Edward Hunvald: It was a larger store.

Carol Lynn Yellin: Just plain Kaufmann.

Edward Hunvald: No, this was a larger store. In those days it was doing \$30 million a year, and it was a wonderful experience. But there, I don't want to get into my personalities. There I was thrown in with the executives of the store because after 6

months, Mr. Munheim brought me up to his office, as a sort of an assistant of his.

Carol Lynn Yellin: To take care of some of those people who kept coming in and asking him to do (muffled)?

Edward Hunvald: No, he gave me assignments, really and truly. He treated me like an adult. One of the assignments I recall, he said, "Now, here's an office," and it was a couple blocks down, an office building, "and this is the room number here. You go there and let me know what's inside that office." So, I went up to this building and I knocked at the door and they said 'come in.' I walked in and there was a room just piled high with rugs, and six men around there open mouthed at my coming in there, one of them whom I recognized as our assistant rug buyer. Well, I didn't make anything out of it. I said, 'hello' and all that. And I said, "Well," -- I don't know how I got out, I don't remember the exact words. I'm sure that I stumbled all over them. I went back and reported to him, and by God they arrested all of them, because those were all our rugs. But he had -- that's the kind of a guy he was. He would send me there. Can you imagine what would happen in these more sophisticated days of criminology? Of criminal life?

Carol Lynn Yellin: You wouldn't have gotten out.

Edward Hunvald: I wouldn't have gotten out, and I would have been long remembered if I did get out. So, but that's the kind of a fellow. So I got mixed up with people who were way beyond me in means. Oh, incidentally this friend of mine that my father wanted me to see, called Munheim up before I even went to work there and said, "If you don't pay him \$30, I'm going to hire him." He says, "What's the idea, because his father's going to pay some of it, you're going to take advantage of him?" So, my starting salary there was \$30 a week. So, anyway. In sowing my wild oats, my \$30 a week couldn't sustain a \$150 a week case. My father was...

Carol Lynn Yellin: You wanted to go back to the days when you were making \$6 a week and living within your means.

Edward Hunvald: That's right, I would have. I didn't know then, but I was better off. So, this time my father insisted that I leave Pittsburgh, and I left there the end of 1920, and he said, "Well, now come back here and we'll see if you can work into the business here." By that time I was 19, and that's a big age, you ought to be an executive by that time. So my father, who was a man of tremendous patience, but inward boil, and I was one who always insisted on things being done, and gave everybody fits, very critical. My father was a great lover of Hungary. He thought every Hungarian was great, and that annoyed the devil out of me because we had just gone through this war.

Carol Lynn Yellin: And Hungary was on the other side.

Edward Hunvald: Hungary was on the other side, too -- but if a new show was opening or anything else. So, one day we were walking. We had all gone to the theater. My

father was a lover of the theater. And we had gone to the theater. We were walking up Broadway, and he mentioned something -- this was about six months after I was with him, doing nothing really. He sent me out on the road a couple of times to Baltimore, and Washington, and Wilmington, and Philadelphia, and then up to New England as far as Boston. I don't think I sold a dress. I remember one place, G. Fox in Hartford, I showed the line and the buyer said, "Well, if you take the flower from the belt and put it on the shoulder," and that kind of stuff. So I wrote my father all these things, and he said, if I wanted a designer, I'd a hired a designer. I want a salesman. So, they (muffled). He said something about some Hungarian, this man used to be in Hungary. So I ran (muffled) and I said, "Oh the hell with all the Hungarians." And my father who was only 5 foot 6, he gave me the back of his hand and bloodied my lip right there on Broadway, and I walked away. I walked over to the Grand Central, and I bought a ticket to Boston. I didn't have anything but money in my pocket (muffled). In Boston -- are we taking up too much of our time here?

Carol Lynn Yellin: No, go ahead. We've got more tapes.

Edward Hunvald: In Boston I stopped at the Adams Hotel and I had quite a bit of money. My father was rather free with money then. And I set out to look for a job. And, I thought all I had to do was go to Jordan Marsh and they'd take me on. Well, Jordan Marsh didn't take me on, and neither did Filene's; and my money was running low. So I started looking at the want ads. I started looking at advertising agencies. No advertising agency wanted me. I was very thin, weighed nothing, and I never looked as old as I was. So, finally I got a job in a wholesale shoe house, and my job there was a packing clerk. In fact, I was the assistant packing clerk. The Negro was my superior, and he should have been, because he sure was a packer, and I wasn't. And, I don't know if you've ever pasted up P-boxes with this damn sticky tape. In those days they didn't have the machines, and I tell you, my fingers were in shreds, and I was working for \$18 a week, and I found a boarding place at Roxbury Crossing. Well, I didn't know Boston too well, and I called up on the phone the advertiser, so I went out there, and I imagine Roxbury Crossing would be almost like the Catholic section in Belfast today. Irish, Irish, Irish, and I got this room with a big Irishman, and his emaciated wife, and about a 12-year-old, 13-year-old daughter. And I got a room, and I got breakfast and dinner for \$7 a week. It may have been more than that, but anyway so I took it. And I'll tell you, I never want to look at another codfish (muffled) in my life. That's all that woman could have for dinner. I forget the breakfast menu, but I'm sure it was short. And I had a room with a window, but one foot from that window was a brick wall. There was another -- and I didn't have to look through the brick wall to know there was another Irish family on the other side of it. And so I finally got to writing to my father. I did write my mother to tell her not to worry, and that I was in Boston earlier. I wrote her from the hotel, and I wasn't at the hotel too long. So I wrote to my father, and I spent my evenings in the library. I rented a typewriter, and I started writing stories, and I had ideas. I had ideas how the United Drug Company, which was the big thing at that time, could -- I wanted to start a wholesale to -- so people could buy their drugs wholesale, and I wanted to be the go-between. They would fill my orders in case lots, and the people would buy from me in case lots. Then they would get a cheaper price if they bought that

way. I even got an interview with the sales manager of United Drug on that, but it was not a feasible idea in his mind. So, things of that sort I did, and then of course I went to the burlesque shows, the Old Howard, and I really got to know Boston. The Old Howard. I used to go there on a Sunday, and you would see two movies, and in the old day when the burlesque began, and then saw the two movies, you'd see the burlesque show again. And of course you sat up in the balcony, and I think it was 25 cents. It was a pretty good buy for the money, and if you got in there early, which I was able to do, I think it was an even lower rate. I don't recall. So, that's the way I spent my time. Well, at the end of about four months I told my father that I don't want any more of this, please rescue me. I said, "I'll do anything." So he said, "All right. I want you to do one thing though. I want you, you don't know how to ask for a raise. You go to these people and you tell them you won't work any more for less than \$35 a week." They won't give it to you, but at least you will ask for it. So, I did, and oh I was so tired, and they gave me \$35 a week, and I had to stay two more weeks. And that was the worst two weeks of my life, really and truly, but they gave me the \$35. They were going to give me a chance -- they had chains of, they had their own stores around the country, and they gave me a chance to work as the advertising manager. I didn't know they had an advertising manager there all that time. I looked at some of the ads he puts out for these little shoe stores around the country, and I knew that that wasn't for me. So, I came back to New York, and there's no talk this time of going into my father's business, but this time I was going to use my time looking for a job around the country, and I finally got one by mail, and where was it? As assistant advertising manager of C. F. Hovey Company in Boston.

Joan Beifuss: C. F. what?

Edward Hunvald: Hovey, H-O-V-E-Y. They have since been absorbed by Jordan Marsh. They were right close to it, right to joining them. By that time I was selling myself as an assistant advertising manager, which I had never been either. So, I went there as assistant advertising manager, and I always remembered people at Christmastime, and I sent a letter to several people I had been with at Kaufmann's in Pittsburgh, and one of them was to a man who left Kaufmann's the same day I did, December 31, 1920. And he came down to Memphis in charge of Lowenstein's. So this is a year-and-a-half, no two years later, and he wrote me and wanted to know if I was interested in coming down here as advertising manager.

Carol Lynn Yellin: At Lowenstein's.

Edward Hunvald: At Lowenstein's. I said yes I was. So, he gave me the job. Now he knew me only when I was in Munheim's office. That must have been my smartest days because I impressed a lot of people, and I came down here and that's how I got to Memphis as the advertising manager of Lowenstein's.

Joan Beifuss: Mr. Hunvald, was your father Hungarian himself, or your grandparents?

Edward Hunvald: Yes.

Joan Beifuss: Your father was (muffled).

Edward Hunvald: My father immigrated to this country in I think 1894, something like that.

Carol Lynn Yellin: And was your mother Hungarian?

Edward Hunvald: Yes, both my mother and my stepmother were born, although he met both of them in this country.

Carol Lynn Yellin: In this country?

Edward Hunvald: In this country. He came over here single. And he's the only one of his family that immigrated.

Carol Lynn Yellin: Is that right?

Edward Hunvald: Yes.

Joan Beifuss: Have you been back?

Edward Hunvald: I have never been abroad. My mother and my sisters have been.

Carol Lynn Yellin: Did you -- and we will get back to Memphis, but we'll fill in any other questions. Do you know if you had relatives still in Hungary at the time of the Nazis later?

Edward Hunvald: My mother said that what there were of them went to Israel, and the others were eliminated.

Carol Lynn Yellin: In the concentration camps?

Edward Hunvald: (muffled)

Carol Lynn Yellin: All right, we'll turn this off just for a minute.

Edward Hunvald: Where were we?

Joan Beifuss: You had just come to Memphis.

Carol Lynn Yellin: I am going to...

Joan Beifuss: Taking the job at Lowenstein's.

Carol Lynn Yellin: And I'm going to say we did, while during this break, we looked at a couple of clippings that are rather interesting, one of which I am going to Xerox and put

into our files at the office, a story announcing Mr. Hunvald's arrival in 1923 to be Lowenstein's advertising manager, in which it ends with saying, "Mr. Hunvald is a young man with new ideas. He believes in letting his brainwork work. He remarked Wednesday that he came from Boston. 'Boston!' exclaimed one of his listeners. 'Yes,' smiled Mr. Hunvald, 'but I'm sure I'll outgrow it.'" So we have you in Memphis in 1923.

Joan Beifuss: Outgrowing Boston.

Carol Lynn Yellin: Outgrowing Boston.

Edward Hunvald: And incidentally, that's three months shorter than six years that I'd started as an office boy at Halle Brothers. It was an age when if I'd gone to college, I would just be getting through college, but I still believe college is important, and vital, particularly these days. So, I became advertising manager of Lowenstein's. That's when they were on Court Square, right across the street from Gerber's; and we considered Gerber's our competitor because we carried the same lines of merchandise. We didn't carry furniture and things of that sort.

Carol Lynn Yellin: Goldsmith's was here then, too.

Edward Hunvald: Goldsmith's was here then, and so was Bry's. They were the four stores.

Joan Beifuss: What was the fourth one?

Edward Hunvald: Bry's, Bry-Block.

Carol Lynn Yellin: We, I don't know that one.

Joan Beifuss: I don't (muffled).

Edward Hunvald: Where Lowenstein's is today.

Carol Lynn Yellin: B-R-E-E-...

Edward Hunvald: B-R-Y hyphen B-L-O-C-K.

Carol Lynn Yellin: Bry-Block.

Joan Beifuss: Bry-Block.

Edward Hunvald: You know Dick Block? That's his father.

Carol Lynn Yellin: Yes, related to the Sharps, isn't he?

Edward Hunvald: I don't know (muffled) beyond that.

Joan Beifuss: Mr. Hunvald, when you saw Memphis in 1923, could you make any kind of comparison between Memphis, say, and the cities, the eastern cities that you had been in?

Edward Hunvald: No, I had been to a number of cities. I remember when I was on the road with my father in Cleveland. Really, this appeared to me to be more like a smaller Cleveland.

Joan Beifuss: You didn't get the -- the Southern feeling wasn't...

Edward Hunvald: Oh, there's always the shock when you get up on a street car to see on the steps, "Colored to the Rear," that kind of... I stayed at the Gayoso when I first came here, and the room service there included women, always a girl from Arkansas who needed money to get back there. So.

Carol Lynn Yellin: Was Crump in evidence at that time?

Edward Hunvald: Oh very much (muffled).

Carol Lynn Yellin: (muffled)

Edward Hunvald: I wasn't aware of him, though, until much later, because I had my job. Memphis was a wonderful town then.

Joan Beifuss: Why?

Edward Hunvald: Well, it was wide open.

Joan Beifuss: In what way?

Edward Hunvald: Well, they had gambling. They had pool rooms, and the theater was fairly active. They had a good stock company. Incidentally, when I found a place to live, it was on 600 Poplar, and that was a large apartment, and I took a room there. I didn't want to board any more, because I did a lot of night work, I planned to do a lot of night work, and the other roomers were Aaron Laskin in one room, who was the owner of the Lyceum Stock Company, Gene and Olga Wurth. They had the front room with the parlor, who were the stars of the company.

Carol Lynn Yellin: Gene, G-E-N-E?

Edward Hunvald: G-E-N-E, a man, and Olga Wurth.

Carol Lynn Yellin: And the other name was Baskin?

Edward Hunvald: Laskin, L-A-S-K-I-N.

Carol Lynn Yellin: Laskin, right.

Edward Hunvald: Aaron Laskin. And also Elizabeth Carmichael (muffled) and her mother. She later -- her mother claimed that she, that Elizabeth was the illegitimate daughter of the owner of the Boston Red Sox. I don't know which of the owners it was, a very wealthy person. I think that it was (muffled), but a very pretty girl, quite a talented actress. So, I got in with that company. I was useful to them because they borrowed props from us, and they were useful to me as I went over there every night after I quit work and we'd walk home together, and I got -- I always liked the theater anyway, and they were very, very good friends of mine, everybody in the company.

Joan Beifuss: Now this was the old Lyceum Theater?

Edward Hunvald: The old Lyceum Theater where -- what building is there now? Well, it was by O.K. Storage Company, right in front of O.K. Storage on Second Avenue and Jefferson, Second and Jefferson, the southeast corner.

Joan Beifuss: How far did Memphis come out to in that time, do you recall?

Edward Hunvald: Well, when you went beyond the parkway you were really out.

Carol Lynn Yellin: The parkway was there then?

Edward Hunvald: The parkway was there. It was -- people drove their cars. Two ways they drove. They drove around the parkway, or they drove around the loop they called it, down Main Street to probably Vance and up to Second and down, and then back to Jefferson and of course downtown was bustling, humming.

Carol Lynn Yellin: Was Beale Street?

Edward Hunvald: Oh, yes.

Carol Lynn Yellin: Was Beale Street a place you visited, or people, or was it pretty much restricted to black people?

Edward Hunvald: Well, Beale Street was black people. We would go there once in a while, but they were to themselves. Now one thing they had on Beale Street was the Ramblers, the Midnight Ramblers; and that night, which I think was a weekday night, the balcony was for whites only, and they really had a great show. Bessie Smith was there, and I used to go there. It was safe to go on Beale Street. It was safe to go anywhere in Memphis, really and truly.

Carol Lynn Yellin: Was there -- were drinks served? Were there saloons or bars?

Edward Hunvald: No, this was during prohibition.

Carol Lynn Yellin: Of course, yes.

Edward Hunvald: Yes, this was during prohibition.

Carol Lynn Yellin: Well, were there places you could get a drink that, where bootleg liquor was sold?

Edward Hunvald: I think that the best source of liquor was the Sheriff's department. They confiscated liquor. They had a price list for it, I think. You could just... I'm sure there were bootleggers, but I wasn't too much of a drinker.

Carol Lynn Yellin: But there was no place that you could go, like a night club, and hear blues, or hear music was there?

Edward Hunvald: That was the day of...well, no that was before the Peabody. Oh yes, the river, the boats. They ran every night up the river, and they had a band on the boat, and those boats were crowded. You took a ride up the river. They had the "Kate Adams," they had the "Idlewild," and one other big boat came here once in a while. But Bob Miller was the favorite orchestra leader. And then on top of the Falls building they had dancing at night. And then East End Park, that was the favorite place for the visiting bands, the big bands as they called them.

Joan Beifuss: What's East End Park?

Edward Hunvald: That's where the Home for the Aged, the B'nai B'rith Home for the Aged, in that vicinity, in back of that. I really don't know the street, but you used to have to take a streetcar there. We had three newspapers, the *Commercial Appeal*, the *News Scimitar*, and the *Press*. And the *Commercial Appeal* had just started its radio station then. Well, anyway, in 1924, we decided to build this new Lowenstein building at Monroe and Main, and I think the two best campaigns that I've ever had the privilege of handling were the removal sale of the old store, which we ran for two months without ever mentioning a price. We never advertised the price, and the campaign for the opening of the new store, which got me nationwide publicity.

Carol Lynn Yellin: Attention.

Edward Hunvald: Yeah. And in 1924 I advertised for a woman copywriter. At that time there were four of us in the advertising department.

Joan Beifuss: Why did you advertise for a woman?

Edward Hunvald: Well, because I remembered my pledge, and I was tired of all the men around.

Carol Lynn Yellin: Well, in fact this article that I didn't read the beginning of, the headline on that that we should get into the tape says, "This man will be popular, begins by lauding women. Advertising manager of big department airs views on fair sex," and the lead sentence says, "Women in business have another staunch supporter. He is Edward H. Hunvald." And then you said there that you believed in women writing advertising.

Edward Hunvald: That's right. So, I ran an ad in the paper advertising for a woman or a young lady, and among the answers I interviewed probably, well I planned to interview about six, whose letters I liked. And Miss Liliastrom Castle was the second one I interviewed, and I don't know what the others looked like. I went through the motions of talking to them, and telling them that I had others to talk to, but I knew the minute I saw her that I was going to hire Miss Castle.

Joan Beifuss: But could she write copy?

Edward Hunvald: Well, her letter of application was all right, and I have -- I thought I could teach people what to do. People who work for me pretty much have to do what I tell them anyway. By that time I knew that. And, so I hired her. And to put a beautiful story short, a year to that date I married her.

Carol Lynn Yellin: You got everything you advertised for and more.

Edward Hunvald: That's right. And all the business of torn hands packing the P-boxes, and all the fights with my father, and everything else all seemed to propagate me, or whatever it is, propagate isn't the right word -- propel me to a meeting with Miss Castle.

Carol Lynn Yellin: Well, let me get into the record here, just so we'll have it. The ad that ran in the paper January 19, 1924 said, "We seek the services of a woman who can write copy. We are seeking for our advertising department a woman or young lady who can describe merchandise in a fashion that creates a desire to possess, whose writings will aid her readers in their choice, not persuade them to purchase, who understands the art of dress, who appreciates beauty and knows the finer things of life that she may intelligently write of them. The woman we seek need not necessarily be experienced in this field if she has an educational foundation that will permit her to quickly acclimate herself to a new task. Needless to say, this is a position of pleasant associations, and almost unlimited opportunity. Only applications by letter will be considered. Address the advertising manager." The reply that's dated January 22, 1924 is addressed to the advertising manager, "Dear Sir: In answer to your advertisement in Saturday's *Commercial Appeal* for a young lady to describe merchandise, I would appreciate you considering my application. I graduated from Central High School in June 1922, having completed an English course under Miss Elizabeth M. Gardner. Since that time I have been studying commercial art. The knowledge I have gained from this study and the principles of art has given me a deeper appreciation of beauty and dress, and other things. I feel this would be a great aid in writing clearly and impressively. In case the position you offer has been filled, perhaps you have an opening for one to illustrate, as well as to

describe merchandise. Hoping you will you grant me an interview, I remain sincerely yours, Liliast Castle.” And the reply to that dated January 23, indeed the next day, “Dear Miss Castle: I hope you will call me at Main 7600. I shall arrange for an interview at a mutually agreeable time. Yours truly, Edward H. Hunvald, Advertising Manager. P.S. This letter is an exact duplicate of one being written to twenty-five (25) other applicants whose letters seem worthy of further investigation.” And so a year later you married Miss Liliast Castle.

Edward Hunvald: That’s right.

Carol Lynn Yellin: Right.

Edward Hunvald: And, by that time the building was erected and Liliast was Methodist, in fact her father was Chairman of the Board of Stewards of St. Paul Methodist Church where we were married, and I was Jewish. She died a Methodist, and I will a Jew. So, while we were -- we were secretly engaged for many, many months because it was a particular situation, and...

Carol Lynn Yellin: She was living at home with her parents.

Edward Hunvald: She was living at home, oh yes. Those days all girls lived at home.

Carol Lynn Yellin: Right.

Edward Hunvald: I wouldn’t have anything to do with a girl who wasn’t living at home.

Carol Lynn Yellin: Right.

Edward Hunvald: And, after our engagement was announced on December 20, I believe, in the (muffled) section -- you know when you’re advertising manager, your prominence is way beyond what you deserve. The -- I attended church with her and her family. She never missed church. She taught Sunday School, as did both her father and her mother taught Sunday School. And the, and I went to church with them on Sundays. And after we were married and came back, we -- it appeared that I was expected to continue to go to church, which I don’t want to -- I want to put this right. I never really disliked going, I have a habit of being able to think of other things while I seem to be listening and looking at somewhere else, but sometimes I get my best ideas that way. And, it always followed by a fried chicken dinner, and nobody could cook fried chicken better than my mother-in-law. So, in May of 1926, Edgar Kaufmann, who then became president of Kaufmann’s wrote me a note and asked me if I’d like to come there as advertising manager, that they had just hired Louis Blumenstock as publicity director, and they needed somebody to handle the advertising under him. I saw it as a means of breaking this habit. Because it really was a habit. No one asked me to go, I just didn’t know how to say, “Let’s not go.” And I’m sure if I had said, “Let’s not go,” the answer would have been, “Okay, we won’t go.” But I never brought that to initial.

Carol Lynn Yellin: You felt it came down eventually to a choice of either you would go to the church or go to Pittsburgh?

Edward Hunvald: Well, no, and I felt too that to be away from the families wouldn't be bad. So, I accepted a job in Pittsburgh, and we went to Pittsburgh, and a year later...

Carol Lynn Yellin: Wait, just before you get there, did your wife continue to work...

Edward Hunvald: Oh, no.

Carol Lynn Yellin: ...in the advertising department once you were married?

Edward Hunvald: Oh, no, no. My wife...

Carol Lynn Yellin: You gained a wife, but you lost an advertising assistant?

Edward Hunvald: That's right. My wife never worked after that. In fact she quit the store, you know, some time before we -- I couldn't work with her around anyway.

Carol Lynn Yellin: Right.

Edward Hunvald: So, we went to Pittsburgh, and a year later around May 1, Mr. Bunn, who was president of Lowenstein's, asked me if I would like to come back to Lowenstein's, that the man who they had to replace me was leaving.

Carol Lynn Yellin: This was '26?

Edward Hunvald: This was '26. So, I came back and when I came back there was no more churchgoing, no more the other things, and everything was normal. And, not that I didn't go occasionally to church. I don't know, maybe it wasn't occasionally either, I don't even recall one instance of going. But, then when I got back here a peculiar thing had happened in the meantime in the year that I had gone. When I'd left Lowenstein was owned by the City Stores Company, which was controlled by J.K. Newman of New Orleans, who owned the power company there, the transit company. He was really a financial genius, a man of power and a gentleman. And all the people around him were gentleman. He found in that year that he didn't care about the retail business. He'd leave that to his brother-in-law, for whom he had bought it. So, he sold his interest, but it was sold to the Goerkes. G-O-E-R-K-E-'S who owned a little store in Elizabeth, New Jersey, and here they came. I think by some financial manipulation, nothing illegal, he was able to swing that deal, I think for the investment of \$100,000 he got control of Maison Blanche in New Orleans, Lowenstein's in Memphis, and Loveman's in Birmingham, and Kaufman-Straus in Louisville.

Carol Lynn Yellin: Loveman's, L-O-V-E.

Edward Hunvald: M-A-N-'S, the largest store at that time. So I got back and I found

them in charge. Well, that didn't matter to me, but very soon I began to get letters from Elizabeth, New Jersey, "You don't need to use fall lines under each item. If you multiplied that 1/8 of an inch by the number of fall lines, by the number of ads, by the number of months and weeks, it would come to," any some amount. So I took that letter into Mr. Bunn. I said, "Mr. Bunn, what is this all about?" Because I had always had a free hand and I didn't know, I knew I couldn't work under these circumstances. He said, "Well, I must confess to you Eddie, I should have told you." He said, "But I didn't think it would come out this bad." Now what I'm telling you is off the record. He says, "I feel very bad about it, I have thought about it a lot, and I was wondering when the first time would be that you would come to me." Because Mr. Irish, they drove him crazy. He was the man who came around in the meantime. And well (muffled). So I said, "Well, you know I can't do my best work under these circumstances," and by that time the other people, the buyers and others, had given me their opinion of these Goerkes. Really, it should've been with a "J." And so I had an understanding with Mr. Bunn, that I would at my own leisure look for a job and still do my work at Lowenstein's. (muffled) find a job, which I thought was a very fine thing to do. Of course, Mr. Bunn was as fine a man as I have ever met, let alone worked for. But, unfortunately the job that I got was that of assistant to the president of Bry, the store down the street. And it was a very good job, and more money than I was making, and it was another step up the ladder. My title would be "Assistant to the President." So I went into Mr. Bunn. I said, "Mr. Bunn, this is an awkward situation. I don't know anything that I am more afraid of doing than I am here. I dislike it because what I'm -- I know you'll dislike it, but I think for me it's the best thing. I have accepted the job with, assistant to the president." Well, I could have gone with Gerber's or with Goldsmith's and Mr. Bunn wouldn't have mattered so much, but nothing, nobody did he hate more than Bry-Block.

Carol Lynn Yellin: It was Macy's and Gimbel's was as nothing to this.

Edward Hunvald: Well, no, he looked down his nose at them, and well he might have. (muffled) Lowenstein's was a very fine store, and Mr. Bunn was the kind of a man that he closed his store on Saturdays at 1:00 while other stores were staying open, (muffled), staying open Saturday nights. Well, anyway I went to Bry's. And it was some of the most exciting days in promotion that I have ever experienced, and we were very, very successful, but I had gotten in from the frying pan into the fire. Again there were letters from a remote ownership. This time from New York, from the Sadowskys, who owned the National Department Stores, which in turn owned Bry-Block. And then...

Carol Lynn Yellin: That would be S-A-D-O-W-S...

Edward Hunvald: W-S-K-Y. They were coat and suit manufacturers in New York City. Now I don't know too much about them. I can't talk too much about them. But they wouldn't give anybody a free hand. And I will admit this, that we were spending money like drunken sailors. If we made any money at Bry's in the period that I was there, it was done with a bottle of ink rather than with the operations. But, they were growing at a tremendous rate, and that was the -- it was our goal to be the biggest and the most popular store in Memphis, and we did everything, expensive things. We

established our first airport, Bry's Airport, across the street from the oil company, Cotton Seed Oil Company here.

Carol Lynn Yellin: You mean there was no municipal airport then?

Edward Hunvald: No.

Carol Lynn Yellin: And that was the first airport?

Edward Hunvald: That was the first airport.

Carol Lynn Yellin: In Memphis.

Edward Hunvald: And (muffled) was our first pilot.

Carol Lynn Yellin: You did that so you could fly your own planes in? I mean so that the...

Edward Hunvald: We did that for publicity, and people came out there by the thousands, which of course we gave air shows, you know, walking on the wings and things of that sort. Well, a series of things like that. But of course eventually the Sadowskys wanted to know where all this money was coming from, and why wasn't it showing a profit on the bottom line, and they had every right to demand that. Well, I could see that that wasn't the thing. So, Mr. Dreyfus, who brought me to Memphis in the first place, whom I first met in Pittsburgh many years ago, he had left Lowenstein's when Mr. Bunn was brought in. He was rather provoked that he wasn't given complete charge of the store and made president. And he had bought a store in Salt Lake City, and he did very well. He wrote me a letter saying he had bought another store in Salt Lake City, a very fine store, and would I like to come out and manage that. It's funny how timely all these things were. You get fed up with something, and sure something comes out of the ground -- I shouldn't say out of the ground, from heaven really. So, I met him in Chicago and we talked it over, and I went out to Salt Lake City.

Carol Lynn Yellin: May I ask, was this Dreyfus related to the Dreyfus family here, now?

Edward Hunvald: No. No, his divorced wife, I'm not going to mention her name, is still alive here, his first wife.

Carol Lynn Yellin: I'd better warn you, we're coming to the end of --

Edward Hunvald: When I say divorced wife, the wife who divorced him, because he was a reprobate, and she was a very fine person.

Carol Lynn Yellin: May I say, we're coming to the end of this tape, so we'll pick you up in Salt Lake City at the beginning of our next tape I think.

Edward Hunvald: Okay.

END OF RECORDING