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History of Rich's Department Store [April 2020 Lunch and Learn](#)

On Friday, April 10, 2020, noon-1:00 p.m., the Georgia Archives' Lunch and Learn program will be *The History of Rich's Department Store* by historian and author Jeff Clemmons.

In 1867, less than three years after the Civil War left the city in ruins, Hungarian Jewish immigrant Morris Rich opened a small dry goods store on what is now Peachtree Street in downtown Atlanta. Over time, his brothers Emanuel and Daniel joined the business; within a century, it became a retailing dynasty. Come to this fascinating Lunch and Learn program and join Jeff as he traces Rich's 138-year history.

For the first time, learn the true stories behind Penelope Penn, Fashionata, the Great Tree, the Pink Pig, Rich's famous coconut cake and much more, including how events at the downtown Atlanta store helped John F. Kennedy become America's thirty-fifth president.

Jeff lives in suburban Atlanta. He has a degree in business administration from Reinhardt University and a degree in creative writing and theater from Georgia State University. He created and leads walking tours of the Midtown and SoNo districts, and Westview Cemetery of Atlanta for the Atlanta Preservation Center (APC). He serves on the board of the APC's auxiliary group, CIRCA, which offers its members private tours of some of metropolitan Atlanta's most interesting historical structures. He is the author of two histories - *Rich's: A Southern Institution* and *Atlanta's Historic Westview Cemetery*.

[Rich's: A Southern Institution](#) will be for sale at the end of the presentation.

The Georgia Archives is located at 5800 Jonesboro Road, Morrow, Georgia.

Lunch and Learn Programs are free and open to the public and are sponsored by Friends of Georgia Archives and History (FOGAH). Door prizes are drawn at each Lunch and Learn program. No registration is required.

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