

Transcript – Ginger Grand Lerner Oral History

A. My name is Ginger Lerner. I live at 3336 Hunchdine Way, in Marietta, Georgia. I've been here for 3 years; and I moved from Asheville, North Carolina, where I was born and raised.

Q. And when did your family come to Asheville?

A. They came from Russia to Canada; and then my father's younger sister got TB and they had heard that Asheville was the place to go for a cure. So they moved to Asheville, and they were too late; she passed away in Asheville. And is buried in Lou Pollack Cemetery. Her name was Rose Grand.

Q. Do you know where they lived in Canada?

A. No.

Q. And what was your parents' names?

A. Rose Schuman was my mother's maiden name; and Reuben Grand.

Q. Were they married before they came to Asheville, or did they meet here?

A. No, they married afterwards. They were second or third cousins, actually. I don't know how they really met. My mother lived in Philadelphia. And my father and my uncle use to go to—they were furriers. They use to go to New York to the fur market. My dad use to stop in Philadelphia, to visit family. And that is, I guess, how he met my mom.

Q. So I have a question, which is Who in your family came from Canada? Can you tell us the names of those people?

A. My father's family. My father, my Uncle Charlie, and my grandparents, Millie and Louis Grand.

Q. And did they all come to Asheville, or just—

A. No, they all came. And his sister Rose.

Q. Do you have any idea where they lived when they came?

A. They lived on Montford Avenue—I don't know specifically where. And then my grand parents had a house on Merrimon Avenue, and it is right next to a church, a block down from Claxton School. North. And then my grandparents built a house on the Rose Garden—Griffing Boulevard.

Q. So were they all in business together? Did they start out with the furrier in Asheville?

A. Yes. Yes, I guess because my grandfather worked with maybe an uncle, when they came from Russia to Canada, and it was the fur business. So that is what they opened up when they moved to Asheville.

Q. Do you think they were retail furriers in Canada, or wholesale?

A. I bet they were retail.

Q. Do you know what locations?

A. As far as I know, the store had one location for 60 years. 42 Haywood Street.

Q. What do you remember about the shop?

A. Uh, long, it had a balcony and a sewing room, where they did repairs and alterations; and steps that came down on either side, like that, and then in the middle, the street level, was the office, in back. And on either side were safes with the fur coats.

Q. Did you ever work there?

A. No. I went to college when I was 16; and I got married when I was 21.

Q. Where did you go to school in Asheville?

A. Claxton, David Miller and Lee Edwards.

Q. And what do you remember about those places?

A. Nothing unusual.

Q. Did you go to the stores after school Downtown?

A. On Thursdays, was movie nights. So we use to take the bus from school to Pritchard Park, and walk up to the Vogue. And when the store closed, which was about 5:30 I guess, we went to the S&W for dinner, and then we went to the movies, every Thursday.

Q. Upstairs? At the S&W upstairs or—

A. No, no, no. We went either the Plaza, which is no longer there of course, or the Imperial, which I guess is no longer there either.

Q. You mean your whole family went to the theater?

A. My parents and my sister and myself.

Q. Now what was the age difference of your sister?

A. She was five years older. Her name was Arlene Grand Sandman.

Q. Do you know how her husband was related to David Sandman?

A. Dave Sandman was his uncle.

Q. And Arlene's husband's name?

A. Was Gilbert.

Q. And where was he from?

A. He was from New York, Manhattan. He worked—came to Asheville to work for his uncle, in a lady's dress shop. And there weren't that many Jewish dateable men, and as far as I know, there still aren't. We can't find that many here, can we, Dana? LAUGHTER And that's how they met.

Q. Do you remember any of who your parents' friends were, anything about them?

A. Goodness gracious. The Lichtenfelds, the Sternbergs, the Rifkins, some of the Michael Loves. They had a whole group they use to go out together. Saturday nights, they use to go to the Sky Club. That was a very close group, a very close group.

Q. And who were some of your friends?

A. Ann Sternberg, Millie Coolie. I don't know if there are any Coolies left. Rita Marter. Rita lives in Black Mountain now. Her name is Rita Hicks, and we are still close friends. And there were not many Jewish kids in our age group.

Q. So did you have friends that weren't Jewish?

A. No. No.

Q. Did you go to Synagogue, or Temple?

A. Went to Temple.

Q. Do you remember—were there different Rabbi's when you were there?

A. There was Rabbi Jacobs was the first one I remember. Well, no, I will take that back. Rabbi Unger is the first one I remember from when I was a little girl. And then there was another Rabbi who was terrible whose name I don't remember at all. Completely blocked him.

Q. Was he earlier or later?

A. Later. He wasn't there very long. And as I understand it, he now sells cars somewhere in Pennsylvania, which is probably a good occupation for him. Better than being a Rabbi.

Q. So what were some of the things that you remember about Downtown as a whole, when you were growing up?

A. By the fact that it never changed. Bon Marche, the street across from the Vogue, and right next to the Vogue was a shoe store—Martie Beloven owned it. I can't think of what they called it. There was a little department store—Winners. And Harriet Winner is younger than I am, and I don't really hear from her. And I guess her children are younger than you, honey? ???:. Larry is my age, and Ann is David's age, older.

Q. So, did you have a pretty close relationship with your parents, and your uncle and aunt, and—

A. With my parents, with my uncle and his first wife—we were closer than I was with his second wife. Both of them have passed away.

Q. Who were those wives?

A. The first wife's name was Carolyn Royal. Jerry and Roselyn's mother. Roselyn was adopted. Jerry was not. The second wife was Terry Lee, and I do not know what her maiden name was.

Q. Did your family very involved with the Temple? Did they go a lot?

A. Probably no and no. Went on the high holidays, like everyone else, and occasionally.

Q. Did you have Passover at home?

A. Yes, and Hanukah, and we had Christmas, and still do.

Q. When you remember holiday, like meals—whatever holiday—4th of July or Thanksgiving or whatever—who was at the table?

A. Well, we use to have, if it was something like 4th of July, my parents usually had a party and we had a picnic—we had a large backyard, for all of their friends. I will tell you the best party that we ever had, was a birthday-graduation party. Dana—you are going to have to help. It was my younger son's birthday and David and your graduation—one of them had a birthday too. Dana graduated high school; David, my oldest son, graduated college; and it was my youngest son's birthday. And we had a birthday-graduation-birthday party. It was in one of the restaurants. We had invited the whole town—too many people. Another thing that I don't believe they do now: When I was married, we sent out invitations out of town, and other than that, we put an announcement in the paper, and said friends of the family were invited. And they all came.

Q. So how did you meet your husband?

A. My husband was a blind date. I was in graduate school in Boston. He was doing his internship in Boston. And his room mate called to ask me out. And his roommate was dating my roommate; and she had a wild crush on him, so—I had never met him, but I recognized the name. And so I told him I wouldn't go out with, and that was why. He couldn't have cared less. He said OK, you want go out with my roommate? And I said "Sure." And "my roommate" turned out to be my husband; and five dates later, we got married.

Q. So how long was it from the time you met him, til the time you married?

A. Five months. When he was in the Navy, so it wasn't like seeing him or nothing. It was really like five dates.

Q. Where did you get married?

A. In Asheville, at the Temple. The party was at the Vanderbilt Hotel. Again, he was in the Navy, so we didn't have much time. We went to Williamsburg for our honeymoon, because he was stationed in Norfolk at the time. Our anniversary date is October 2, 1955.

Q. And just to jump back, where did you go to college?

A. I went to Vanderbilt, and I got my Masters from Boston University in Psychiatric Social Work.

Q. When you were growing up, kind of in high school, where was it that your parents lived?

A. In Beaver Lake, on West Kensington Road.

Q. When you were married, where did you live?

A. Well, we were in the Navy. We lived in Virginia first. Then my husband went overseas; I came back to Asheville. And then he hadn't finished his training; and I hadn't finished my Masters program; so we went back to Boston.

Q. But when you moved to Asheville, where were the places you lived in Asheville?

A. Well, my husband never lived in Asheville. I always lived with my parents when I was in Asheville.

Q. After he was finished with his service, and you had kids?

A. 111 South Griffing Circle. DANA: That's where I was born. And then Maplewood, while you built the house.

Q. So you lived near Rita?

A. Yes, across the street. DANA: And then 32 Sunset Summit. They built a house..

Q. So, as a young married couple in Asheville, did you have a lot of Jewish friends?

A. There weren't a lot of Jewish people our age to have Jewish friends. Also, my husband worked all the time, and was too tired for us to be very social. My husband was a model railroader, and worked on the trains. And because of that, I started building miniature scenes and doll houses. We spent a lot of time with that. But we weren't very social. Too tired.

Q. Did you still belong to the Temple?

A. Oh we still belonged to the Temple. Now my husband was on the Board at the Temple, at one time. But again, I wouldn't say we went to services a lot. But I was confirmed—something that my husband had never heard of.

Q. Was he Reformed? Or conservative?

A. He was Reformed, he was Bar Mitzvah'd, but in Connecticut; and had never heard of confirmation, which I thought was interesting. But his reform was not my reform. As far as I was concerned, Reformed up North was like conservative almost. It's much more traditional. Which makes me not happy with the way the services are in Asheville.

Q. You want to go back to the Union Prayer book?

A. Absolutely. Do they not use the Union any more?

Q. We did for the Founders' Day. That was the big thing—trying to get them to use it, but...they don't like to... What did he think about being in the South?

A. He loved it. He loved it. Strangely enough. When we would go to his class reunions up there, he had the thickest Southern accent, y'all, because of his class at medical school, one guy went to Florida. Paul moved to Asheville; and everybody else stayed up North. So they thought this was very strange.

Q. Was he at Harvard?

A. Yes. But you can imagine. And he use to say "Well, I'll tell you—my office is right across the street from two hospitals—whereas the ones who stayed up North would maybe just go see patients at one hospital, because transportation was—it was just too far away. And there is another hospital, off of Patton Avenue, near Downtown—there was, about 10 minutes from Paul's office, which was right across the street from St. Joseph's. And after we lived in Asheville for 6 months, he use to hate to go there, because he thought it was too far. That's spoiled. But he loved living in Asheville. When I went away to college, I never thought that I would spend my life in Asheville. We use to call Asheville, a place for newlyweds and nearly dead. But we use to go because I was in school, and he was still in training in Boston. His parents lived in Connecticut. So when we had vacations, we use to come back to Asheville. And he fell in love with it. He was raised in an apartment, you know. And people had big houses and big yards. And everyone was very nice to him, and Daddy took him fishing, which he loved. And then his last year in training—he was the kind of man that couldn't stand not doing anything. So he looked up "neurologists" in the phonebook, told them who he was, asked them if he could come down and make rounds, and they said "Certainly." And then they said "When do you finish?" and he said "July." And they said "Do you want a job?" And we ended up in Asheville.

Q. How do you feel about that?

A. Well, then I loved it, because I think Asheville was a wonderful place to raise a family. At that time, we had one child. And it is a great place to raise a family, until your kids get to be dating age. And then it's terrible. And as far as I know, it is still that way. I don't have that many friends with children who are dating age, actually.

Q. So where did your kids go to school?

A. They all went to Country Day, which is now Carolina Day. And my two oldest graduated from there, and my younger one transferred to Asheville High in the 9th grade, and graduated.

Q. So did they have many Jewish friends?

A. No, there weren't many kids their age. Dana's graduating class had ten people in it. She was Jewish, and Marvin Slosman's, Sandy Slosman's son. They were both Jewish, and they were ten people, and he was the only boy. Never dated her. There just were never—I never remember a lot of Jewish kids in whatever age group I happened to be in. Or when I got married, there weren't that many young married Jewish couples. A few, but not a lot. And it wasn't—the ones who there were, had friends who weren't Jewish. We were not a young married Jewish social group, at all.

Q. Did you feel like you ever experienced anti-Semitism?

A. No. Never. I used to ask my kids that. And they didn't either. They weren't particularly welcomed at the Country Club in Biltmore Park. Dana, did you ever feel any Semitism when you were growing up?

DANA: No.

A. WE use to tell the teachers—we use to keep them out for the Jewish holidays, and we would say "Please don't give tests on these days." And they didn't. But I don't think of any of them ever did.

Q. Now, did you ever work outside your home?

A. Not until after I was married, and the kids were grown up. I was the generation you had kids, you stayed home and raised your kids.

DANA: And it was wonderful coming home, and having Mom there, every afternoon.

A. The only women I knew who worked, Jewish or Gentile, were women who really needed work for financial reasons. Now women work because, you know, women like to work. It's a big deal. I didn't know anyone who worked. DANA: You did lots of volunteer work. A. Well, that's different.

Q. Were you involved in Hadassah, and Sisterhood and any of those things?

A. In Sisterhood, and another one. Council of Jewish Women. When I was young, I went to the JCC. It depended if we went—we never even belonged.

DANA: We went to pre-school there, Hilda Hoffman.

A. Yeah, oh yes, that's true. If there was something going on that we wanted to go to, we would go; but we never joined. I know people did. We use to swim across the street.

Q. To get back to the generation before you, you mentioned that your Dad liked to fish—do you know—was he older or younger than his brother?

A. He was older, but I don't know how much older.

Q. So do you have any idea, were they little boys when they came to Asheville? Teen-agers?

A. No, my father was a teen-ager, about 18 I think. He didn't go to school in Asheville, nor college.

Q. Was fishing a big passion of his?

A. Just enjoyed deep sea fishing, if he would go to Florida or something. Not like my husband—my husband went trout fishing every Wednesday. That was his day off.

Q. Did he just go all around the mountains? Was there any particular place he liked to go?

A. Around the Davidson River, sometimes Cherokee. But Cherokee was far away, and use to make me nervous if he went there a lot.

Q. Do you remember, did your uncle have a particular thing he liked to do?

A. Like poker?

Q. Yeah—WHO was in that poker group? Was your dad?

A. No, my dad wasn't. Dave Sandman and my uncle, and I don't really know who else. They must have played at people's homes; they didn't play at the Center. Nobody in my family was very active _____.

Q. What happened to the business?

A. When they—they just closed it, when they decided, you know, that they had reached an age that they didn't want to work any more. They just closed it up.

Q. So they didn't try to sell it or—

A. No.

Q. What year was that? Was Downtown still booming? Or was it kind of going down?

A. I never thought of Asheville as booming, I'm sorry. LAUGHTER So I therefore, never thought of it as going down. Well, it still had Winners, it still had Bon Marche; it still had Ivey's.

Q. So it closed in the '60's, you think?

A. No, it was later than that. Because my kids were born in the 60's. I had a child every election year in the '60's. Maybe in the '70's, I guess. My grandparents had both died.

Q. And was your uncle still running it?

A. My uncle and my father, both.

Q. What was your mother like?

A. My mother was wonderful. She was from Philadelphia, and met my father there. She worked in a bank—one of the few women who did work then. She was only 18, but very proud of the fact that she worked in the bank. She didn't like living in Asheville, at first, because she lived with my grandmother, and hated it. Then they got their own house.

Q. Did she work in the business and help? Did any women in the family help in the business?

A. No. No. I had an aunt—my father had a sister who had TB but survived. Not Rose. Her name was Ida Grand. They use to just sit around the store. And literally, along with quite a few other people—Dr. Kodak—use to sit around the store when he wasn't busy. Sometimes Dr. Feldman. People would just come in to talk, and sit, and stay for awhile.

Q. So it was a little bit of a gathering place?

A. Yeah.

Q. So did your Aunt Ida get married?

A. My aunt, who was my father's sister, married my mother's brother, from Philadelphia.

His name was Abe Schuman, and she got pregnant and she had TB. And my grandmother thought it would not be a very good idea for her to have this baby. And anyway, she broke them up, and they got divorced. And then she married another man who was very nice; and they got divorced. I don't know where he was from—Bob Graga—a very nice man. Not from Asheville.

She lived in Asheville the whole time, about that far away from her mother. They would just sit around the store. The store was very large, you know like this. And had nice upholstered chairs in the front. Had a desk and a telephone out front, where he use to make all his business calls from the telephone. You

would just come in, if they were going to go out that weekend or something, they would always come in the Vogue and make their plans. My mother was a mahjong player; so she use to play at least once a week, with Annette Sternberg, Armguard Michenfelds, my mom, Teddy Kodak—that's four. And every now and then, they would have a fifth. And then when I learned to play mahjong, it was very strange. DANA: Had lunch with the ladies. A. Yeah, I use to feel—you know, like my kid Dana would come home, and I use to feel just like my Mother—like I was my Mother, playing mahjong when her children came home from school. Here I was playing mahjong, and MY child coming home from school. They use to have lunch at Brice Restaurant, basically the same group. On Merrimon, down near _____, other side of the street and up about two blocks. And I forget what day of the week, this whole group of ladies. Dana always called it "lunch with the ladies."

Q. So did you play mahjong with those ladies? Or who did you play with?

A. No, no, no. I played mahjong with my age: Sandy Slosman and Marilyn Freedman, and some ladies who weren't Jewish. There were four or five of us.

Q. Do you remember as a kid, what the furs were like, or what you thought about—

A. I guess they are like what they are now. There wasn't—I don't remember the anti-fur feeling, you know. But there—you never worried about walking down the street and somebody throwing paint on you, or things like that. We were nice. There use to be these neck pieces, you know with the little heads; and we use to play with them. When Dana was little bittie, she use to do the same thing. But I would tell you something very interesting—at least I think—my grandfather was a tailor, in Russia. He use to go from city to city with his sewing machine on his back. At that time, they use to draft single men into the Army in Russia, and they would never be seen again, unless these people were married. And that's why my grandfather married my grand mother, when she was 14. And then she had my father when she was about 15. So he was safe. When they moved to Asheville, although he never sewed for us, he use to

sew the vestments for the priests, St. Laurence, which I always thought was really interesting. His name was Louis Grand.

Q. Did you ever go in the church?

A. Oh, I've been in the church, just to look. I never went to services. I have a very close friend now, from Black Mountain, who is Catholic, so I have been to services with her a couple of times.

Q. So do you remember people from Biltmore Forest coming into your store?

A. No, but—there were only two fur stores. The Vogue and Entman's. It was newer, and right across the street from where Penney's use to be, which I know is not Penney's any more.

Q. So do you remember when they opened, was there any talk in your family about competition or anything like that?

A. No.

Q. Were they friendly with Mr. Entman?

A. Not particularly. I don't think they ever really considered him to be competition.

Q. Was he Jewish?

A. No. They have two Jewish doctors, one Jewish furrier, one Jewish department store owner. No Jewish teachers, that I can think of, until Dana went to school. Then they had two young Jewish teachers, who were younger then than she is now. It just seemed so strange. And I would always have them over for Passover. But now, they were right out of college. They must have been around 22. But they were away from home, right out of school. So they use to come over for Passover.

Q. Now, you said when your parents first came, they lived on Montford Avenue?

A. No, my grandparents lived on Montford, and then moved to Merrimon Avenue and then to Griffin Blvd.

Q. So did you live in the same house the whole time you were growing up?

A. Yeah. When my parents got another house, I think I was married already, when my parents moved away from the house where I was raised.

Q. So then where did they move?

A. They just moved to another house about three blocks. They moved because my sister and I were no longer at home; they sold the house and got an apartment on Merrimon Avenue, up the hill. Edgewood Knoll. And couldn't stand it. My Daddy never closed the front door. They had lived in a house you know—claustrophobic. So they bought another house, which was bigger than the house that they had sold actually. And they were happy there.

Q. So did they move away from Asheville when they retired?

A. No. They both died in Asheville. Both buried Riverside.

Q. How old were they when they passed away? They lived to be pretty old.

A. My mother was in her 70's, and I guess my father was I guess 78. Died of a broken heart. Took a few years, but I am convinced that he died of a broken heart.

Q. Now when you were a kid, did they take you to visit the relatives in Philadelphia?

A. Occasionally. Mostly, they were all my mother's relatives. We went every now and then. Sometimes we used to go to New York when Daddy would go to the fur market, we would stop in Philadelphia.

Q. Did you go on the train?

A. Yes.

Q. You liked that?

A. Oh, the train was wonderful, Pullman. Pullman to Washington, D.C. at 6 o'clock in the morning, just as the sun was coming up, and all the buildings were white and shiny—use to love it.

Q. Yeah, it's beautiful. I still take the train to Washington. Do you remember Rabbi Unger?

A. Yes.

Q. Do you remember anything particular about him, or his wife, or any instances?

A. I just loved him dearly, because he had been my Rabbi, since I—I use to call him Doctor Rabbi. Because he had been my Rabbi since I was just a little girl. And I will never forget, when I was really little one time, and we were singing the Star Spangled Banner, and he said “Ginger Grand is the only one who knows all the words,” and I have never forgotten that. Just a nice, nice man; did very long sermons. They were, you know, just very nice people. He blessed my house, blessed my children, named my children in Temple.

Q. Your sons had Bar Mitzvahs, right?

A. We did not have a Rabbi when my younger son was Bar Mitzvah'd; my husband and Frank Edwins Bar Mitzvah'd him. Rabbi Unger Bar Mitzvah'd David. And confirmed me.

Q. So he really was your family Rabbi?

A. Oh yes. And actually, he came from Philadelphia, and my mother knew him. From Philadelphia, before he moved to Asheville. He moved to Asheville, after I guess it was World War II. He was a chaplain, in the Army.

Q. So there was a connection that went way back. And I know somebody who was instrumental in bringing him too, was Joe Dave?—they were room mates. At University of Cincinnati.

A. I don't know that, but I am not surprised at all. And Joe Dave raised most of the money to build the Temple.

Q. And you remember that? What was the old Temple like?

A. Yes. From this point of view, old and crummy. Just a building, big glass windows. Very plain. Nothing that to really be proud of, as far as looks. Not for content, but as far as looks went... My grandparents belonged to both congregations. My parents just belonged to the Temple.

Q. And what did you think of the new one, when it got built?

A. Oh, I thought it was beautiful. I still think it is beautiful.

Q. Did you go to Sunday School in that old Temple, or did they have it some place else?

A. No, it was in the old Temple, and then in the building, you know, in the old room. But the Sunday School now is in that long building on the side, isn't it? There weren't very many of us.

Q. Some people had told us that there was a different building...

A. If there is, I don't remember.

Q. Do you remember who any of your Sunday School teachers were?

A. Not really. I do remember that Rita Marter's father didn't teach us, but he taught Paul Roth and Jerry Sternberg and I don't know who else—but they were really a wild group, and they chased him around the room once, and he fell and broke his leg. I don't even remember who taught us.

Q. Not any grade?

A. Just sort of blanked it out, and went to Temple on Friday nights—was something we had to do in order to get confirmed.

Q. Did they have Saturday services when you were growing up?

A. They did not, and I think it's outrageous that they do now.

Q. They actually don't.

A. Every now and then.

Q. Only for Bar Mitzvah. They have a friendship circle. Just a small group of people.

A. Well, whatever excuse. I was ultra, ultra, ultra Reform. Nearest thing to a Unitarian church, that is to say.

Q. Now, do you go to Temple here?

A. Occasionally.

Q. Was it ultra Reform?

A. No, but it was the closest thing we could find. Dana is a member, and I am her best, because I still go to Temple at home and I can't afford to pay dues in two of them. I don't even remember the name. We go on the high holidays and when we have yurtza.

Q. What town is it in?

A. Mt. Sinai in Atlanta. Dana use to belong to the big Reform Temple Downtown—I love it—called The Temple. And loved the Rabbi, and then the Rabbi retired. And it was far from where we live. It's one of the things that is still hard for me to get use to—everything is so far. This is about 15 minutes from where we live; that's close.

Q. What do you miss most about living in Asheville?

A. Not a thing, except being able to go to the cemetery. Otherwise, I don't miss a single thing.

Q. So you are very happy being in Atlanta?

A. Yes, I love it here. It is a whole brand new life. I moved here to be Dana's real estate assistant. Took me awhile, took me 12 years before I could emotionally part from my house. Of course I had an 18-room house for just me and a puppy-dog,, but still, took me a long time. And then Dana said "Move to Atlanta! I am looking for an assistant. I will find you a house." Real estate was less expensive here than in Asheville. So, I moved here, and she found very nice houses, and for some reason—and she wanted a new house. So I said "Well, why don't we just find a new house together? And we would have more of a house, than we would if we had two." So we function pretty much on impulse. She thought that was a good idea, and that is what we have done.

Q. Where are your other children?

A. My older son, who is the only one who is married, and the father of my two grand children, lives in Orlando. I have a grandson who will be 14 in August; and I have a grandson who will be 2 in September. And they are all Catholic.

Q. How do you feel about that?

A. Not happy. Well, I knew that my grandchildren would be raised Catholic. I didn't really expect my son to convert. But he did. He felt that was the best thing for his family. David. My younger son Dean, lives in Chicago. He always wanted to be a chef. Went to a school called Johnson & Wales in Providence, Rhode Island. Decided he didn't want to spend the rest of his life slaving over a hot stove in somebody else's kitchen. I told him I could have told him that before we spent all the money on tuition. So they have either a two-year culinary program, or a four-year program—you can get a Bachelor's Degree, which is what he did. And then he got-- my kids love to go to school—got a Masters Degree at the University of Houston, in Hospitality; and went to work to Hilton Hotels. And then Headhunter found him and offered

him a job in property management; and he is now the Executive Vice-President of Property Management, there in Chicago. Dana has a PHD in Sports Psychology; and was the only Sports Psychologist that they used during the Olympics, when the Olympics were here.

Q. Wow. Where did she get that Degree?

A. That was the last one, so that was the University of Virginia. She went to Carolina for her Bachelor's. She went to University of North Texas for her Master's; and University of Virginia for her PHD. And my older one went to Tulane, and then got his Law Degree at Wake Forest. And he is married to an attorney.

Q. Did they meet at Wake Forest?

A. No, they met in Dallas, working for the same law firm.

Q. So, what else can we ask about Asheville, and Asheville history, Sharon? Did you feel like you wanted your kids to leave Asheville? Or they should leave Asheville?

A. Oh, I didn't want them to stay in Asheville. There is nothing, was nothing for kids—my kids, anyway. Dana? Would you ever live in Asheville? DANA: Not right now, no. Ever? Probably not. A. I mean there was no one for her to date, and there was no place to go. I didn't expect to wind up living in Asheville. As much as I would have wanted my boys closer to me, I wouldn't have wanted them to live in Asheville.

Q. There is just no opportunity there, is what you are saying.

A. No, that's right.

Q. So, how about any Montford memories?

A. It's on the way to the cemetery.

Q. Did you remember any of the other businesses—do you know if your Dad was friendly with any of the businesses right around where he was that weren't Jewish?

A. Oh, I am sure. I am trying to think what there was. Well, I mean there was Ida and Martie Beloven. But not socially friendly. My parents were older. And they didn't really socialize with the Winners.

Q. The Winners were probably actually younger.

A. Yeah, I never could figure out when my mother died, why all of her friends were still alive, and she had died. And then I found out that they were older than all the people they were friendly with. It's like all the questions I wish now that I had asked my father about living—I mean he was a teen-ager when he came to Canada. So he would remember about living in Russia. Never thought to ask him about that, or about living in Russia. Or coming over from Russia, until he died. And my Uncle Charlie died first; and there was nobody left to ask. And at the time, I never thought to ask, what that was like. And I missed a lot. I am really so sorry about that.

Q. That would have been great information. And they probably didn't want to talk about it, I mean unless you asked.

A. No, I mean it wasn't something that they talked about.

Q. It wasn't like it was the good old days.

A. Yeah. No, and I am sure if I had asked, that he would have told me. And now, that I really and truly want to know, so that I can pass that on to them, I am so aggravated with myself, because I never thought to ask. Asheville was fine to grow up in, and still is. Not exciting. I remember when they had the big epidemic, polio. And we use to go swimming at Beaver Lake. And they closed that. And couldn't do anything. Couldn't go to the movies. I just stayed home and read all summer. Didn't bother me, as long

as none of my friends got sick. But it wasn't that much different from what we did the rest of the time. Actually, it just wasn't exciting to grow up in. There weren't art museums, wasn't any theater, I mean ACT after awhile. But here we go to the Opera, we go to Broadway shows, concerts. I do more in a weekend here than I would do in three months in Asheville. You can only play mahjong so long.

Q. Do you remember Charlton Heston being in Asheville?

A. That was before my time. I mean I know, he was a director. But that is before my time. We had a nice teachers—school was easy. We had a junior high and a high school that they don't really have any more. Junior high was 6th, 7th, 8th and 9th grades. High school was 10th, 11th and 12th. I skipped the 12th grade. I went to college when I was 16. So I combined my 11th and 12th grade in one year. First half of the year I was in the 11th grade; second half of the year I was in the 12th grade.

Q. So you sort of itching to get out?

A. I wanted to be a doctor; I wanted to go to medical school. So I wanted the year, because the whole process takes so long. No, I never actually thought about "itching" to get out of Asheville. It wasn't like that really. I didn't plan to never come back, and when I did come back, I was a married woman with children, so I didn't mind it at all.

Q. And do you think there was a particular reason you didn't become a doctor?

A. I made a D in chemistry. That did it. The only D I ever made, at Vanderbilt.

Q. A wonderful place. Did you like Vanderbilt?

A. I loved it. Six Jewish girls, two Jewish fraternities. The first boy I ever dated who wasn't Jewish, when I was in college. And the first Jewish girl that my son ever dated, was when he was in college. He called me up and said "Mom, I wanted to let you know, that I am dating a Jewish girl tomorrow." "Oh honey, I

think that's really terrific." Called me up the next night, and said "Mom"; I said "Yeah?" He said "So what?" LAUGHTER

Q. Any parting memories you want the world to know?

A. No. I am very happy. I love it. I am happy with the way my children turned out. Sorry my husband died young. Fifteen years ago in August. I have a wonderful life now, very happy. A whole brand new life. I mean after he passed away in Asheville, I only had to get up—I had a book store.

Q. Oh, you did? Where was that?

A. Yeah, across from Carolina Day School. Annie's Book Stop. It was a franchise. And then he passed away, and I still had two kids in graduate school. So I closed the store. And after that, I really didn't have a reason to get up in the morning, except to feed the dog. Now I have to get up in the morning, because not only do I have to come to work, but I have to feed five dogs. We believe in excess, don't we darling? DANA: Yes. A. We have five puppies—they are not puppies. Four of them are hairless Chinese Cresteds—did you ever see one? They have hair on the top of their heads, little bit on their hands and feet, and none on their bodies. They are so cute. Our youngest ones name is Offie, because we can never find her, so we named her Offie Coleman.

Q. So how did you decide to open this store?

A. I told you we work on impulse. I collect the state quarters. And the shop I get them is right up the street. In April, when I picked up the newest quarters that were out, there was a big GOING OUT OF BUSINESS sign in the window—this is a really hot area. It was a vintage wedding dress shop. I went flying home and went "Dana, I just found a great shop, great location for a yarn shop. Let's open one." She said "OK", and so we did.

Q. Why a yarn shop though?

A. We both love to knit. Knitting now is—the yarns are so—my mother taught me to knit when I was about 6 or 7. I taught her to knit when she was about the same age. And it was just plain yarn and you knit with one size needles; and that was pretty much all there was to it. And now, I mean the yarns are fantastic. All you have to do is knit; you don't even have to perl if you don't want to. This stuff is silk striped sock yarn. If you knit it, it makes its own stripes and patterns. The yarns are fantastic. It seems that after 9-11 people wanted to have the closeness, the togetherness, the family feeling. So, they started knitting, which is something that grand parents taught their grandchildren, or mothers taught their daughters. And the yarn companies picked up on this; and it was younger and younger people; and so they started making wild, wonderful yarns, and pretty much making wild wonderful patterns to go with them. And we had the plain yarns, the yarns I learned to knit with. But we have all these wonderful things, you know, like this. SHOWING SOMETHING So we opened last August, and there is not a yarn shop in this area. Five or six have opened, again, not in this area, but in the whole Atlanta area. Since we have opened, about five or six more have opened. And everyone—they come in and want to meet us and see what yarns we carry. And then we are very relaxed—Thursday nights here is what we call “knit night”. We don't close 'til 9 o'clock at night; and starting around 6:30 or quarter to 7, people come in with whatever they are working on, and we just sit around the table—and there are all levels of knitters—people who have just begun, people who have been knitting for 15 or 20 years, or longer than that. So that if anybody has a problem, there is always somebody who has an opinion. We just have a good time. We get anywhere between 15 and 20 women.

Q. Do you think your parents being in a business and growing up in a business, had anything to do with you—

A. I don't know. I love retail. I loved the book store. I love this. I hated social work, although that is what my Masters Degree was in. I just enjoy meeting with the people, and they love what we do. Whether my Dad being in retail had anything to do with it. I know my sister was a wonderful business woman. You know, she had a dress shop on Haywood Street at one point. I really don't remember the

name of it. She also owned the Dunkin Donuts on Tunnel Road. And then owned a Dunkin Donuts in Knoxville, in Tennessee; but after her husband died, she and her daughter ran both of them.

Q. But you like this?

A. Yes. Nothing like being your own boss.