

Jacob Longhurst

Professor

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The “Kennedy’s”, the name rings true in every American heart. Our minds rush to the beloved family and tragedy of our president John F. Kennedy. A “family of heroes” they were once called, but where did it all start for them? How did the Kennedy name become associated with power and wealth? Some would say it was through treachery and crimes? On the contrary I am certain it started from one influential dreamer who set his sights on the world and took it by storm. That one mans ambitions can lead to a complete revolution of his entire family.

Joseph P. Kennedy, considered the patriarch of the Kennedy family in the book __. Joseph grew up in an average income family. Considered highly intelligent by others he grew up a leader. He wasn’t poor but by no means was considered wealthy. That is until he himself built an empire and a name that has lasted for over 50 years. One writer’s opinion of his work ethic comments, “Few people were as driven or flamboyant in pursuit of success as Joseph P. Kennedy, Patrick’s great-grandson.”

(<http://abcnews.go.com/Politics/story?id=8422580&singlePage=true>) He went to Boston Latin and Harvard yet he grew up an outsider always looking in. All his accomplishments come from that drive, cites the writer, “He could never hope to aspire to the status of ‘proper Bostonian.’ This exclusion, harnessed to a brilliant mind and steel determination, fired the dynamo of his ambition.”

How many of us can relate to how Joseph Kennedy must have felt? Being born into average circumstances or even lesser ones, desiring to be on the inside, not only for us but for our families. This intense desire propelled Joseph Kennedy into building an empire for his family. We are starting to see that his drive didn't include tainting his family name, the one thing he cared about the most. To him, there was no other option than to create a legacy that would last forever and he did just that.

One of his greatest accomplishments was when he was in the early 30's, working his way up the corporate ladder of a bank. This allowed him to become the president of a bank. Acquiring the ability to invest in what he desired led to the emergence of his time in Hollywood. Joe, along with a few others, bought a production company that skyrocketed into success. He was an extraordinary businessman. Always knowing when to fold and when to bail after the possibilities had disappeared. One anonymous close family friend stated his view about life this way, "From the beginning, Joe knew what he wanted — money and status for his family," he continues by stating "He had the progenitor's sense; to him, his children were an extension of himself. Therefore, what he did, he did with them always in mind. He played the game differently than if he had been after something entirely for himself."

I find in myself the same mentality. I feel that many others do as well, the drive to give to our children every possibility that this storm wind of a world has to offer. From the beginning Joe wanted this for his family. That is why he gave up his business life and political career to help groom his children for office in the senate and other positions of power in the nation. They were what matter to him, the most important aspects of his life, and I admire him for that selfless desire to build a family name and create a wealth that

would launch all of his children into whatever avenue they wanted. The expectations he had for his children were high. His children, according to Thomas Whalen, a Boston University historian, said "they always felt they weren't accepted." The dominating attitude was "all we have is each other. We have to stick together."

(<http://abcnews.go.com/Politics/story?id=8422580&singlePage=true>) In this same article by ABC news, it is stated, "Competitiveness, in the world and against each other, was the overriding Kennedy family value. Joe was 'a father with very high expectations and wanted the boys to win at sports and everything they tried,' says JFK's biography at the John F. Kennedy Presidential Library."

(<http://abcnews.go.com/Politics/story?id=8422580&singlePage=true>)

Kennedy received a job offer by a name named Galen Stone, a man many times over a millionaire. He offered Joe the position of managership. Even though the salary was only 10,000, a far lesser salary than what he had been making at Fore River, he took the position because of the possibilities. Stone eventually retired and left the business to his protégé, however, under the direction of Stone, Joseph learned to follow his instincts. Richard J. Whalen of Fortune.com put it best when he said; "Kennedy was now in business for himself, moving as he pleased toward his own ends. The rising breeze from Wall Street bore the unmistakable smell of big money, so Joe followed his nose." Joseph, now finally owning his own business wasted no time in the post war market place of the 20's. He went quickly towards buying and selling stocks and using multiple market techniques, the most prominent being the "stock pool". This allowed him to gain very high capital in a short amount of time.

After this he acquired the production company mentioned earlier. It was a success right from the beginning. Kennedy was spectacular at placing himself in positions of prominence, always coming out on top. Learning killer instinct early in life allowed him to make vast amounts of money where others did not. He reorganized his production business and began acquiring other businesses. At one point in 1928 he ran around the west managing and operating two movie companies and running a vaudeville chain. Whalen again describes a monumental event in his life, "The elements of the biggest prize came together in October 1928. F.B.O. and Keith-Albee-Orpheum, both headed by Kennedy, were merged with R.C.A. Photophone to form Radio-Keith-Orpheum." This merger proved to benefit all involved when the newly formed R.K.O obtained a "market of some 200 theaters for Photophone equipment." After which Joe cashed in his stocks for a total of \$5 million dollars and pocketed an additional 150,000 for bringing about the merger. (Whalen)

In the collapse of the stock market, Joe Kennedy, came out on top. Starting in 1928 he liquidated his holdings, stating, "Only a fool holds out for the top dollar". (Whalen) One of the most astounding facts of his life isn't his estimated \$15 million dollars in assets but rather his ability to withstand the heady talk of the "new era" that led many to invest in inflated stocks. Joseph remarked going through stockbrokers and getting his shoe's shined by a young man who called the crash of the day. Whalen describes the idea Joe had on the stock market; "a market everyone could play, and a shoeshine boy could predict, was no market for Kennedy." (Whalen). Kennedy was no gambler and "Joe wasn't interested in the day-to-day shifts of the market and the chance to make a few points here or there. He was interested in situations, in values. There's all the difference in the world between being a speculator and a gambler." (Whalen) Kennedy was able to move through many different

worlds and was at home in almost any business venture. Few observers would come to realize that this wolf of business was extremely detached, and “belonged to no world but his own.” (Whalen)

Already in his 30's Kennedy had become one of the wealthiest men in America. However it couldn't stop there. He contributed over 100,000 dollars towards the election campaign of Franklin D. Roosevelt, who in our time is known as FDR. After FDR's election Kennedy waited for a call to office, hoping for Treasury seat in the cabinet but no such call ever came. In due time he would get the call to join FDR in Washington, but until that then Joe made the best of his time.

In 1933 Joe and his wife took a boating trip with James Roosevelt, son of FDR. Joe recently acquiring major holdings in a glass bottling company, and knowing prohibition (law prohibiting the consumption or sale of liquor) would be ending soon, wanted to get in on the liquor business. British companies also knowing this had already started lining up distributors, however, Kennedy went straight to the source in London and with his new friend James, gaining the appointment of U.S. agent for multiple liquor companies. This meant millions of parched Americans would be getting their thirst quenched through Joseph. Kennedy, always remarked as having no partners, did not include James in the business venture. Still eager for a place in Washington led Kennedy to see FDR.

“F.D.R., who greeted him blandly: ‘Hello, Joe, where have you been? I thought you’d gotten lost.’” recalling the words FDR used while meeting Kennedy two years after the election. Opposition in the White House and the President’s uncertainties about where to put this opinionated man delayed Joe’s reward for his assistance in FDR’s election. A typical move by Roosevelt led to Joe being placed as “the cop on Wall Street’s corner.” (Whalen).