



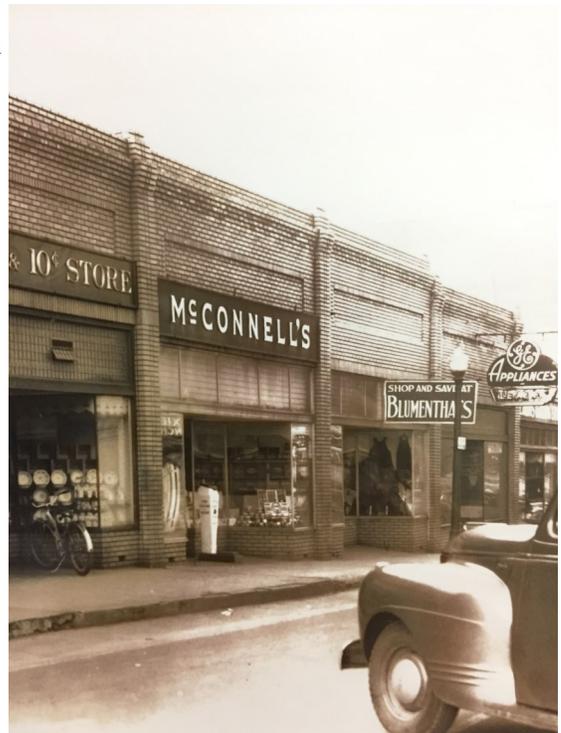
Blumenthal's

In the early to mid-twentieth century, society was dominated less by massive, overarching department stores and more by locally owned and operated downtown storefronts. One such example is Blumenthal's Department Store.

Mr. Blumenthal, one of the first Jewish merchants located in the city, owned and operated a Blumenthal's in just about every town in and around North Georgia. He sold mostly clothing items and shoes, but his department stores held a little bit of everything necessary to live a little easier.

The location housing Blumenthal's Department Store was constructed in 1905 and, as Blumenthal's, provided for much of Toccoa's residents' needs. As society gave way to larger chains, Mr. Blumenthal began to close down his Northeast Georgia locations. After Blumenthal's closed, the storefront was owned by Mr. John Mullinax, owner and operator of Gem Jewelry, also located on Doyle Street, though remained vacant for a time. Later, the storefront housed many businesses, including Sonshine Bibles, Books, & Gifts, a local Christian business.

Today, this location houses All Things Currahee, a unique shop carrying local and regional handcrafted merchandise from artists and entrepreneurs in Stephens County and surrounding regions. This building is now owned by Mr. Rick and Mrs. Letha Philips and serves as an investment from the community into the lives of local citizens, quite similar to Mr. Blumenthal's original goal of catering to the needs of Toccoa's people.



Snapshots of Toccoa's History