



# Elrod's Jewelry

Before entering the Army, Marvin Elrod starting learning watch repair as a self-taught craft. He even forged his first tweezers in his father's blacksmith shop.

Mr. Elrod was a Military Policeman in the U.S. Army during World War II, where he worked on watches for his fellow soldiers. Upon leaving the Army, he entered North Georgia Trade School where he obtained his license to repair watches. He then moved to Gainesville, Georgia, and did watch repair at J's Jewelry in the early 1950s. He opened his first business in 1953 in the back of Deluxe Tire in Historic Downtown Toccoa on the corner of Doyle Street and Pond Street.

His namesake business, Elrod's Jewelry, opened in 1964, only a street away. He purchased a taxi stand at 90 North Pond Street. Mr. Elrod operated his jewelry and watch repair business out of the taxi stand building until 1968. This structure was torn down and the store now known today as Elrod's Jewelry was built.

Mr. Elrod was known as a man about town. He worked on everything from new and antique watches, to even the large clock of the Historic Stephens County Courthouse. He offered his services to those in need locally, and even repaired watches all across the United States. A man once found his great-great-grandfather's Civil War-era pocket watch and drove all the way to Toccoa, Georgia, from Tennessee, to ask Mr. Elrod to fix it.

The storefront housing Elrod's Jewelry is known for its typical circa-1960s Commercial design, featuring a metal awning, simple brickwork, and plain windows. Notably, the building housing Elrod's Jewelry is designed to accommodate two separate storefronts with parallel exterior entryways. The building has not received extensive façade changes since its construction in 1968.



**Snapshots of Toccoa's History**