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South Atlanta, Georgia – A Short-lived Post Office

ALSO IN THIS ISSUE

Georgia Cameo Covers – Part IV

Social Circle, Georgia

Atlanta Exposition Registered Cover

Rich's Stamp and Coin Dept.

J.M. High Advertising Cover

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South Atlanta, Georgia - A Short-lived Post Office

By Nancy B. Clark

Most of my philatelic articles begin with a purchase or re-finding of a piece of postal history. This article was prompted by opening the Fall 2022 issue of *Old House Journal* featuring a home rehabilitation project billed as the "home of South Atlanta's first postmaster." I followed up by going online and purchasing what seemed to me at the time to be an overpriced, worn postal card from South Atlanta (Figure 1).

Figure 1. Sent from South Atlanta to Orangeburg, South Carolina in February 1893. Stuttered (double strike) postmark on postal card from February 1893, applied during South Atlanta's first postmaster's term.

I then began researching information about the office and those who actively handled the mail in this community before it officially became part of Atlanta.

South Atlanta

I've never paid enough attention to the districts of Atlanta which were sufficiently developed at one point, prior to becoming an *area* or *village* of Atlanta, to warrant having their own post offices. It turned out South Atlanta was a turn of the century example.

The South Atlanta post office in Fulton County lasted over fifteen years. It was established June 18, 1889, and closed October 31, 1904, with the discontinued office's mail handled by Atlanta, Georgia.

South Atlanta (Figure 2), once home to Gammon Seminary and Clark College, both founded in 1883, is south of downtown Atlanta and north of Atlanta's Hartsfield-Jackson International Airport.

Figure 2. South Atlanta section of Atlanta. (Courtesy of Wikipedia.org)

When it had its own post office, it was a fully developed community of primarily wealthy and middle-class Black families[1] bordered by areas of wealthy and upper middle-class White families on three sides, and Lakeview, location of a former water works for the City of Atlanta, to the south.

The postal service has a list of known African American postmasters in the 1800s.[2] There are eleven from Georgia, including two who served in the South Atlanta office: Luther J. Price and Ellic L. Simon.

First Postmaster of South Atlanta: Luther J. Price

Figure 3. Luther Judson Price.

Luther Judson Price (Figure 3), South Atlanta's first postmaster, was born on the plantation owned by his father, Tye Price, in Sunny Side, near Griffin, Georgia. His mother Angeline, of English-American, Indian-African extraction, lived with his father after the Civil War.

Luther married Minnie Georgiana Wright in 1889, in a service conducted by the Gammon Theological Seminary President, Wilbur Patterson Thurkield, D.D. The couple proceeded to raise five children.

The family lived in a five-bedroom Victorian residence (Figure 4) built by Price around 1900. A very A commodious home in which to raise five children.

The Price residence is getting a new lease on life after an extensive renovation that was filmed for the PBS show, *This Old House*.

The two-story structure was abandoned decades ago and was in danger of collapsing but was acquired in recent years by a local couple, Kysha and Johnathan Hehn, who saw its historical value and set about restoring the place.

Not long after his graduation from Clark College, Price purchased and operated a grocery store (Figure 5) where Jonesboro Road and Gammon Avenue meet.[3] He managed this store for over fifty years.

Figure 4. Price's Atlanta residence.

Figure 5. Luther J. Price's store, post office and family living quarters above were in this building. This was the first post office in South Atlanta, at the corner of Gammon and Jonesboro.

Appointed by PMG Wanamaker June 18, 1889, Price ran the post office from his store until June 21, 1893. Research revealed that Price was well regarded by all of the mail carriers under his management.

I have not been able to ascertain the physical location of the South Atlanta post office for the following two postmaster's terms. It is possible the post office remained based in Luther Price's store.

Price was honored in 1953 by having the local middle school (Figure 6) named after him.

Price died at his home on Gammon Avenue, July 3, 1936, and is buried in South View Cemetery on Jonesboro Road in south Atlanta.

Figure 6. Luther J. Price Middle School.

<u>South Atlanta's Second Postmaster: Adam S. Poole</u>

South Atlanta's second postmaster was Adam S. Poole, who served from June 21, 1893, to July 1, 1897. Born in the Lakewood Heights section of South Atlanta, just south of South Atlanta, his family's name appears in major land transactions in "Land Lot 58," later to be known as Lakewood, with deed transfers in 1903.

Born to Mahulda Smith Wilson, originally of Franklin, Heard County, and Thomas Manning Poole, originally of Chester County, South Carolina,[4] Adam Poole was raised in what became Lakewood Heights, though census records show he was born (November 11, 1839) in Poolesville, Dekalb County.

He was the grandson of his namesake Adam Poole, a pioneer settler in this part of Fulton County. Poolesville was an early way station for those from south Georgia and Macon, or those traveling to the "Cherokee territories," according to one source.

Why the Dekalb County designation? In 1853, Fulton County was formed from the western half of DeKalb,[5] divided along a north to south line down the middle (now Moreland Avenue). Previously the entire city of Atlanta was inside DeKalb.

Adam Poole (1839-1913) married Sara Jane "Sallie" Stubbs (1843-1910) of Panthersville, Dekalb, Georgia, December 17, 1861, and they had seven children, two of whom died young.[6] They lived at 22 Pulliam Street, now a commercial area with no house.

Poole served in the Confederate forces in the 3rd Battalion, Georgia State Guards, Company G (1867),[7] and 3rd Battalion Sharp Shooters (1863),[8] during the War Between the States. He fought at the Battle of Gettysburg July 1-3, 1863. The Battalion did not reach Chickamauga in time to participate in that battle.[9]

He served under Harry S. Reid in City Court as a Judge and Justice of the Peace for twenty-five years. In 1878 he was appointed as a school commissioner, and he served on the school board in 1892. He was appointed postmaster June 21, 1893. He is buried in Mount Zion Methodist Church cemetery in Hapeville, Georgia.

Figure 6. Left to right: Adam Poole grave marker, Mt. Zion Methodist Church cemetary; The Atlanta Constituion, April 26, 1913, front page announcment of Pool's death; enlarged announcement.

South Atlanta's Third Postmaster: Ellic L. Simon

Ellic L. Simon, appointed July 2, 1897, served until the office closed, October 31, 1904. The information is slim on this postmaster. The 1900 census reveals he was born in Georgia in November 1855 and was married to Leah with five daughters and one son, living in a house he owned in South Bend, Fulton County, Georgia. He stated his business as "blacksmith," and race as Black. In 1910 his blacksmith shop is his own business.

The 1925 census has him living at 19 Martin Avenue in what was South Atlanta and shows him working as a blacksmith at a steel mill. His race in 1925 is designated as mulatto and his home is owned and mortgage free. This home exists no longer, and its location is part of South Atlanta Park.

The eye opener is the 1910 census where his name is not Ellic but Elexander L. Simon. And under Leah, it says she gave birth to thirteen children, with six living. His birth year is 1863 in the 1910 census.

The Cover

We can tell by the Figure 1 cover's date that it was mailed during the last year of Luther Price's five-year service as postmaster. The scribbled message on the card concerns the sale of 100 acres of land for $500 to Mrs. Dianah Thomas.

The addressee, Abial Lathrop (1845-1930), was a native of Stafford, Genesee County, New York. He studied law and in 1870 moved to Rockford, Illinois, and worked with his brother, William Lathrop, a practicing attorney there. Abial was admitted to the bar in Illinois in 1877 and became District Attorney for Section 4 of South Carolina.

He took the cure in 1874, coming south to what is now Denmark, Bamburg County, South Carolina, trying to heal from pneumonia. He returned north in a year, but decided the milder climate suited him, and returned permanently in 1876, living in Orangeburg the remainder of his days with his wife, Martha F. Heidtman, and six children. He was admitted to the bar in South Carolina in 1877 and became District Attorney for Section 4 of South Carolina.

I have been unable to trace down the land transfer details or the author of the postal card. I find his signature difficult to decipher. It may be J. B. Thomas (Figure 7). What do you think?

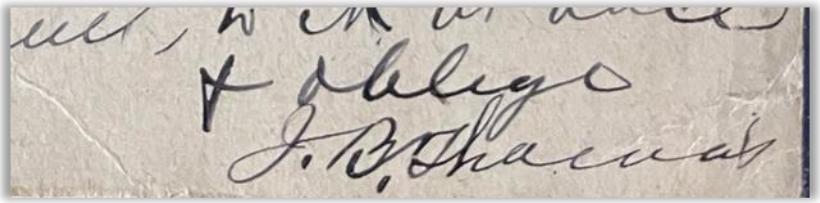


Figure 7. Does this signature read "J. B. Thomas" or "J. B. Thacnas"?

I've decided I didn't overpay for this stuttered example of mail from South Atlanta. It truly is a unique piece of Georgia history, perhaps worth more than the $22 I paid for it.

The Naming of Atlanta

The research associated with this article offered me the opportunity to explore the Atlanta area during a volatile post-civil war period and to learn the true history of Atlanta's multiple names.

The Western & Atlantic Railroad terminus was located where Forsyth Street and Andrew Young International Boulevard are now, determined in 1837 by U. S. Army Colonel Stephen Harriman Long as the best point to end the railroad. The location became known as Thrasherville Encampment, due to the group of houses built near John Thrasher's general store in 1839. By 1842 the settlement had six buildings and 30 permanent residents.

Figure 8. Historical marker for Thrasherville: "Where Atlanta Began."

Thrasher built the Monroe Embankment, an earthen embankment meant to carry the Monroe Railway to meet the Western & Atlantic at the terminus. By 1847, when the end point was moved four blocks southeast to what is now State Square, the settlement was named Terminus, as the last stop of the railroad line. Residents wanted to change the name to Lumpkin to honor the Governor, Wilson Lumpkin. He requested that it be named after his daughter, Martha.

It was formally incorporated as Marthasville December 23, 1843. The post office skipped ahead and opened as Marthasville on December 22, 1842, until June 7, 1845. It was Atlanta October 15, 1845, and back to Marthasville December 22, 1845.

All these changes were during the term of the same postmaster, George W. Collier, who served as postmaster from June 7, 1845, to December 12, 1849. No covers postmarked Marthasville are known.

Associated with the city's name changes, the table below shows the Postmasters' and Post Offices' names during that time.

Postmaster Name	Post Office Name	Postmaster Appointed
Frederick C. Arms	Marthasville	December 22, 1842
George W. Collier	Marthasville	June 7, 1845
George W. Collier	Atlanta	October 15, 1845
George W. Collier	Marthasville	December 22, 1845
George W. Collier	Atlanta	January 31, 1846

Endnotes

[1] Called Brownsville at the time of segregation. Ray Stannard Baker, *The Atlanta Riot (1907)*, Kessinger Publishing, LLC (September 10, 2010).

[2] https://about.usps.com/who/profile/history/pdf/african-american-postmasters-19thc.pdf.

[3] https://todieforimages.com/2022/07/11/luther-judson-price-georgia/?utm_source=rss&utm_medium=rss&utm_campaign=luther-judson-price-georgia.

[4] Married October 1836 in Dekalb County.

[5] Milton and Campbell counties lent the north and southwest portions of Dekalb County.

[6] Her sister Laura Stubbs, married her husband's brother John Poole.

[7] Nps.gov, records transcribed from the National Archives original documents.

[8] "Georgia Civil War Service Records of Confederate Soldiers, 1861-1865," database, FamilySearch (https://familysearch.org/ark:/61903/1:1:XFHX-5HS : 24 December 2014), Adam S. Poole, 1863; from "Compiled Service Records of Confederate Soldiers Who Served in Organizations from the State of Georgia," database, Fold3.com(http://www.fold3.com : n.d.); citing military unit 3d Battalion, Sharp Shooters AND 3d Battalion (State Guards), publication number M266 (Washington, D.C.: National Archives and Records Administration, n.d.), roll 179.

[9] https://civilwarintheeast.com/confederate-regiments/georgia/3rd-georgia-sharpshooter-battalion/.

Georgia Cameo Covers – Part IV

By Fred Rodriguez

IN previous editions of *Georgia Post Roads*, cameo advertising covers from Augusta and Atlanta were presented. The printers of such embossed covers were discussed, and an inventory of known Georgia cameo covers was provided. In this installment, and in the last one to follow in a future edition, covers from other cities and towns will be illustrated. I trust that this topic has been well received and that some of the readers and collectors will take up collecting these attractive covers.

Thanks are extended to my brother, Jose Luis Rodriguez, for providing all of the illustrations for these articles that are from his extensive collection and database of covers known to him. His collection is now housed in the Huntington Library and Art Museum in California.

Figure 1. LUCY COBB INSTITUTE, Athens, GA. figural cameo for Education. Ribbon in scroll shape cameo frame. ATHENS, GA. cds and grid ties five-cent C.S.A. Jefferson Davis stamps.

Figure 2. HOOD AND ROBINSON, ATTORNEYS AT LAW, CUTHBERT, GA. Blue embossed cameo, unsigned as to the engraver. Text with flourishes within the cameo frame. CUTHBERT, GA. JUL 20 cds and PAID 3 within circle stampless to Athens, Ga.

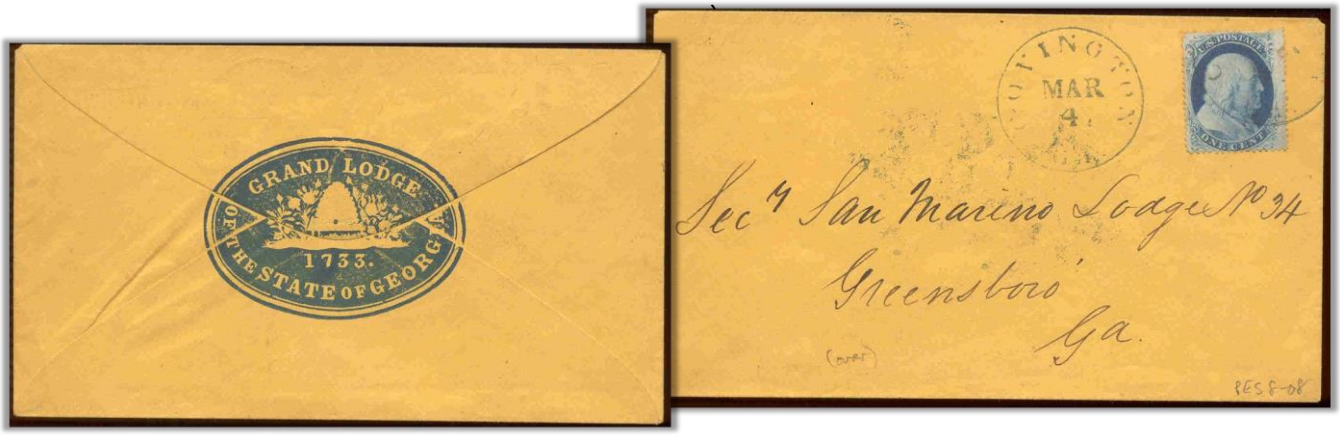


Figure 3. GRAND LODGE OF THE STATE OF GEORGIA 1733. Green Flat cameo with a Beehive in oval cameo frame on flap. COVINGTON, GA. MAR 4 cds ties 1-cent blue Franklin to Greensboro, Ga.

Figure 4. GEORGIA MILITARY INSTITUTE, red embossed cameo in oval frame, unsigned as to the engraver. There is a similar blue embossed cameo on the backflap. MARIETTA GEO. SEP 21 cds ties #11 to Thomasville, Georgia.

Figure 5. FINDLAY'S IRON WORKS, Steam Engines and Machinery, MACON, GA. Blue embossed cameo with steam engine within the oval cameo, unsigned as to the engraver. MACON, GEO. cds ties #26 to Thomaston, GA.

Figure 6. CARROLLTON MASONIC INSTITUTE, Carrollton, Ga. Blue embossed and unsigned oval cameo with masonic symbol. CARROLLTON, GA./Dec 10 (1861) cds and PAID handstamp with manuscript 5 rate to Hamburg, So. Carolina. (Rumsey Sale 34, April 25, 2009, Lot 2549).

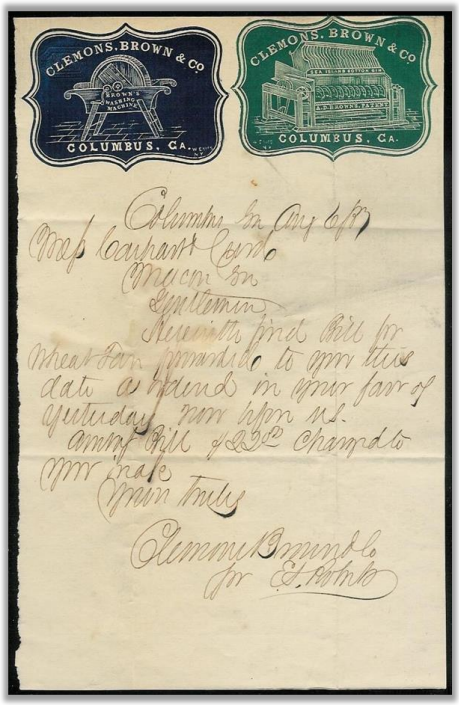


Figure 7. Two different cameos on one letterhead from CLEMONS, BROWN & Co. One cameo depicts the Sea Island Cotton Gin, A.D. Browns Patent. This cameo is in green, engraved by Eaves. Dated August 6, 1857, from Columbus, GA. The other cameo is Blue embossed, also engraved by Eaves with the same date and it depicts Brown's Washing Machine.

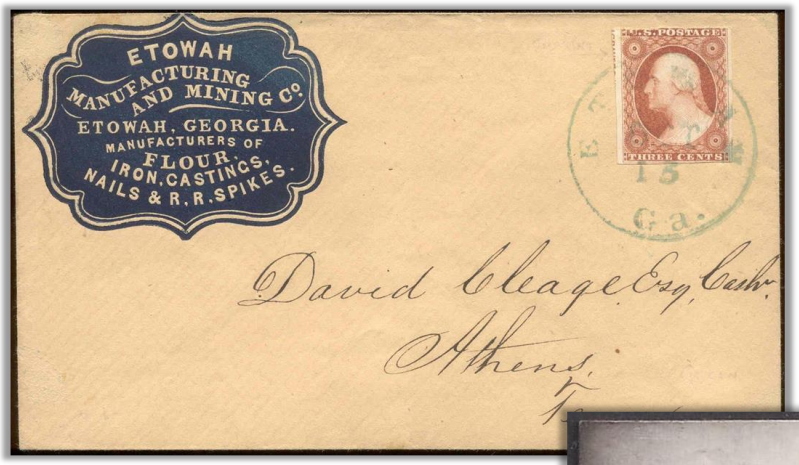


Figure 8. ETOWAH MANUFACTURING AND MINING Co., ETOWAH, GEORGIA. Manufacturers of FLOUR, IRON, CASTINGS, NAILS & R.R. SPIKES. Blue embossed cameo unsigned by the engraver. Text only with flourishes within the cameo frame. ETOWAH, GA. cds ties #11 to Athens, Tennessee.

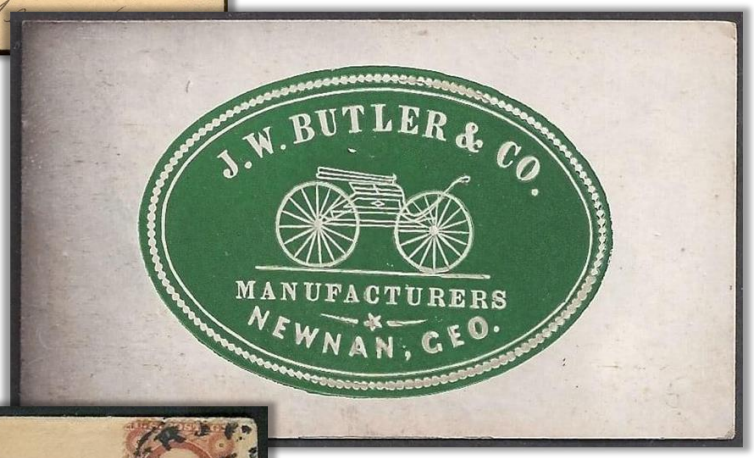


Figure 9. J.W. BUTLER & CO., MANUFACTURERS. NEWNAN, GA Green embossed oval cameo frame with an image of a carriage. Unsigned as to the engraver. Circa 1850s.

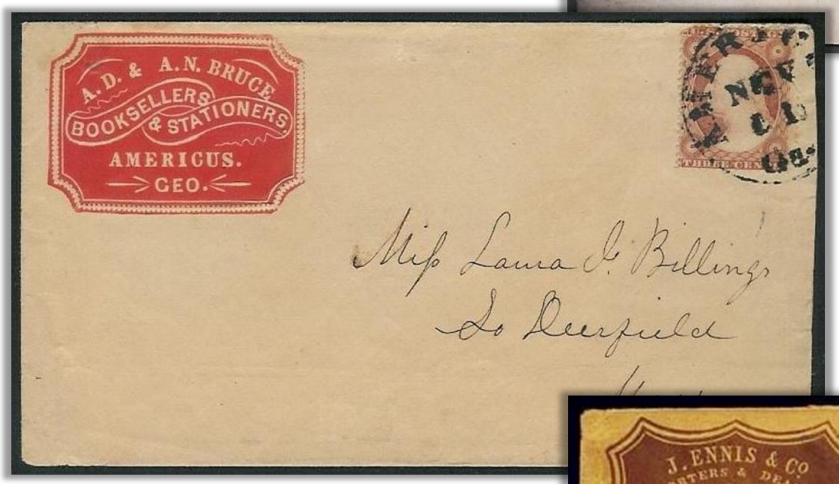


Figure 10. A.D. & A. N. BRUCE, BOOKSELLERS & STATIONERS, AMERICUS, GEO. Red embossed and unsigned cameo. Text only in octagon cameo frame. AMERICUS, GA. cds ties #26 to Deerfield, Mass.

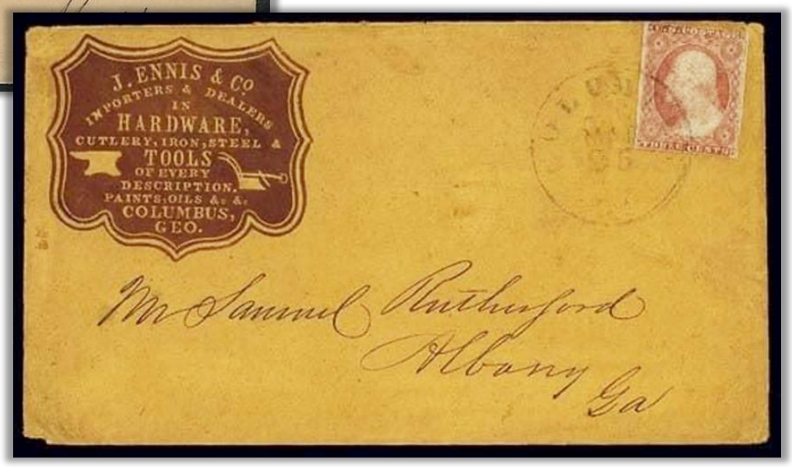


Figure 11. J. ENNIS & CO. IMPORTERS AND DEALERS in Hardware , Cutlery, Iron, Steel & Tools of Every Description, Paints, Oils &., COLUMBUS, GEO. Brown embossed, unsigned cameo. Image Anvil and Plow in large shield cameo frame. Columbus, GA MAR 25 cds ties #11 to Albany, Ga. (Sold in the Nutmeg sale #159 11/13/2007 Lot 2075 LTU).

Figure 12. MADISON FEMALE COLLEGE, GEO. Blue embossed illustrated cameo corner card on cover franked with choice strikes red MADISON, Ga. cds with matching straight line "paid" and "3" in circle, to Elberton, Geo. with manuscript "Charge W.F.C." instruction. Extremely fine and quite spectacular.

Figure 13. GENUINE Southern Letter Unpaid and Due 3 marking on illustrated blue cameo corner card for GRIFFIN FEMALE COLLEGE. Handstamped 5 and PAID for Confederate postage. Additional manuscript Due 3. Faint Louisville cds overlaps corner card. Listed in the Walske census as SLU-3. (Sold in Schuyler Rumsey's Westpex auction (Sale 34, Lot 2524, April 2009 for $52,500.)

Figure 14. RAGLAND & BIRCH WHOLESALE & RETAIL GROCERS & COMMISSION MERCHANTS, COLUMBUS, GEO" red embossed cameo corner card. Large margins to clear, rich color. Tied by GLENNVILLE ALA. JUN. 26 circular datestamp. To Eufaula Ala. with address crossed out and re-addressed to Glennville. The postage overpaid the drop letter fee.

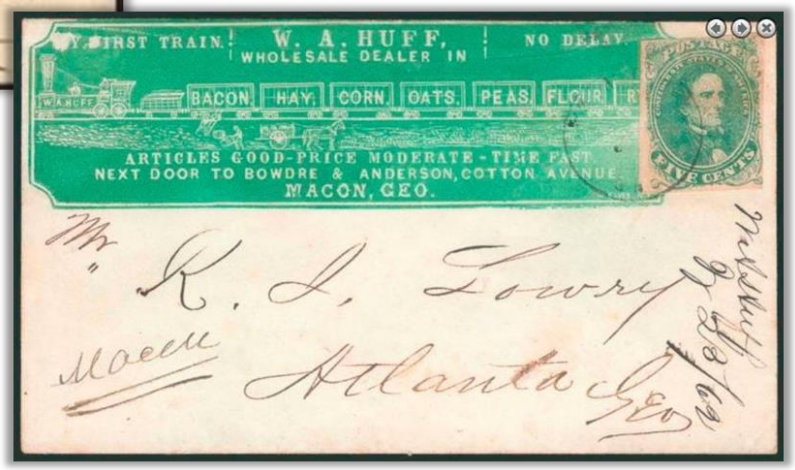


Figure 15. Five-cent Green Jefferson Davis. Large margins to just in, tied by light strike of MACON GA. double-circle datestamp on cover to Atlanta with "By First Train, No Delay, W. A. Huff, Wholesale Dealer in Bacon, Hay, Corn, Oats, Peas, Flour, Rye, Articles Good-Price Moderate-Time Fast." Green illustrated cameo advertising design depicting a train, horse and wagon, worker unloading goods, W. Eaves imprint, 1862 docketing at right.

Social Circle, Georgia – The Results of a Lottery Winner

By Tony L. Crumbley

Georgia's 1820 land lottery (Figure 1) drew lot number 96 which provided 250 acres in Walton County to Mr.Joel Strickland. Mr. Strickland decided that he did not want the land and sold it for $118.00 to three men. This land is where today's Social Circle is located (Figure 2).

Figure 1. Depiction of participants in the 1820 land lottery. (Courtesy of Georgia Encyclopedia.org)

Figure 2. Social Circle location on Georgia map.

One of the three owners had financial problems in 1824 and his portion of the property was sold in a sheriff's sale. John P. Blackmon, one of the original owners purchased his third of the land for $11.00. Later, Blackmon was able to buy the other third to be sole owner of 250 acres of Georgian land.

John Blackmon was quite pleased with this property as it was at the crossroads of two Indian trails that had become important North, South, and East, West routes in Georgia. The property had an excellent spring and a recently abandoned camp site of a band of Creek Indians. All this added up to an excellent choice for prime land.

Blackmon built a home there and donated a site for a Methodist church. Soon, the community had a storehouse, a meeting house, and a shop.

On January 1, 1826, John P. Blackman (Blackmon) was appointed Social Circle's first postmaster. He would serve only until May 3, 1826, when Augustine B. Pope took over as postmaster. Augustine Pope would only serve a short time as well, as Charles Holmes replaced him on September 19, 1826. It seemed that they were having a run on postmasters. From 1826 until 1859, the town would have sixteen different postmasters. On September 2, 1859, John B. Davis was appointed postmaster and would serve throughout the war years.

There are two theories as to how the town got its name. The first is that a new traveler passing through town was offered refreshments by the community. Based on this hospitality, he commented that "This sure is a Social Circle." The second theory is that someone moved to the area from another community called Social Circle and convinced the town to name it as such.

In 1832, Social Circle was incorporated. Growth continued. In 1836, John Dally opened a grocery store in the town. In 1845, the Georgia railroad reached the community. This event was the most important happening in the town's early history. Social Circle became Walton County's rail center.

By the time the Civil War came, the role of the railroad in Social Circle meant it would be a target for destruction. The cover in Figure 3 is an Eleven Star Flag Patriotic Cover type F11-13 posted from Social Circle on September 1, (1863).

Figure 3. SOCIAL CIRCLE, GA, SEP 1, (1863) PAID 10 on an eleven-star flag Patriotic cover Type F11-13. The cover is one of only four recorded Type F11-13. Social Circle was one of only twenty Georgia towns that used red ink for postmarks.

The red circular datestamp and bold PAID 10 make an outstanding Confederate cover. Only four copies of this patriotic cover have been recorded. Only twenty towns in Georgia used red ink. The cover is addressed to Col. D. W. Hart, Arkadelphia, Arkansas.

On July 23, 1864, Second Lieutenant William L. Birney and his 177th Indiana Mounted Infantry Regiment under the direction of Union Brigadier General Kenner Garrard charged into town. They took several prisoners and captured the mail. The troops had orders to burn the town's hotel, railroad depot, the wood station, and water tank. Several Confederate wagons and a store filled with commissary supplies were destroyed along with five nearby houses. The troops then galloped away. With Atlanta's fall to General Sherman, Social Circle became a temporary home for many of Atlanta's citizens fleeing the city. The stranded railroad boxcars made for suitable housing.

The Federal 20th Corps under Commander Brigadier General Alphas S. Williams and accompanied by Major General Henry W. Slocum marched into town on Friday, November 18, 1864. The troops were part of General Sherman's "Left Wing." The residents were alarmed as the troops marched through. One Union soldier noted that the town did not represent its name. The only joyous reception given to the Union soldier were by the slaves. The northern troops found the area plentiful with sweet potatoes, corn syrup, and hogs. At 2:00 pm, the troops halted for dinner then moved on towards Rutledge, Georgia, to continue Sherman's march to the sea.

Such is the history of many of Georgia's small towns. By 1870, the city of Social Circle had a population of 400. Today, the city has 4,974 residents.

Sources

Confederate States of America Catalog and Handbook of Stamps and Postal History. Patricia A. Kaufmann, et.al., 2012.
https://SocialCirclega.gov/Social_Circle_history/.
http://www.hmdb.org/m.asp?m=103342.

Rich's Stamp and Coin Department

By Steve Swain

As a pre-teen stamp collector growing up in Decatur, Georgia, I would board a city bus and ride the six-mile route to downtown Atlanta, getting off at the 45 Broad Street stop. This was the location of Rich's Department Store (Figure 1), a 180,000 square foot property that was the company's flagship store for a retail chain operating in the southern U.S. from 1867 until March 6, 2005.

Rich's six-floor building offered a shopping experience divided into three "stores": Store for Homes, Store for Men, and Store for Fashion.

There you would find houseware, hardware, fine china, bed linens, draperies, rugs, pianos and organs, summer furniture, men's neckties, shoes, jackets, sports attire, watches, jewelry, luggage, cameras, infant's clothes, teen clothes, sleepwear, and a multitude of other products.

But I didn't go the Rich's to look for any of those items. My singular focus was the stamp and coin department on the second floor.

Figure 1. Rich's department store at 45 Broad Street, Atlanta.

Coutesy of the Atlanta Journal-Constitution's photograph archives, Figure 2 are the stairs I would climb to the second floor of the store. Immediately to the left was a glass-encased counter, similar to that seen in the higlighted area of Figure 3. This was the small but enticing counter offering stamps I had only seen in catalogs.

Figure 2. Stairs to Rich's second floor.

Figure 3. The "Stamp and Coin Department."

I would open my Want List booklet, that itemized primarily U.S. stamps, and hope I would find one or two stamps in the display that I could afford.

Recently, I was able to reminisce (again) about my Rich's experiences when a fellow collector with whom I had shared my story gave me the mailing shown in Figure 4.

Figure 4. ***The Complete New World-Wide Postage Stamp Catalog*** **from Rich's Stamp and Coin Department.**

The multi-fold advertisement from the Rich's Stamp and Coin Department offered their 1958 edition of *The New World-Wide Postage Stamp Catalog*. Franked with a precanceled ATLANTA GA. 2-cent John Adams Prexie coil issue, Scott 841, the mailing is a rather large 16" x 18" piece when unfolded.

Rich's stamp and coin "department" did not in the least rival the offerings of companies such as the H.E. Harris Stamp Company, or the Littleton Stamp Company, and many other legitimate philatelic businesses.

But the few items I purchased for my collection, and now the catalog advertisement, are surely some of my most cherished pieces. And not because of their market value. Rather, the experiences associated with the bus ride to Rich's, marveling at the stamps in the glass counter, and finding one or two that would fill blank album spaces are the true treasures.

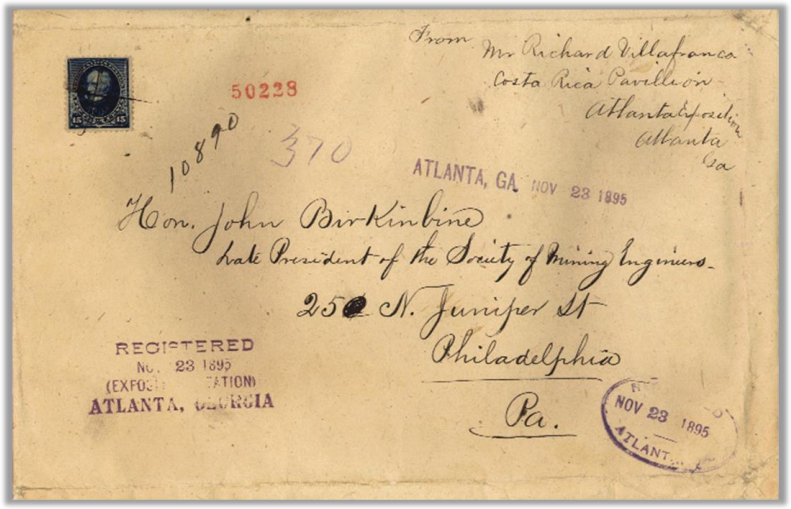
1895 Atlanta Exposition – New Registered Cover

By Fred Rodriguez

The Cotton States and International Exposition (Figure 1) was a world's fair held in Atlanta in 1895. The expo was designed "to foster trade between southern states and South American nations as well as to show the products and facilities of the region to the rest of the nation and Europe."

Figure 1. Color drawing of 1895 Cotton States Exposition. (Courtesy Library of Congress)

The exposition included many exhibits on Minerals and Forestry, Agriculture, Food and Accessories, Machinery and Appliances, Horticulture, Machinery, Manufacturers, Electricity, Fine Arts, Painting and Sculpture, Liberal Arts, Education, and Literature. In addition to the main buildings, there were numerous pavilions, a theater and music hall, individual state and foreign buildings, and an aggregation of attractions similar to that of the Midway Plaisance at Chicago, but to be called "The Terraces" in Atlanta.

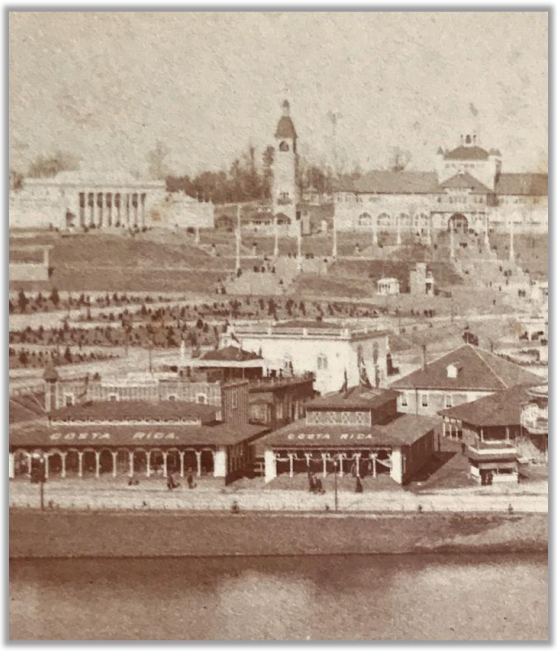


A post office was one of the facilities on the expo grounds and serviced mail, sent and received, local and international.

Until recently, only two registered covers were known with the Atlanta Exposition Registered postmark . One of them is the listing cover for the Bomar catalog of *Postal Markings of United Stares Expositions*. It is given number A95-03. (Figure 2.)

Figure 2. November 23, 1895, registered expo cover. (Courtesy John Moore Exposition Collection)

The cover was sent by a Mr. Richard Villafranca of the Costa Rican Pavilion (Figure 3) and mailed to Philadelphia, Pennsylvania on November 23, 1895.



The cover received the straightline REGISTERED purple handstamp (Figure 4) from the Exposition Station. It then was given the purple oval REGISTERED handstamp (Figure 5) at the Atlanta post office later that day.

It was received in Philadelphia two days later and a magenta RECEIVED postmark was applied to the back of the cover.

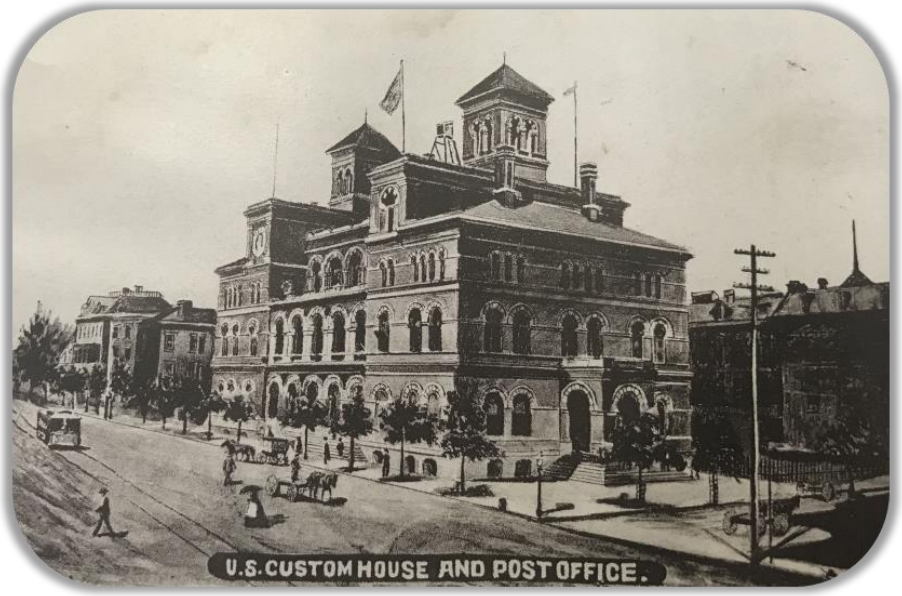
Figure 4. REGISTERED handstamp.

Figure 5. RECEIVED handstamp.

Figure 3. BWK Stereoview No. 10796. Bird's-eye view of the Atlanta Exposition from across the Clara Meer Lake showing the two buildings of the Costa Rica Pavilion.

Another Exposition Station registered cover is the one shown in Figure 6, front and back. This cover was sent from Amsterdam on October 26, 1895, with an attached Registry (R) label. It was received in New York on November 5th as evidenced by an oval Registry Division (REG'Y. DIV.) postal marking on the back. It then received a purple oval REGISTERED marking of November 7, 1895.

Figure 6. Amsterdam to New York to Atlanta registered expo cover.

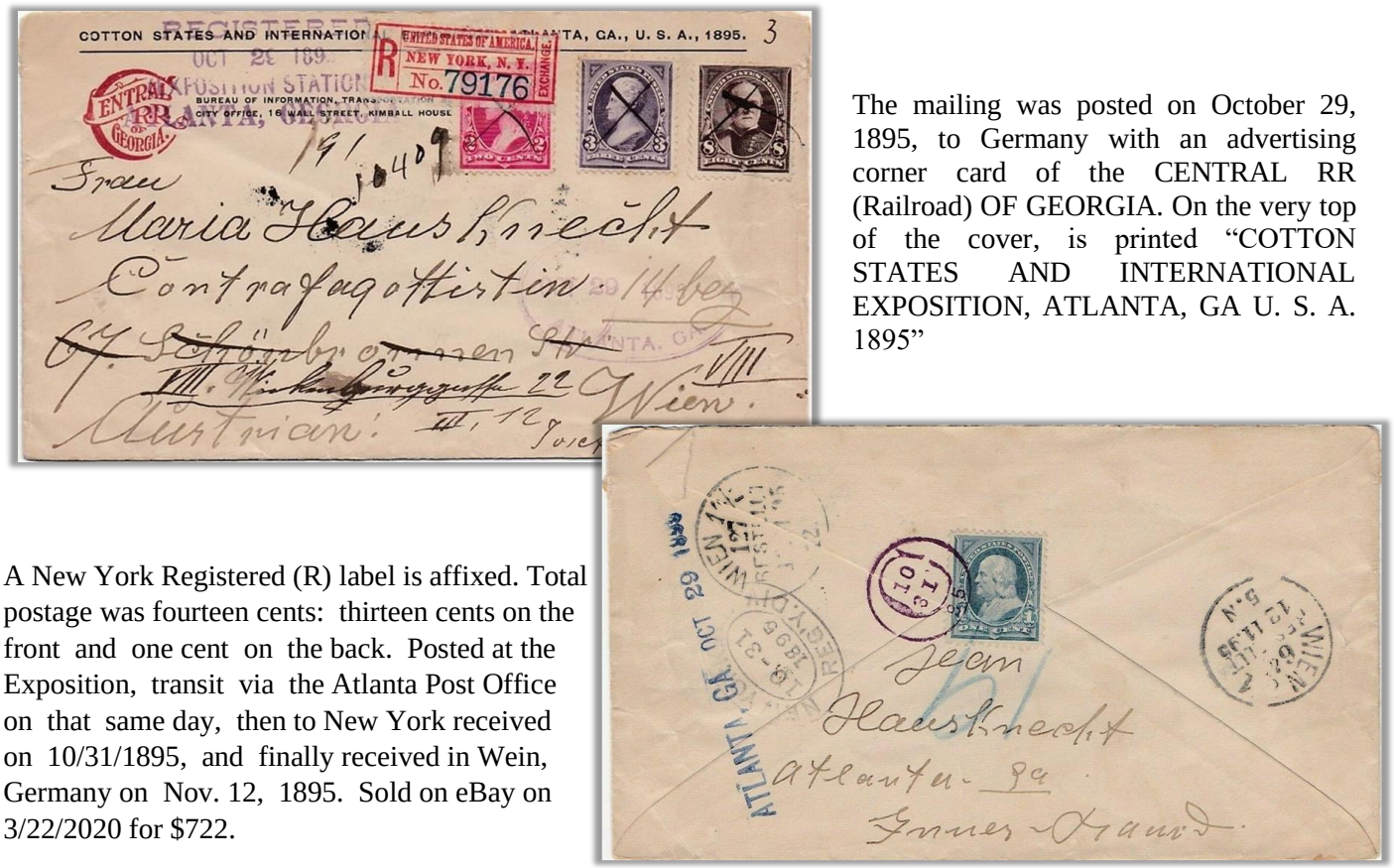


Interestingly, it has a November 6 Exposition Station straightline REGISTERED postmark used as a receiving cancel on the back.

I believe the postal clerk at the Expo forgot to change the date on the device from 6 to 7 because mail to the Exposition post office was handled via the Atlanta Post Office (Figure 7) for both sent and received mail from the Expo grounds.

Figure 7. Depiction of Atlanta U.S. Custom House and Post Office, circa 1895.

Several years ago, a third known Registered cover from the Exposition Station was unearthed and sold on eBay for $722 (Figure 8, front and back).



The mailing was posted on October 29, 1895, to Germany with an advertising corner card of the CENTRAL RR (Railroad) OF GEORGIA. On the very top of the cover, is printed "COTTON STATES AND INTERNATIONAL EXPOSITION, ATLANTA, GA U. S. A. 1895"

A New York Registered (R) label is affixed. Total postage was fourteen cents: thirteen cents on the front and one cent on the back. Posted at the Exposition, transit via the Atlanta Post Office on that same day, then to New York received on 10/31/1895, and finally received in Wein, Germany on Nov. 12, 1895. Sold on eBay on 3/22/2020 for $722.

Figure 8. October 29, 1895, Registered expo cover to Germany.

J.M. High Atlanta Advertising Covers

By Steve Swain

The J. M. High Company was a department store in Atlanta, founded by Joseph Madison High (May 22, 1855 - November 9, 1906) (Figure 1). He started a business in Madison, Georgia, forming the firm, High & Berney. He later moved to Atlanta for greater opportunity, where he partnered with E. D. Herring to open up a dry goods store at 40 Whitehall Street. In 1884, High bought out Herring and renamed the firm J. M. High & Co. In 1887 High's department store opened a new location on the west side of Whitehall.

Figure 1. Joseph Madison High.

By 1889, High was able to buy the southwest corner of Whitehall and Hunter (now King Blvd.) and erect a four-story brick building with an ornate interior for his department store.

Figure 2 is a J.M. High & Co. advertising cover to Crawfordsville, Georgia, postmarked ATLANTA GA, NOV 5 (18)95. The mailing is addressed to Horace M. Holden, distinguished member of the Georgia bar and a former justice of the State Supreme Court. Note the description of the company's offerings as Dry Goods, Shoes, Carpets, Millinery & Grocery.

Figure 3 is a J.M. High Company advertising cover postmarked ATLANTA GA, 1903. It also was addressed to the Holden residence in Crawfordsville, Georgia but redirected to Atlanta. This version of the advertising cachet states that the J.M. High Company was a Department Store.

Figure 2. 1895 J.M. High & Co. advertising cover.

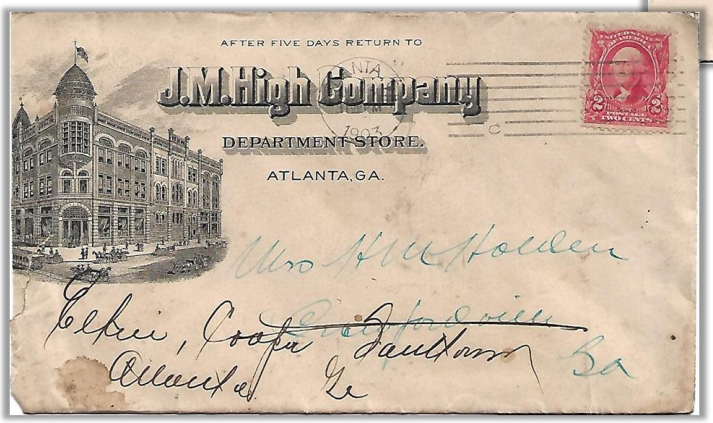


Figure 3. 1903 J.M. High Company advertising cover.

Of significant note is High's wife, Harriet Harwell Wilson High (1862-1932) (Figure 4) donated her family's mansion on Peachtree Street to house the museum that has grown into the High Museum of Art, Atlanta's foremost art museum. Harriet Wilson High was active in the Museum until her death in 1932.

Figure 4. Harriet Wilson High.