

DeKalb History Center

Columbia Mall / Avondale Mall Time Capsule

Introduction: During the process of demolition of the Avondale Mall, formerly Columbia Mall, a time capsule was discovered in the building. It was opened during the groundbreaking ceremony for the new Wal-Mart Memorial Drive Supercenter on February 12, 2007.

Provenance: The contents of the time capsule were presented to the DeKalb History Center for safe-keeping by a representative of JacksonHeath Group on February 12, 2007. The contents were donated to the DeKalb History Center in March 2008.

Accession #2008.2

Inventoried by Paul K. Graham, DHC Archivist, March 2007; Updated by Paul K. Graham, March 2008. Processed by Jill Sweetapple, August, 2010.

Size: Two cubic feet, items of various types and sizes, contained in one Hollinger document box and one oversized flat box.

Inventory of oversized flat box:

1. Newspaper: *The Atlanta Times*, Tuesday, July 7, 1964, pages 1B to 10B
Front Page, Section B, Articles:
 - Fulton Grand Jury warned by judge not to be influenced by politics
 - Movie censor resigns post
 - Cobb votes on council increase
 - Maddox faces court today
 - Fire truck damage; four hurt
 - Teacher pay hike pledged
 - Lawyer wins delay for client charged in rally disturbance
2. Newspaper: *The Atlanta Journal*, Thursday, July 2, 1964
Front Page Articles:
 - Rights Measure Clears Congress**
 - Fulton Grand Jury Urges Citizens to Obey Rights Law
 - Weltner Votes for Rights Bill
 - He'll Sail Into Marriage
 - Atlanta to Get Braves in '65?**
 - Ike Rumors Cloud GOP Political Air
 - NLRB Strips Local For Racial Bias
 - Senate Rebuffs Block on Pay
 - Guidelines on Balloting

3. Newspaper: *The Atlanta Times*, Thursday, July 2, 1964
 Front Page Articles:
 - House ready today to pass rights bill
 - Collins of Florida confirms he is choice to head new agency created by rights bill
 - Ike still mum over Scranton
 - Disclosure question clouds pay hike bill
 - Downed pilot says Reds can hit target
 - Fireball Roberts loses race
 - Rusk says Asia policy 'live' issue
 - Congo gets pulse felt

4. Newspaper, *Vanderbilt Hustler*, April 10, 1964
 Front Page Articles
 - Impact Program Opens Tonight
 - First Negro Students Expected Next Fall
 - Vanderbilt Will Move To Block Taxation By Metro Government
 - Panty Raiders Swamp Quad, Collect Lingerie
 - Bracelet To Jane Poston
 - Twenty To Attend Business Seminar
 - Humor Magazine 'Eowatt' Parodies Vanderbilt Life
 - New 'Bookstore' Popular Night Spot

5. Suburban Plaza advertising insert, *The Decatur-DeKalb News*, week of July 3, 1964

6. Atlanta Standard Metropolitan Statistical Area. *Census Tract Map* [map]. Atlanta: Atlanta Region Metropolitan Planning Commission, 1960.

Inventory of Hollinger document box:

Folder 1

Atlanta Region Metropolitan Planning Commission. *Population & Housing in the Atlanta Standard Metropolitan Statistical Area as of April 1, 1961: Including Estimates for Census Tracts*. Atlanta: Atlanta Region Metropolitan Planning Commission, 1961. Spiral bound.

Folder 2

Atlanta [Official monthly publication of the Atlanta Chamber of Commerce], March 1964.

Folder 3

Atlanta [Official monthly publication of the Atlanta Chamber of Commerce], April 1964.

Folder 4

7. Colley Family
 - a. Letter from Denise Gary Colley, age 10, and Mary Shauna Colley, age 8, of 3187 Wynn Drive, Avondale Estates, Georgia, written April 30, 1964. Their mother, Florence Colley, was the first employee of Davison's Columbia Mall. "We predict in the future people will be living on other planets."
 - b. Photograph of Florence, Denise, and Mary, on neighborhood street with bicycles and beagle.
 - c. Two Valentine's cards from Denise
 - d. One U.S. George Washington 5 cent postage stamp

Folder 5 – General

8. Shop Labor Ticket. Handwritten on reverse: "Manufactured by H. V. Jenkins and J. R. Bullard for R. F. Knox Co."
9. Seven *Western Union* "Telefax" invitations to groundbreaking, dated April 8, 1963, sent to: Charles O. Emmerich, Board of Commissioners; William M. Evans, Board of Commissioners; James R. Almand, Jr., Board of Commissioners; T. M. Callaway, Jr., Board of Commissioners; J. C. Haynes, Board of Commissioners; Jack Hamilton, Mayor, City of Decatur; Lee R. Potter, Mayor, Avondale Estates.
10. *Advertiser's Digest*, Volume 29, Number 5, May 1964
11. Groundbreaking ceremony, news release, April 10, 1963
12. Columbia Mall, Luncheon Invitation List, April 3, 1963, seven pages
13. Tale of Two Time capsules, article by archivist Paul K. Graham when the collection was received in 2008. Article was published in the April 11, 2008 DHC newsletter.

Folder 6

14. *Metropolitan Atlanta Tourgide Map* [map]. U.S.A.: Rand McNally, n.d. [abt. 1964].

Folder 7

15. Photograph, groundbreaking of Columbia Mall, April 10, 1963: Wallace W. Dreyfoos, Davison's President; Roy A. Blount, President DeKalb Chamber of Commerce; Charles O. Emmerich, Chairman of DeKalb County Board of Commissioners; and Virgil M. Milton, General Manager of Sears Retail Stores in Atlanta.
16. Artist's rendering of Columbia Mall (same picture as published in *The D. P. Cue*, Vol. IX, No. 3)

Folder 8

17. *Specifications for Site Utilities, Columbia Mall Shopping Center, DeKalb County, Georgia*, for D & P Properties, Inc., an affiliate of R. H. Macy and Company, Inc., Owner, November 20, 1963, by Toombs, Amisano & Wells, Architects & Engineers, 70 Fairlie Street, N.W., Atlanta 3, Georgia

Folder 9 Stores – Davison's

18. Newspaper clipping from unidentified newspaper: "Ribbon Cut For Davison's Store at Mall"
19. Davison's corporate newsletter, special edition, "The D. P. Cue," Vol. IX, No. 3, April 2, 1963. Title article: "10th Store – Another Milestone in Davison's 73 Year History" with artist's rendering of Columbia Mall.
20. Davison's corporate newsletter, "The D. P. Cue," Vol. XX, No. 5, May-June, 1964: includes photographs of the construction and opening of the Davison's store at Columbia Mall.
21. Newspaper clipping, photograph and caption of Davison's ribbon-cutting from unidentified newspaper: "Davison's Opens Columbia Mall Store"
22. Newspaper clipping, photograph and caption, newspaper unidentified (possibly Atlanta Journal, Guy Hayes, photographer): "Ribbon Snipping"
23. Davison's Columbia Mall Tour Pamphlet: includes map and Davison's credit application

Folder 10 – Stores – Macy & Co.

24. R. H. Macy's & Co., Inc., Executive Telephone Numbers (Switchboards, Residences, Office Private Lines, with Area Code), November, 1963.
25. R. H. Macy & Co., Inc., career opportunities booklet, 8.5" x 11".

Folder 11

26. *Vanderbilt Alumnus* magazine, Vol. 49, No. 5, March-April, 1964: mailing address, Mr. Edwin R. Michaels, Davison-Paxon Company, Atlanta, Georgia.

Books:

27. Hogadone, Edwina B., A.M., and Donald K. Beckley, M.S. *Merchandising Techniques*. New York and London: McGraw-Hill Book Company, Inc., 1942.
28. Ketchum, Morris, Jr. *Shops and Stores*. Rev. Ed. New York: Reinhold Publishing Corporation, 1957.

Items moved to Museum collection:

29. Small granite rock
30. Bottle of Alka-Seltzer, in retail box (Davison-Paxon Co. price sticker: \$0.39)
31. Small bottle of Bufferin, 12 tablets (Davison-Paxon Co. price sticker: \$0.25)
32. Package of BC headache powder (\$0.10)
33. Tin of Bayer Aspirin, 12 tablets (Davison-Paxon Co. price sticker: \$0.17)

Updated August 12, 2010 Jill Sweetapple