

Troup's Studio

Troup's Studio has been in business since 1932, making it one of Toccoa's oldest downtown businesses to carry the same name. It was founded by H.O. and Addie Lee Troup under the name Troup's Photo Service Inc. In the beginning, after the Great Depression, Troup's was located in an upstairs studio. With determination from Mr. Troup and ongoing change in business operations, Troup's became a nation-wide photo-finishing operation, taking in, processing, and sending out 400 to 700 rolls of film. In 1945, the couple relocated the business to the ground floor shop on Doyle Street. H.O. and Addie Lee Troup significantly broadened the diversification of the business and brought Troup's into prominence. After the passing of H.O. Troup, Robert (Bob) Troup continued the family business with his wife Betty.

Today, Troup's serves Northeast Georgia as one of the most well-known and respected portrait studios around with a complete professional lab housing state-of-the-art digital printing. Troup's is now a third-generation family business as Patti Troup Joiner and Harry Joiner have spent the past 25 years developing a timeless style of portraiture, specializing in newborns, children, families, seniors and weddings.

In 1994, Troup's completed a business expansion by purchasing and renovating the adjacent building to accommodate their gift line growth. In 2004, the business increased further to include an office/storage area to house bridal registry and china. Troup's received statewide recognition for their efforts by the Georgia Downtown Association and was designated as a Downtown Anchor in 2006. In November, 2011, Mr. and Mrs. Joiner received funding from the Downtown Development Authority to renovate the façade of the building.



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SNAPSHOTS OF TOCCOA'S HISTORY

Main Street Toccoa

