

Franklin Hardware Company Marks 25th Milestone

RUNS STORE IN SAME SPOT ENTIRE PERIOD

Higdon Entered Business Quarter-Century Ago Friday

The Franklin Hardware company, owned by A. R. (Alf) Higdon, tomorrow will observe its 25th anniversary.

Even more remarkable, perhaps, than the length of time the retail hardware and building supply store has been in operation is the fact that, during a quarter of a century, it never has moved. It started business August 22, 1922, in the Cunningham building, on southeast Rankin square, and is still operating there, though recently it expanded its quarters.

Twenty-five years ago Mr. Higdon and R. M. (Dick) Hudson bought out the business of the late C. C. Cunningham, operated at that location, and immediately greatly increased the stock and prepared to expand the business.

Older business men in the town, Mr. Higdon recalls, shook their heads in disapproval, and warned the young men that they were moving much too fast. The pessimists, in fact, frankly predicted that they would not remain in business 60 days.

The gray beards would have been even surer that disaster awaited the enterprise, Mr. Higdon remarked, had they known it was bought and operated entirely on credit. Mr. Higdon had exactly \$70 in cash at the time, he recalled this week.

That was in the summer of 1922.

And today Mr. Higdon has been continuously in business longer than any other Franklin merchant, save one; the exception is Grover Jamison. There are older businesses of course, among them the J. B. Pendergrass store, established by Mr. Pendergrass' late father in 1895, and the Franklin Press, which goes back to 1886, but they have changed ownership, or management, or both, during the past 25 years.

Six years later found the two young men, still in business, ex-



A. R. HIGDON

Mr. Higdon, owner of the Franklin Hardware Company, this week is observing his 25th anniversary in that business. The store, throughout its quarter-century of operation, has remained in the same location.

Expanding further by establishing a planing mill. J. B. Henry was put in charge of the mill, and taken in as a partner. The mill was operated until 1943, when it burned.

Meanwhile, Mr. Higdon, in 1936, bought the interest of the other two partners, and has been sole owner since that time.

Prior to entering business for himself, he had acquired a broad background of business experience. He was with the Macon County Supply company prior to joining the army at the outbreak of World War I.

After the war, he served as shipping clerk at the Newport News, Va., quartermaster base for eight months. Then followed three years with J. D. Weed and company, hardware wholesalers, of Savannah, Ga., service with hardware retailer in Cordele, Ga., and work with the Platt Higdon construction company here as timekeeper.

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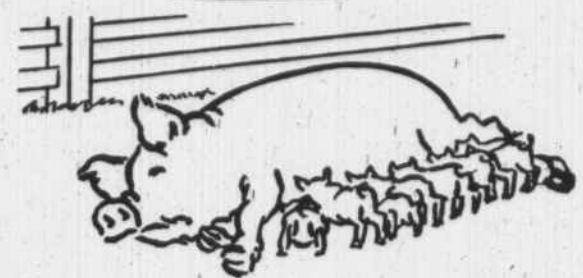
3 States Have No Legal Speed Limit For Autos

The average top speed permitted motorists on the open highways of the United States is 50.7 miles per hour, but nine states have no speed limit whatever, reports the National Conservation Bureau. Safety experts of the Bureau point out that no matter what the legal speed limit may be, the "safe" speed is still left to the judgment of the man behind the wheel. Thus, heavy

Baldwin-Jacobs Family Reunion Draws Big Crowd

A large number of persons, including a number from Texas, attended the reunion of the Jacobs and Baldwin families at Aquone last Sunday. The invitation of Mrs. Hattie Baldwin to meet with her in 1948 was accepted. Next year's gathering will be held the third Sunday in August. traffic or slippery pavement in a 50-mile zone, may cut the safe speed far below that legal limit.

Your Profit is in the EXTRA Pigs Raised!



To help secure extra large litters of strong, healthy pigs, many hog raisers feed TUXEDO PIG MEAL to the brood sow before farrowing. Tuxedo Pig Meal provides a dependable source of the important vitamins, proteins and mineral elements which the sow and the pigs need.

When the pigs are three weeks old begin to feed TUXEDO PIG MEAL in addition to sow's milk. Prevents set-backs at weaning time.



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25th Anniversary

A WORD OF APPRECIATION

Tomorrow, August 22, will be our 25th Anniversary. A quarter of a century ago the Franklin Hardware Company was this community's Baby business—with everybody, including the owner, wondering if the puny infant would live.



Today I am the oldest merchant in Franklin, with one exception. There are other businesses here, of course, that are older. But, with the exception of Grover Jamison, no Franklin mercantile establishment has been continuously carried on by the same owner as long as ours.

I hasten to add that that statement, though it is made with pride, is not a boast—it is made in grateful appreciation to the good people of Macon County who made it possible.

Today, as we at the Franklin Hardware look back down the years to that day in

AUGUST						
S	M	T	W	T	F	S
					1	2
		4	5	6	7	8
		11	13	14	15	16
			21	22	23	
			29	30		

many things.

We take pride in the growth of our business, along with the growth of this community of which we are proud to be a part.

We are prouder still of our reputation as a firm that deals fairly with its customers—we've tried hard, day in and day out, to deserve such a reputation.

And we are proudest of all of the friendship and the confidence of you, our neighbors and customers here in Macon County. Those are things that cannot be measured in money, things dollars cannot buy.

And so, as we begin another quarter-century of serving Franklin and Macon County, we hope to serve you better, and we say, with humble gratitude to you all—

'Thank You!'

Franklin Hardware Company

A. R. HIGDON, Owner

Rich... Smooth... Delicious!

JFC Special COFFEE

The Best Part of the Meal

MARKETING Marjorie

Since my budget got a lot slimmer than I did on my vacation, I'm in a particularly thrifty mood these days. So are plenty of other women... judging by the large number I always see taking advantage of the everyday low prices at the A&P. Are you among them?

FISH STORY... CEREAL STYLE

If fish is your dish, here's a recipe you'll fall for...hook, line and sinker: Combine 2 cups flaked cooked fish, 1 cup salad dressing, 1/2 cup chopped green pepper, 1/4 cup chopped onion, 1 cup chopped celery, 1/2 tsp. salt and 1 tsp. Worcestershire sauce. Place in casserole. Pour 2 tbsps. melted butter over 2 cups of A&P's crunchy SUNNYFIELD CORN FLAKES (lightly crushed). Toss with fork and sprinkle on fish mixture. Bake 30 to 40 minutes in hot oven, 400° F.

WORTH MINTS!

Fruit salad is even more refreshing when it's served with minted salad dressing (which doesn't cost a mint to make if you use ANN PAGE SALAD DRESSING as a base). Just add 2 tbsps. of crushed after-dinner mints to 1/2 cup of this creamy-smooth, tart-sweet dressing from the A&P; blend well and let stand 1/2 hour to develop flavor.

TOASTED CINNAMON CIRCLES

Those fresh, tender JANE PARKER DONUTS you get at the A&P are well worth toasting...in every sense of the word! Try popping them under the broiler, but first split each one, spread with soft butter, and sprinkle with a mixture of cinnamon and sugar (1 tsp. cinnamon to 1/4 cup sugar).

HEAT BEATER!

Iced tea and citrus juices are wonderful whistle-wetters. Put them together and you get a really un-beatable beverage! Here's how: 1) 5 cups of chilled tea, add 1/2 cup of strained orange juice and 1/4 cup of strained lemon juice. Sweeten to taste and pour over ice. That's all there is to it...except, of course, to be sure to use one of the famous Flavor-Tested teas sold only at the A&P—OUR OWN, NECTAR or MAY-FAIR. Each of these blends makes grand iced tea at its heat-beating, delicious best.