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## Grady County Historical Society. CA-002 Series 3: Files from Sections Hawthorne Papers - I

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Circa 2009

# Ira Higdon Brochure

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For this and additional works see: <https://vtext.valdosta.edu/xmlui/handle/10428/6885>

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**IRA HIGDON<sup>®</sup>**  
THE GROCER'S BEST RESOURCE



SINCE 1909



**IRA Higdon**  
*circa 1912*





## FACTS ABOUT OUR COMPANY

### HEADQUARTERS:

*Cairo, Georgia*

### CHAIRMAN AND PRESIDENT:

*Larry Higdon*

### VICE PRESIDENT AND SECRETARY:

*Nat Higdon*

### OPERATING AREA:

*Georgia, Florida and Alabama*

### YEAR FOUNDED:

*1909*



**Growing  
for a  
century  
and we never  
looked this  
good!**

**Our Company was founded in 1909** in Cairo, Georgia, by Ira Higdon, Sr. Back then groceries were delivered from a 6,000 square foot warehouse located behind the old depot on First Avenue Southwest. We used a horse drawn dray for our local deliveries, and all out-of-town orders were shipped by rail. This inbound freight was delivered on the old P&H Railroad, and in those early days, five employees kept everything running smoothly.



*Ira Higdon, Jr.*

Ira Higdon, Jr. joined the Company in 1935, and served as president until 2000. Under his guidance, the business grew. A new warehouse facility was completed in 1946. The new building was twice the size of our original warehouse. In all, this 12,000 square feet facility was expanded three times and when completed totaled 60,000 square feet.

Larry Higdon joined the company in 1972, and together with his father helped to bring even greater growth to the business. In 1975, a new 100,000 square foot distribution center was completed on Alton Hall Road. With our continued growth, the distribution facility had to keep up. In 1981, a new expansion increased the size by 45,000 square feet. A new refrigerated dock and meat cooler were added in 1991, and an additional meat freezer was added in 1996. Today, our Alton Hall Road facility spans over 165,000 square feet.

*Larry Higdon and Nat Higdon*

Larry Higdon was named president in 2000.

His son, Nat Higdon joined the company in 1998. He is the fourth generation of the family to make this distribution company their career. Nat was promoted to Vice President and Secretary in 2000.







Senior Staff  
*circa 1935*





**WHAT CUSTOMERS THINK ABOUT OUR COMPANY.**

**"IRA HIGDON IS OWNED AND OPERATED BY GROCERY PROFESSIONALS, WHO EMPLOY GROCERY PROFESSIONALS."**

*Mike Spivey, Spivey's IGA,  
Lake Butler, FL*

**"IRA HIGDON OFFERS COMPETITIVE PRICING, A WIDE VARIETY OF QUALITY PRODUCTS, AND ABOVE ALL ELSE, QUALITY SERVICE."**

*Danny Hewitt, Croft's Thriftway,  
Mayo, FL*

**"IRA HIGDON OFFERS MORE PERSONAL SERVICE AND CUSTOMER CONTACT THAN MOST OF THEIR COMPETITORS."**

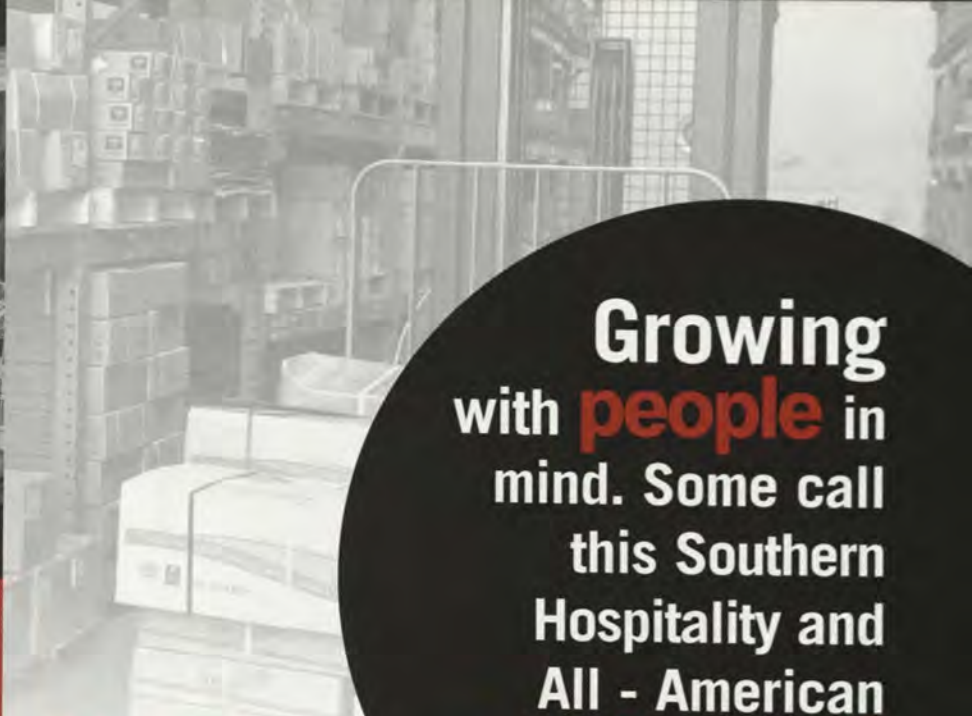
*Martin Broudy, Broudy's Foodway,  
St. Augustine, FL*



**WHAT WE THINK ABOUT OUR COMPANY.**

**"THE BEST THING HIGDON HAS TO OFFER TO ITS CUSTOMERS IS OUR EMPLOYEE BASE. WE'RE LUCKY TO HAVE MANY EXPERIENCED, KNOWLEDGEABLE PEOPLE WORKING HERE. THEY ARE THE ONES WHO MAKE HIGDON WHAT IT IS."**

*Larry Higdon, President & CEO*



**Growing  
with people in  
mind. Some call  
this Southern  
Hospitality and  
All - American  
Values!**

**Today, our company employs almost 120** people and operates 24-hours a day, six days a week, serving our customers in Georgia, Florida and Alabama.

Our management group lives the grocery business.

We know what our customers do.

We understand the problems independent grocers face every day.

We can show you ways to help make your grocery inventory investment work more profitably for your store.

Higdon offers all of our customers a wide variety of products ranging from dry groceries, frozen food, dairy items, fresh meats, bakery goods, and fresh produce, as well as health and beauty aids.

We use the latest J.I.T. (Just In Time) delivery technology. This distribution system saves our customers money and minimizes the product inventory you need to maintain.

All our customer orders are received and processed by electronic ordering machines we provide each of our customers. These customer terminals can transmit a large order in about 60 seconds over a standard telephone line. All orders go directly into our computer system for processing, and are loaded that night and delivered to you the following day.

"We built this business on three basic principles," explains Larry Higdon. "Providing the grocer with the best products for their customers. Offering the grocer the best in timely service. And giving them the most reasonable pricing structure available anywhere."







**IRA HIGDON**®  
THE GROCER'S BEST RESOURCE





WE WOULD LIKE TO THANK ALL OUR CUSTOMERS FOR THEIR CONTINUED SUPPORT.

WE LOOK FORWARD TO MANY MORE YEARS OF GROWTH AND SERVICE WITH THE PEOPLE

WHO HAVE MADE US A SUCCESS — THE INDEPENDENT NEIGHBORHOOD GROCER.





