

Harper's 5 and 10 Cent Store Extension

Constructed in 1925, this building became an extension of the Harper's 5 and 10 Cent Store and the first location of Franklin Discount Company Loans. Franklin Discount Co. began in 1941 as a loan investment company. Organizers of the company were Ben F. Cheek Jr. and J.B. McMurray; McMurray was also the owner of the property now known as Threads Sportswear. The success of their business has been partially attributed to hiring locally.

Harper's 5 and 10 Cent Store was located on Doyle Street for more than 30 years. In the late 1940s/early 1950s Harper's Row was modified to accommodate the growing department store. This building was an extension of that store, at one point, and was the location for its toy department. While there is no joined access now, the façade renovation for this structure was included in the façade renovation for Harper's Row.

Restoration of the front façade of this building was focused on the repair of the stucco used for 20th century shop fronts. There was serious damage to the façade and much of the original details were revealed upon construction. The original side entrance to the second story was revealed and restored, as were the bulkheads and storefront windows. In 2012, Chris Irvin of DeerCourt Enterprises was recognized by the Georgia Mountains Regional Commission for his hard work in the restoration of the building.



As Franklin Discount in 1952.



Before façade renovations in 2011.



After façade renovations in 2012.

SNAPSHOTS OF TOCCOA'S HISTORY

