

History of Braselton

DDA Presentation

Marriage



- Susan Hosch, daughter of a rich plantation and land owner married Harrison Braselton, a poor dirt farmer on August 11, 1867.
- They had 2 sons born on the Hosch Plantation. Another son and 2 daughters were born after they built a home on the 786 acres of land Harrison purchased just north of the plantation – later to be called Braselton.

Sons – Started a Famous Store



William Henry Braselton



Green Braselton



John O. Braselton, Sr.

Braselton Sons

- William Henry – 1868 - 1956
- Green – 1872 - 1953
- John Oliver – 1877 - 1951

*The "3 B's"—
Henry, Green, John*



Braselton Bros. Store



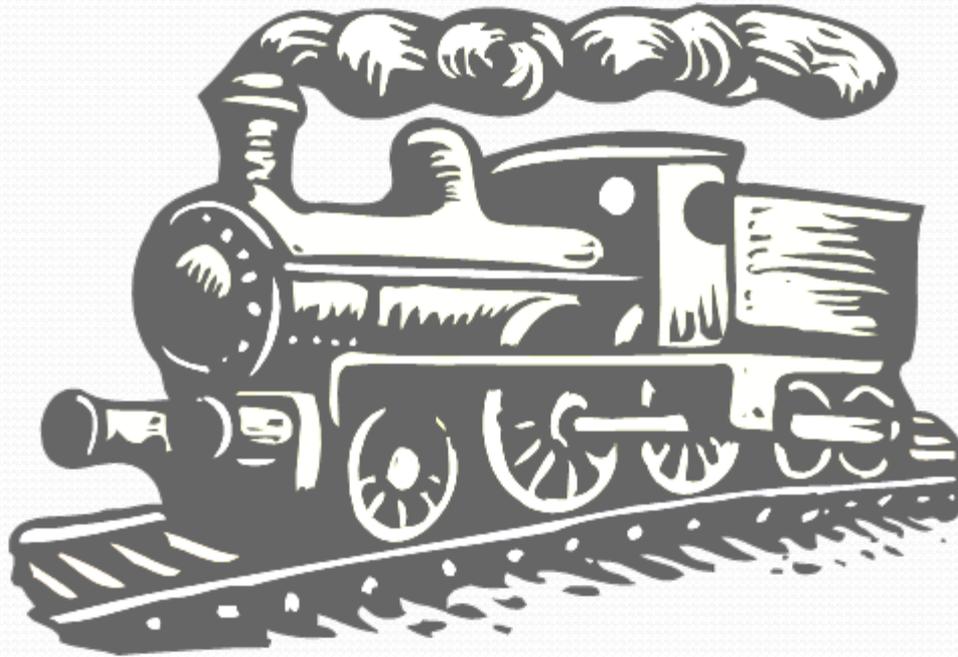
John Oliver, age 8, started a store.

Borrowed Money

- John Oliver – age 10 and Green – age 15
- Asked their father to allow them to use credit to buy merchandise
- Father said no, but sent them to a banker in Gainesville
- Borrowed \$2,000 to expand their offerings
- Proudly paid the money back in silver dollars 3 days early of the 1-year loan

Railroad

- Railroad added sidetrack for thriving business in 1902.



- The Gainesville Midland traveled from Gainesville to Social Circle and back twice a day.
- This brought the need for a mammoth warehouse for storage measuring 24' X 120'. The warehouse was torn down in 2005.

Built a Beautiful Store in the Middle of No Where

- Built in 1904, the store housed dry goods, clothing, millinery , groceries and more.
- Large acetylene gas light fixtures
- 6-8 sales clerks worked a specific area and sent the receipts and money to a central location.
- One brother traveled to New York 2 times each year for merchandise – another brother traveled to the western markets – always paying cash

Early
Braselton Stores

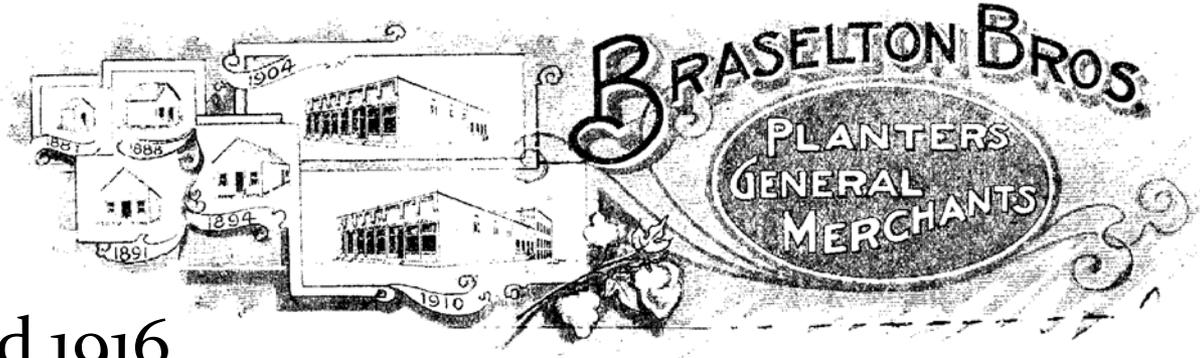


4th store built
1894



5th store built
1904

Town Begins



- Incorporated 1916

- First Mayor –
W. H. Braselton

Braselton, Ga., July 26-16

TO CREATE BRASELTON

The companion bills of Representatives Allen and Stark to amend the charter of Hoshton and incorporate the town of Braselton were given hearings in the House committee on corporations, and recommended favorably. The former of the bills takes a small piece of territory on which Henry Braselton lives from the town of Hoshton, and the latter makes this territory a part of a new town.

Family Affair

- Everyone in the town worked for the Braselton Family
- Lived in homes owned by the Braselton Family
- At one time everyone earned Braselton Money which could only be spent at the Braselton Bros. Store.

Store Success

- Braselton Bros. marveled the business world.
- You could buy your food supplies or get a haircut.
- You could get a marriage license or be sentenced to the hoosegow because one brother was the mayor.
- The store was also the post office, freight depot office, the Braselton Bank, Chamber of Commerce and Braselton Commission Company.
- They stated their own reasons for success – 1) they restricted credit to customers and 2) they filled the store with up-to-date stock.

Fertile Farmland



Braselton was one of the richest and most fertile farming sections of Georgia in the early 1900s.

The crops of corn, pea-hay, sugar cane, and cotton grew well. They produced 700-800 bushels of wheat, 150-200 bales of cotton, and thousands of bushels of corn per year.

They manufactured and distributed hundreds of tons of their own private label brand of fertilizer known as the “BBB” brand.

Grist & Flour Mill

- Enterprise Flour & Grist Mill
- Produced 75 barrels of flour & 300 bushels of cornmeal daily
- Excellent grade brands – “Three Bs” and “Fast Flyer”
- One of the last mills in Georgia to make self-rising flour.
- Closed in 1950s



Other Buildings of Interest

- Cotton Gin
- Seed Building
- Hoosgow
- Home Economics Building
- School
- 1930s Gas Station
- 2nd Post Office
- Garage
- Storage Building
- Telephone Office



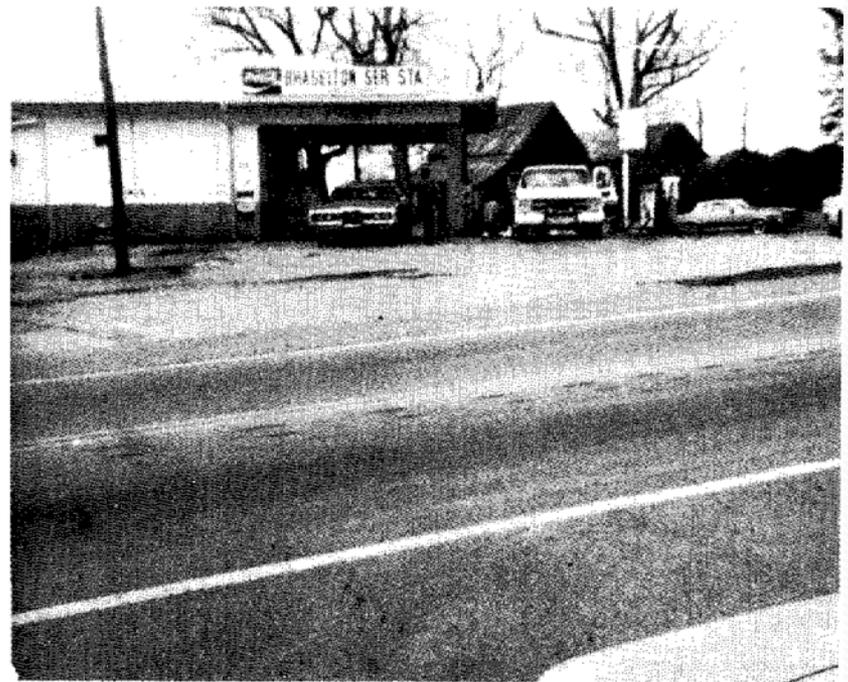
The Cotton Gin



*2nd Post Office across from Braselton Bros. store
(Next to Garage)*



Clark's Garage, W.F. Clark in doorway



Braselton Service Station, Dean Doster, Manager

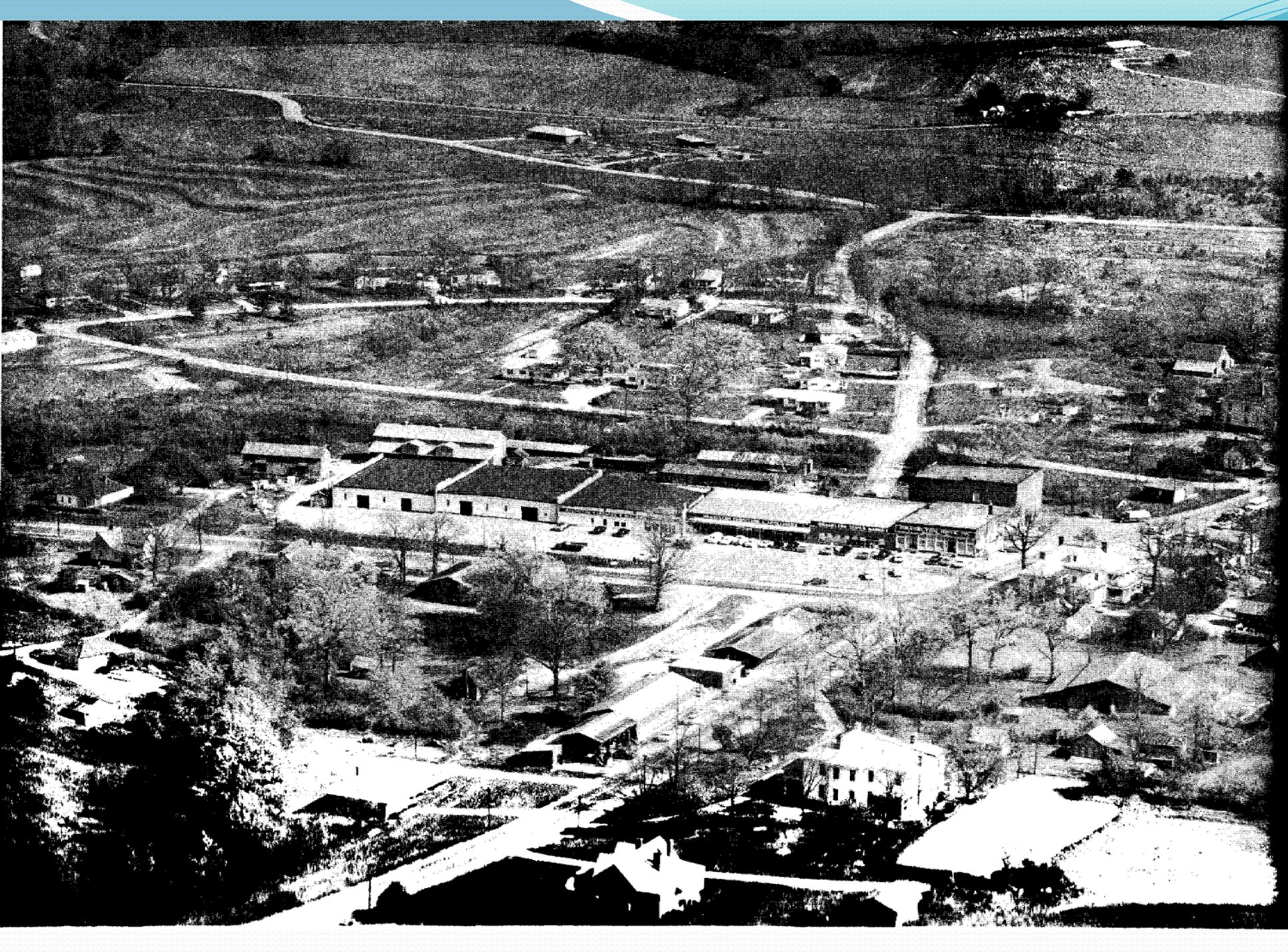


*Braselton Woman's Club and West Jackson Library
(formerly Home Ec. Bldg., BHS).*



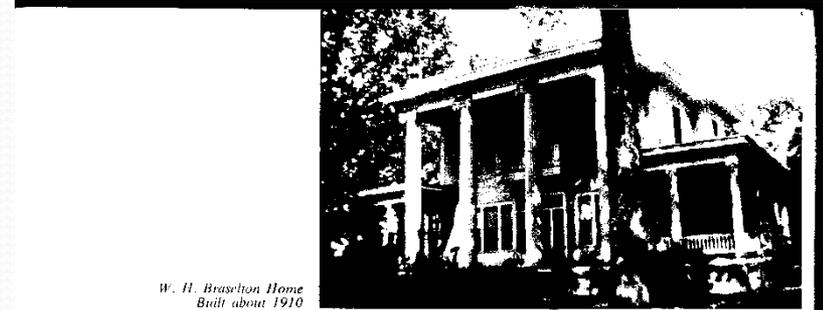
1st Manufacturing Plant





Homes

- William Henry's home – built 1910 - Now Town Hall
- Green's home – built 1918 – Now the Braselton-Stover House
- John Oliver's home build 1904 – Remains the family home of his son, Henry Edward



Store Expansions

- Store Built in 1904
- Added Back portion – 1910
- Added Bank Inside – 1911
- Railroad stopped – 1947
- Added Grocery Store – 1955
- Added Furniture Store – 1960s
- Added Hardware Store – early 1970s

Braselton Bros. Store Grew!

10/29/14



Braselton High School



BRASELTON HIGH SCHOOL BUILDING BRASELTON

Braselton High School

- Braselton Bros. donated the land and money to build a new high school in 1919.
- Georgia Legislature established the act allowing Braselton the right to have an Independent School System on August 17, 1917.
- Struck by cyclone before it could open. Store also badly damaged.
- Contributions were used to rebuild the school.

Cyclone



Cyclone of 1920 (Back of Store)



State Champions 1930 Braselton Basketeers



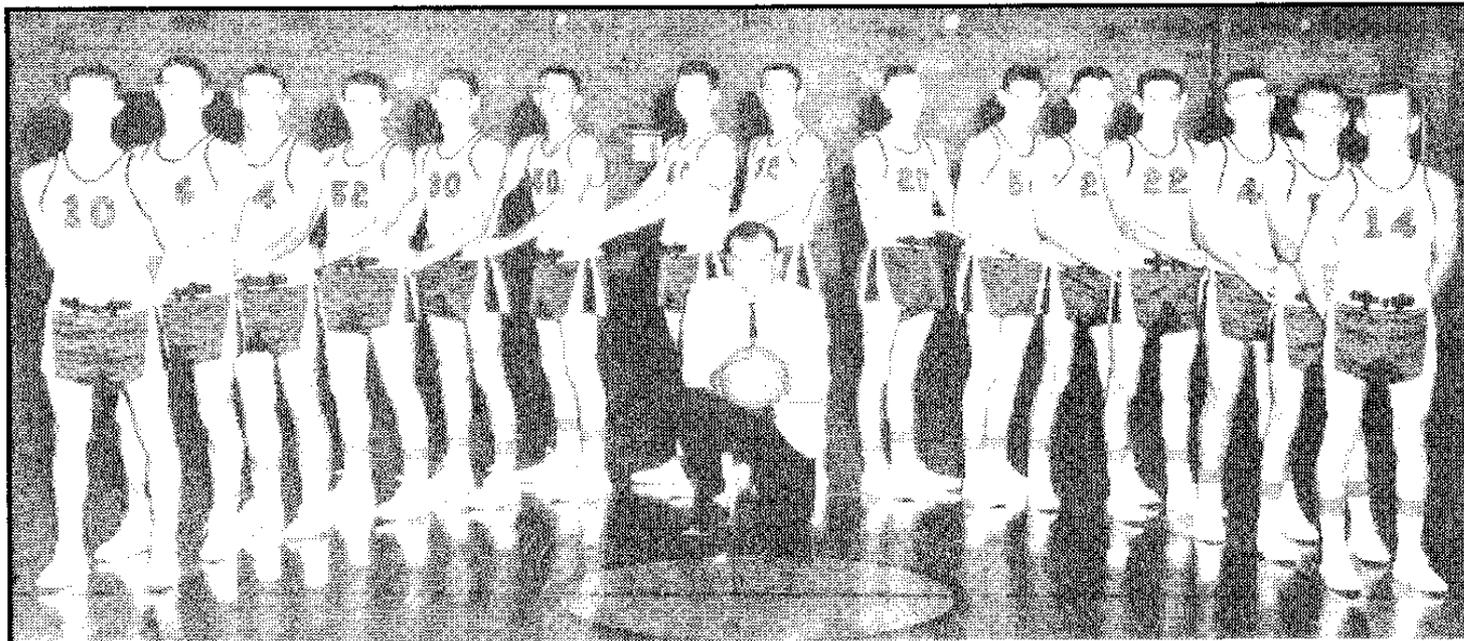
Other Champs

- Before Braselton and Hoschton Schools consolidated to form a new school, there was one more championship. The 1951 State Class C Champs!



Jackson Co. High State Champs

- 1964 State C Champs

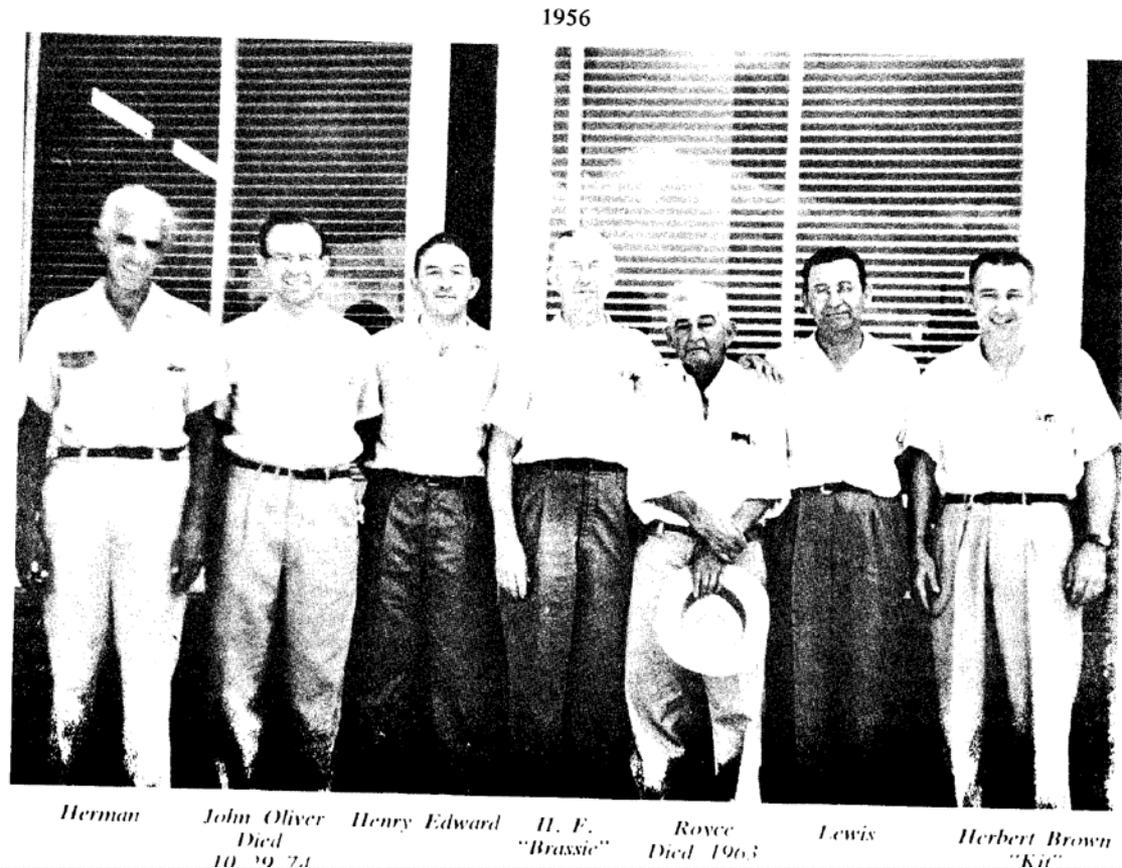


BOYS VARSITY BASKETBALL

Ronnie Hill, Victor Stewart, Pierce Hayes, Larry McNeal, Larry Beck, Robby Boyd, Tony Martin, Jerry Eidson, Gary Langford, Lendgrin Maddox, Jimmy Waters, Bobby Watkins, Michael Banks, David White, Terry Timms, Coach Cooper.

Second Generation

- Herman
- John Oliver, Jr.
- Henry Edward
- Brassie
- Royce, Sr.
- Lewis
- Kit



Braselton Ladies



One More Lady – Nancy who worked for 2 Presidents

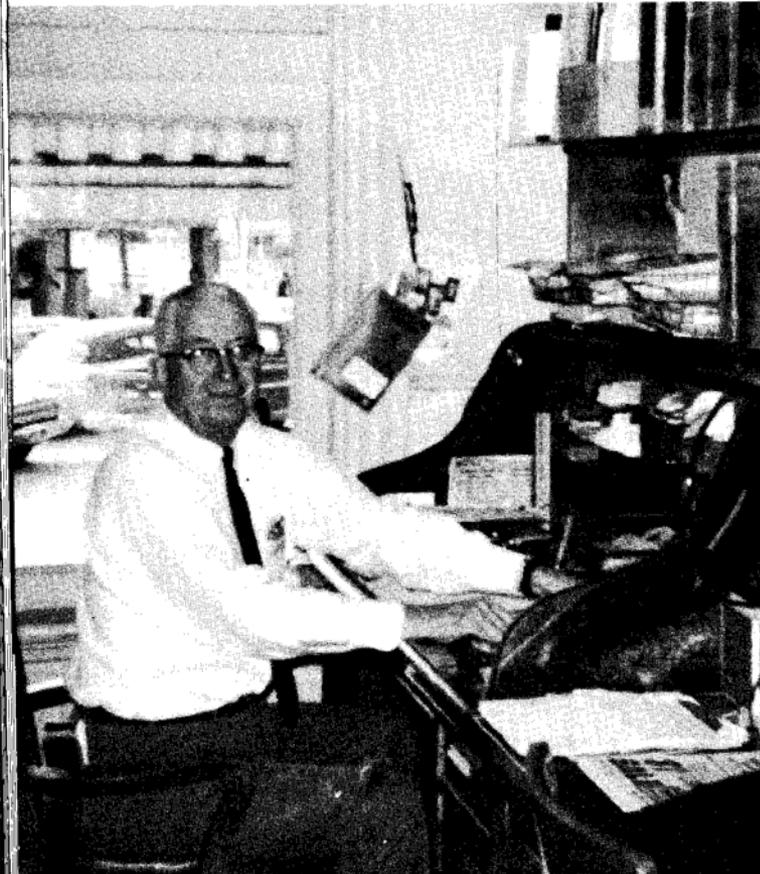


1950s

The Jackson Herald reported on February 7, 1951, “Citizens agree that the understanding and harmony which have marked the triple management of the business through the years have, through the kindly neighbor ness of the brothers, been extended to the entire community. Probably no village in Georgia could more truly be described as ‘one big happy family.’”

BRASELTON- 4-COUNTY BOOSTER

H. F. "Brassie" Braselton



Covering Jackson, Hall
Barrow and Gwinnett
like the Sunshine

In circulation for 12 years
H.F. "Brassie" Braselton –
Editor

Street Names

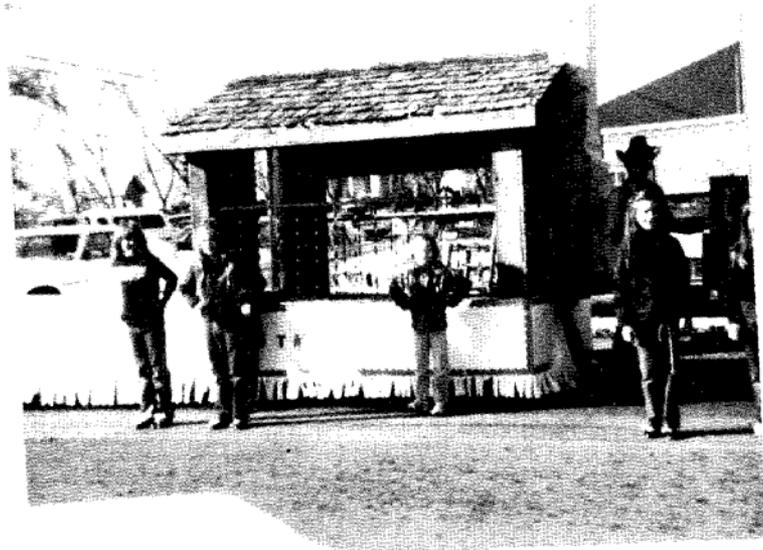
- Harrison St.
- Green St.
- Francis St. – named for a daughter of William Henry who died shortly after her high school graduation
- Davis St. – named for family with oldest home in Braselton
- Jesse Cronin Rd – named for a farmer & land owner
- Lakeshore – so named because the area was once a lake.

Celebrated Anniversary Every Year in November



*CHRISTMAS at BRASELTON BROS.
1924
The "3 B's" gave candy and fruits to customers
for many years.
We celebrate anniversary each year.*

BRASELTON BROTHERS ANNIVERSARY 1981



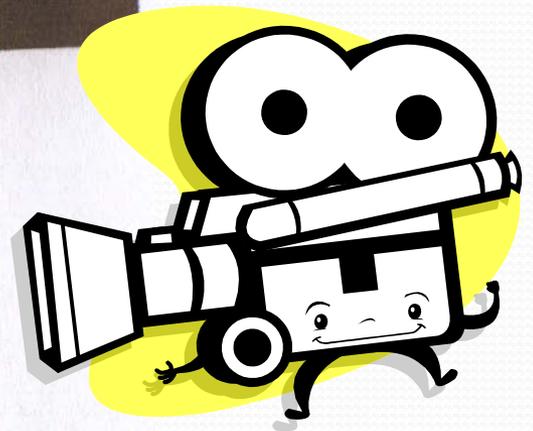
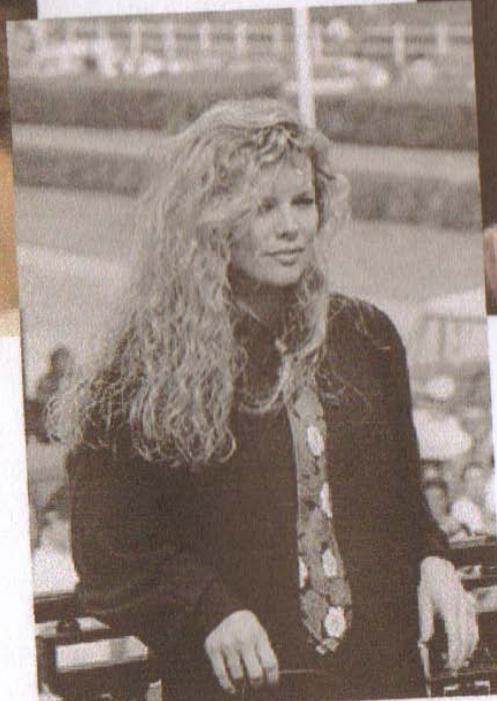
Entertainers, 1981 Store Anniversary



Town for Sale

- 1980 Family voted to sell the Town with the stipulation the name would remain Braselton
- Included the store, Blacksmith Shop, Cotton Gin, Roller Mill, rental houses, Industrial Park and lots of land
- Did not include the 3 beautiful homes built by the 3 Bs
- Remained on the market for almost ten years.
- Raised the price to \$20 million

Actress Buys Town



Wikipedia: Kim Basinger

- Some of her family members recommended that Basinger buy the small town of [Braselton, Georgia](#) in 1989 for \$20 million, with the hopes of establishing it as a tourist attraction with movie studios and a film festival, but she met financial difficulties and sold it in 1993. The town is now owned by developer Wayne Mason. In a 1998 interview with [Barbara Walters](#), Basinger admitted that "nothing good came out of it," because a rift resulted within her family. Her financial difficulties were exacerbated when she pulled out of the controversial film [Boxing Helena](#), resulting in the studio suing and winning an \$8-million judgment against her. Basinger filed for [bankruptcy](#)^[8] and also [appealed](#) the jury's decision to a higher court, which sided with her. Eventually, she and the studio settled for a lesser amount.

Interesting Facts

- In the 1970s *Ripley's Believe It or Not* proclaimed Braselton as the longest running claim of a town with the mayor and most of the Council with the same last name. The claim remained from 1916 to 2002. The claim has never been broken.

Ripley's **Believe It or Not!**



MAYOR J. LEWIS BRASELTON
HAS HELD THAT OFFICE IN BRASELTON, GA., SINCE 1956,
AND THE TOWN CLERK AND ALL THE COUNCILMEN
ARE EITHER BROTHERS OR FIRST COUSINS
SINCE BEING FOUNDED IN 1878 EVERY
MAYOR HAS BEEN A BRASELTON

Another Interesting Fact

- Braselton has never had a citizen elected to a state or national political office.

After Thoughts

- The Future of Braselton must move forward with the reminder of a great foundation assembled by a family who built a legacy.
- We must remember, preserve and build upon this legacy.
- No other town in the world has the same historically significant buildings remaining such as the Grist Mill or one-room Hoosegow. Nor does anyone have the valuable marketing potential that could be developed such as “the town once owned by a famous actress.”