

Special article for the Salisbury Post
Darrell Blackwelder
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L.L. Goodnight and Sons Farm and Feed Store is a real treat to visit. Once you walk in, you can't help but take a few minutes to absorb the myriad farming supplies and tools that have made it a staple for 60 years in the community. From canning jars to horse liniment; it's a place to find almost anything a farmer would need. In a world of big box stores and self service, it is certainly refreshing to have a family owned farm supply store of this nature survive urbanization and shrinking farm lands.

However, survival of a farm supply store reminiscent of the 50's is no fluke. Providing service to their customers with both product knowledge and information is a major strength that keeps customers coming back year after year. Lee and Hilda Goodnight's many years of experience, plus their son Henry's education at NC State University, provide their customers confidence when they purchase a product. Loyal customers know they can bring a weed or pest problem to the Goodnights' for proper identification and proper method of control.

Adapting to the changing needs of the consumer is also a key to their success. Grinding cattle feed for growers was a must for farming neighbors in the 50's. Today's customers demand pre-packaged supplies increased equine population and pets. Increased demands for lawn, garden supplies along with bedding plants have also become a major part of their operation. The Goodnights erected a greenhouse range in 1977 to augment their growing operational requirements. Daughter Sara Brandt handles this aspect of the operation. Grandsons Jacob, Eli and Ben also play an important part of the family operation working in the greenhouse and other duties at the store.

Located in south Rowan area off Saw Road, the farm supply store will be celebrating its 60th year in the business, Saturday, June 14th from 8:00 a.m.-3:00 p.m. The celebration includes antique tractors, petting animals, hotdogs and door

prizes. The South Rowan High School FFA will also be on hand selling homemade ice crême. There will also be educational seminars as part of their celebration. Below is a list of the seminars for the 60th Anniversary Celebration at L.L. Goodnight and Sons store.

- 9:30 a.m.-Heart Attack and Stroke Risks- Shirley Allen RN
- 10:00 a.m.-Eat Smart at Home-Pam Outen
Cooperative Extension, Cabarrus County
- 11:00 a.m.-Canning Secrets/Check Canner Lids-Toi Degree
Cooperative Extension, Rowan County
- 1:00 p.m.-Bugs Beware-Darrell Blackwelder, Cooperative
Extension, Rowan County
- 2:00 p.m.-Fertilizer Know How-David Goforth, Cooperative
Extension, Cabarrus County

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