

Mast General Store products close to heart

Photos by Erin Mizelle for The Chronicle

Mast General Store is in the old Brown-Rogers-Dixon building, which dates back to 1928. The company took two years to refurbish the old building to capture a 1920s look.

Downtown Winston-Salem store is open

BY DONNA ROGERS
THE CHRONICLE

If a visitor entered Mast General Store, 516 North Trade St., while singing "A Few of My Favorite Things," it would be appropriate. In fact, some of the sales people might join in singing the song.

The store, which opened Wednesday, May 6, offers various Southern staples, such as Moonpies packaged with RC Cola, grits, jams, jellies and preserves. It offers popcorn popped fresh in an old-fashioned popper. It also offers cast iron skillets and paraphernalia from Wake Forest University, the University of North Carolina at Chapel Hill and N.C. State University. Food products come from Winston-Salem and other areas that have Mast General Stores.

Fred Martin, president of the company, which is owned by workers via an employee stock-ownership plan, said Mast General Store uses more than 3,500 vendors.

Some of the main attractions of

the store are its old-fashioned candy in barrels and its toys. The company says it carries 500 old-fashioned favorite candies. All the toys it carries do not have batteries, except one. The store also carries vintage children's books and stuffed animals as well as old-fashioned signs, such as one that says "Cheerwine."

The Winston-Salem Mast General Store also carries traditional fashions, rugged outdoor gear and outerwear, travel clothing, hiking and casual footwear, home décor and country gourmet foods.

Prices vary according to the items. For instance, jams, preserves and jellies start at about \$5 while the clothing starts higher. The candy is sold by the pound: \$7.99 for one.

Mast General Store said in a news release that Zach Lail, the general manager of the Winston-Salem store, is making sure that staff members will be ambassadors of the downtown area, in addition to being knowledgeable about the goods in the store. His

staff of 35 includes four employees who moved to the city from other Mast Stores to be a part of the store.

The store is in the old Brown-Rogers-Dixon building, which dates back to 1928. Brown-Rogers-Dixon sold farm equipment, including tractors, seed and household hardware.

John Cooper, chairman of the board, said last week that his company is a slow-growth company that takes its time to research where it will open a store. He said the company wants to be invited to areas and was invited to look at Winston-Salem. It started the process in 2006.

"We want to be wanted in a community," Cooper said.

Grand opening festivities are scheduled for Friday through Sunday, May 15-17. Winston-Salem store hours are Monday-Wednesday, 10 a.m.- 6 p.m.; Thursday-Saturday, 10 a.m.-8 p.m.; and Sunday, noon-6 p.m. The phone number is 336-727-2015. To find out more, visit www.MastStore.com.



One of the main attractions of the store is its old-fashioned candy in barrels. The company says it carries 500 old-fashioned favorite candies.



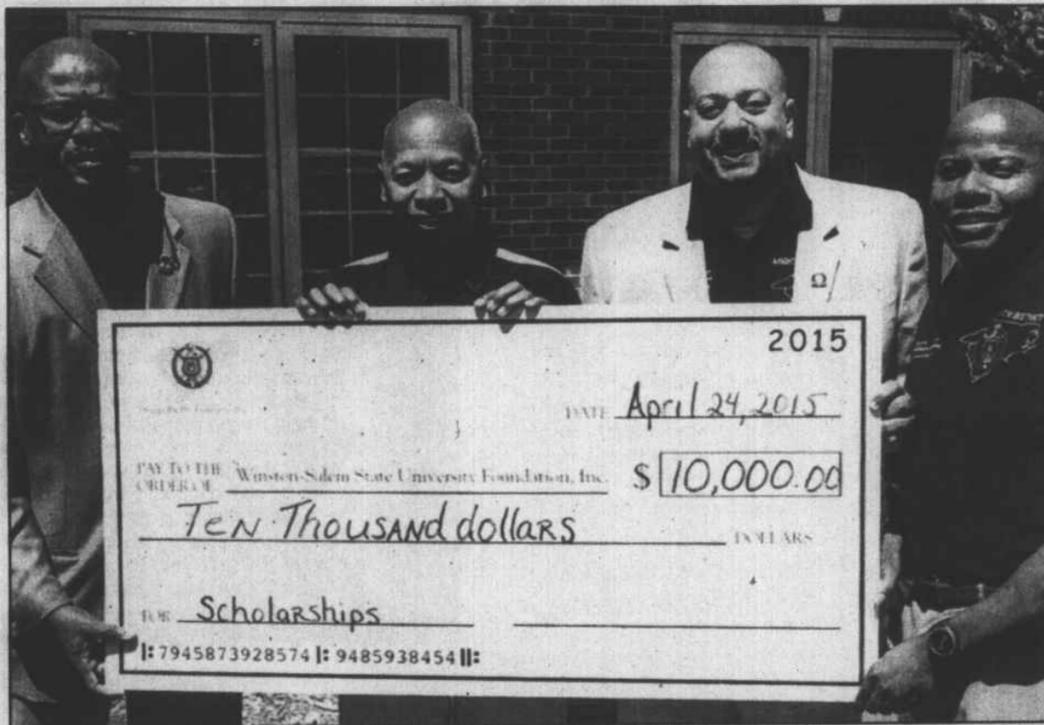
Mast General Store offers Southern staples, including Moon Pies and RC Cola.



Children's books include the "Dick and Jane" series from decades ago.



John Cooper, chairman of the board of Mast General Store, and his wife, Faye, speak to reporters during a sneak peak of the store on Friday, May 1. They bought the original Mast General Store in and refurbished it and grew the company to the ?? stores it has today.



Omega Psi Phi Grand Basileus Tony Knox Sr.; Winston Salem State University Chancellor Dr. Elwood Robinson; Sixth District Representative Brother Brian O. Beverly, Esquire; and Omega Psi Phi Chief of Staff Victor L. Bruinton show the amount of money Sixth District of Omega Psi Phi Fraternity Inc. donated to the WSSU General Scholarship Fund.

Omega Psi Phi donates \$10,000 to WSSU

SPECIAL TO THE CHRONICLE

The Sixth District of Omega Psi Phi Fraternity Inc. donated \$10,000 to the General Scholarship Fund of Winston Salem State University on Sunday, April 26, during the Sixth District's 70th annual meeting, Brother Brian O. Beverly, Esquire, announced.

"During every annual meeting, we raise money for a community partner and the District will match funds raised up to \$5,000," said 39th Sixth District Representative Brother Beverly. Brother Dr. Elwood Robinson, Chancellor of Winston Salem State, received the check from the fraternity.

The Sixth District of Omega Psi Phi Fraternity Inc. is comprised of all graduate and undergraduate chapters in North

Carolina and South Carolina.

Omega Psi Phi Fraternity Inc. is the oldest black Greek Letter fraternity founded at a historically black college or university. Worldwide, the fraternity has over 700 chapters throughout the United States, Bermuda, Bahamas, Virgin Islands, Korea, Japan, Liberia, Germany, Kuwait and the United Kingdom.

Omega Psi Phi Fraternity Inc. was founded in 1911 at Howard University in Washington, D.C. Some famous Omega men with ties to the Sixth District are: the Rev. Jesse Jackson, Dr. Charles R. Drew, Dr. Ernest E. Just, Michael Jordan, Honorable Mathew J. Perry, Honorable H. Carl Moultrie, U.S. Rep. James Clyburn, Dr. C. Tyrone Gilmore Sr., and the current Grand Basileus, Antonio F. Knox.

"During every annual meeting, we raise money for a community partner and the District will match funds raised up to \$5,000,"

- Brian O. Beverly

MAY IS NATIONAL STROKE AWARENESS MONTH
STOP Stroke • Act F.A.S.T. • Spread HOPE

Know the signs of a Stroke. If someone you know is having a stroke act F.A.S.T. and call 911 immediately!

Stroke — there's treatment if you act FAST.

Face — Face look uneven?
Arm — One arm hanging down?
Speech — Slurred speech?
Time — Call 911 NOW!

Forsyth County Department of Public Health
Promoting Health, Improving Lives
Call 336-703-3100 for more information

YOU can make a difference in the life of a child.

Foster or Adopt Today!
Become a resource parent for a child in need of a safe and loving home

1-800-632-1400
www.chsnc.org

Children's Home Society is looking for loving adoptive and foster homes for the thousands of children in North Carolina who desperately need a family to call their own. Waiting children represent all ages and races and are in need of resource families due to abuse or neglect. Please consider opening your home to children older than 5, sibling groups, and children with special needs.