

THE WAYNESVILLE MOUNTAINEER

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WAYNESVILLE, N. C., THURSDAY, SEPTEMBER 30, 1937

\$1.50 IN ADVANCE IN COUNTY

Massie's Dept. Store Starts 10th Year

Store Opened Here
in 1928. Is Modern
With Large Stocks

Basement Added By
Firm Several Years Ago Is
Proving Popular

September 28, 1928, Massie's
Department Store opened their doors
to the public.
They began their tenth anniversary
celebration with four times as much
merchandise as they had in 1928.
Hugh Massie and his sister, Mrs.
C. J. Reece, in the booming
summer of 1928, decided
to open a department store bearing
their name. So they leased a Main
street building from Clyde H. Ray,
for a five-year period.

Massie and Mrs. Reece formed
a partnership and bought their
first store to fill the store building
with a floor space of 3,750 square
feet. Their sole assistant at the
time was their sister, Miss Marguerite
Massie, who is still with the firm.
Ten months after the store opened,
L. Dean joined the sales force
as a man and window trimmer. He
holds that place with the firm.

During the market crash of 1929,
the depression of 1930 and the
long years, the firm made pro-
gress. Both the owners devoted their
time to the business, and by care-
ful buying and selling on a close
margin were able to maintain a large
stock of merchandise in every one
of the numerous departments.

In 1933, a business proposi-
tion presented itself, and the firm
acquired the two adjoining buildings.
The newly acquired property was not
fit for a department store, so
extensive remodeling and repair-
work had to be done.

Several months were spent by con-
sultants in getting the building ready
for occupancy. No efforts were spared
in getting the new home of Massie's
Department Store as modern as pos-
sible. No detail was overlooked, and
throughout the building period, every
attention was given to the future.
On May 4, 1933, the firm opened
business in its new home.

This was the first major step towards
the new business.
Stores of every nature were in-
vited. All being of the latest type
design.

A minor scheme was used to show
the merchandise to the best ad-
vantage.

Instead of the former narrow front,
the new home had a wide lobby, with
large windows designed along the
sides.

The front was inviting, and af-
forded adequate light for the interior
store. A solid back of win-
dows to the rear of the store gave
building ample ventilation as well
as natural light. No artificial lights
were used in the day time on the first
floor because of the well-planned ar-
rangements of windows.

The new building gave a floor space
of 10,000 square feet.

Under the shoe department, in the
basement, was built an office, while dress-
rooms and comfort rooms occu-
pied the other rear corner of the
building.

The new building is 42½ feet wide
and 100 feet long.

A noticeable feature of the build-
ing is the high, and well lighted ceil-
ing.

Later, an increase in busi-
ness necessitated the construction
of a basement department, which
takes all work clothing and
household goods from the first floor and
carries larger stocks of the better
class.

The basement was excavated, and
filled with the same floor space as
the first floor, which gives a total of
20,000 square feet.

Reflecting lights make the
basement almost like day-
light, and special airducts keep the
temperature constantly moving.

At the time the basement was com-
pleted, a separate room was built for
the coal supply. This fire-
proof room eliminates dust and smoke
from the boiler room from entering
the remainder of the building.

The new boiler room was
equipped with a special blower-type heating
system. The heat is
carried down by large elec-
tric ducts, and in this way the tem-
perature of the building is kept at an
even point.

Entering the store, a customer
has a direct view of the entire first
floor at a glance. The tables and
chairs are arranged to give a
(Continued on back page)

GENERAL MANAGER



W. HUGH MASSIE

is active general manager of the
department store which bears his
name. Besides being general man-
ager, he gives personal supervision to
the men's clothing department.

Hugh Massie Has Been In Mercantile Business Long Time

By Hilda Way Gwyn

There is no business firm on Main
street that gives a more progressive
and more modern appearance than
Massie's Department Store. It could
be located on any city block with
credit to its owners.

Established by Hugh Massie and
his sister, Mrs. C. J. Reece, the former
Miss Nora Massie, in 1928, it has
experienced a remarkable growth dur-
ing years when many firms that had
the prestige of former success have
had difficulty in surviving the stormy
weather of the depression.

To many persons the fact that
Hugh Massie, the present head of the
business, has been a merchant for
around thirty years, is rather a start-
ling statement, considering his age.
The truth of the matter is that Hugh
started his selling career when not
much more than five years old.

But then that is traveling too fast,
for the success of Massie's Depart-
ment Store will best be understood by
a complete picture of its background,
for like so many cases, the influences
not now observed in the present, are
still felt in the upbuilding of the busi-
ness.

Mrs. Reece and her brother, Mr.
Massie, are the children of the late
T. N. Massie, veteran merchant of
this section. Mr. Massie first had a
small country store at Cruso. It was
before the good roads covered the
county and his store was an important
factor in the life of this more or less
isolated community. He continued
this business for nearly ten years.

Thirty-three years ago Mr. Massie
moved to Waynesville and established
what is known as the Felmet store
in East Waynesville, afterwards sell-
ing to D. B. Felmet.

Around twenty-three years ago, he
built and operated a store near the
Southern Railway station. When his
son Guy Massie volunteered his ser-
vices in the World War, he sold his
business to the late Claude Haynes,
and bought a half interest in the Med-
ford Furniture store and moved to
Main street. Shortly after he bought
out the Medford interests and the
firm was known as the Massie Furni-
ture Company.

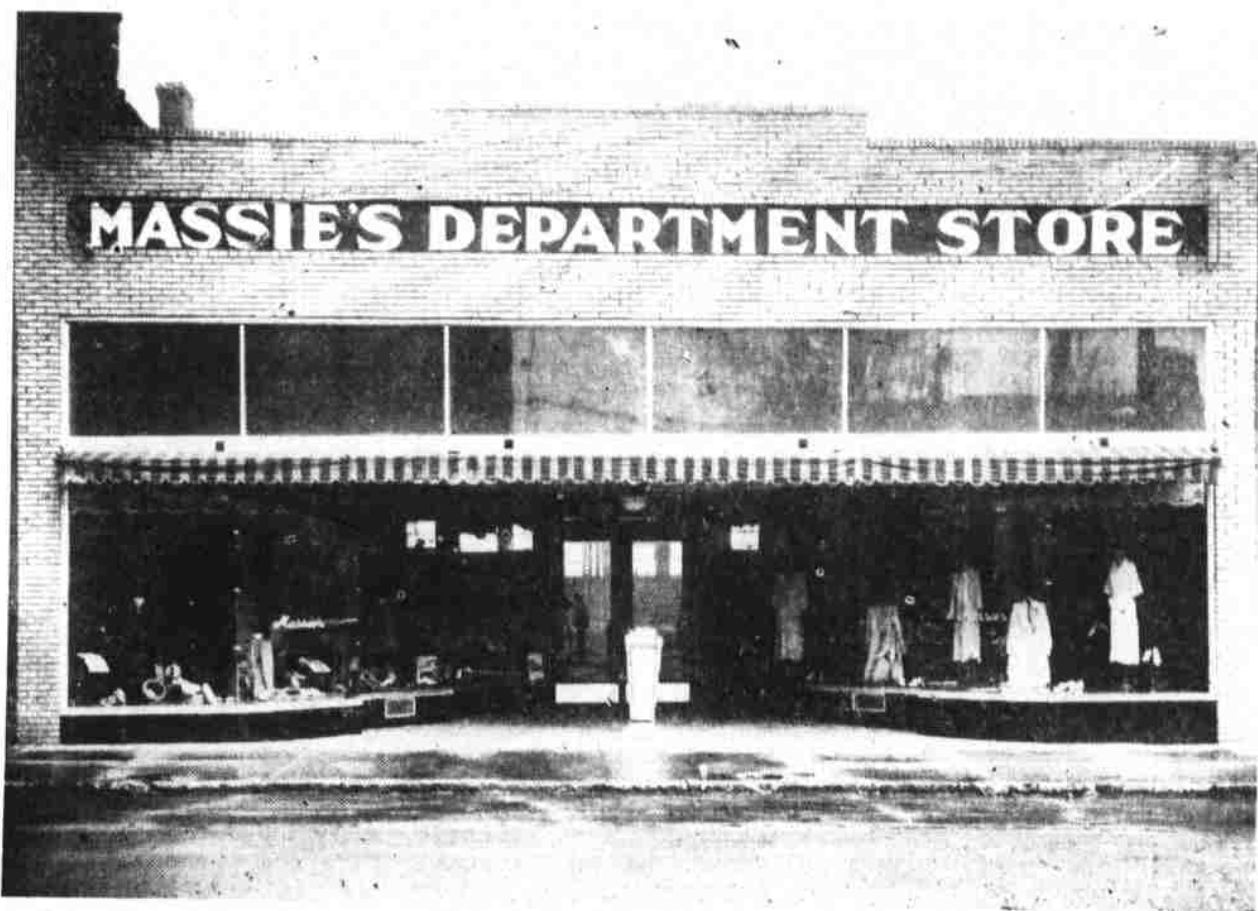
All of which has much bearing on
the success of Massie's Department
Store. In the place at Cruso and later
in the stores in Waynesville, the chil-
dren of Mr. Massie received training
through actual experience in the art
of meeting and selling the public.

In East Waynesville, Hugh Massie
started in when a very small boy,
keeping the store during the noon
hour and often on rush days, and at
meal time. He learned how to con-
tact people in a business way, and in
a friendly manner sell to them and
keep them satisfied customers. His
gift for this was developed from
childhood.

Mrs. Reece, also received a thor-
ough training along this line, and she
had had several years experience in
a large department store, before she
and her brother formed a partnership.

In 1924 Hugh Massie bought an in-
terest in the Massie Furniture store,
which connection he maintained until
1928, when he sold his interest to his
(Continued on back page)

The Home Of A Progressive Firm



This photograph gives some idea of the size and front of Massie's Department Store. This new build-
ing was occupied in May, 1933. The large front display windows, are the subject of much comment. The entire
back of the store above the ledges, is a solid mass of windows, affording adequate ventilation and light. The
display windows are trimmed at the bottom with black glass, while the polished chromium was used around
the glass. The floor of the lobby is of checkered cement, which gives the effect of tile.

FIRM PARTNER



C. J. REECE

for the past 3 years has taken
the place of Mrs. Nora Massie Reece
in the business, and retains a half
interest in the firm. He has devoted
his full time to the store for the past
3 years.

C. J. Reece Has Been With Store For Past 3 Years

Three years ago, C. J. Reece gave
(Continued on back page)

1928

1937

AS WE ENTER THE TENTH YEAR of our
business in Waynesville, we are brought to
realize the "shortness" of nine years of serving this com-
munity.

During this time we have sold merchandise to thous-
ands of citizens of Haywood and adjoining counties, and in
every instance we have made a special effort to make a
satisfied customer.

We have bought our merchandise with extreme care.
We have considered our customer's needs, always, yet never
substituting quality for a price.

In the following pages, we have set forth a few of our
many items which are carried in our modern store. We
ask that you note the large number of nationally advertised
lines that we carry.

We sincerely appreciate the patronage given us, and
now that we have started our tenth year, we have deter-
mined that it shall mark a year of savings for you.

MASSIE'S DEPARTMENT STORE

WAYNESVILLE N. C.