

Hugh Massie Has Been In Mercantile Business Long Time

(Continued from page one) —brother Francis Massie, who is still with the firm.

With all their friends and associates discouraging them and with every warning about the great depression that was casting its shadow with such foreboding darkness over business in general, Hugh Massie and his sister, Mrs. Reece, rented the store owned and now occupied by Clyde H. Ray, and Massie's Department Store opened its doors to the public.

At this place they did business for

about five years. They then bought the present location, completely remodeled the building according to their requirements, and have for four years been steadily growing and expanding.

They started with three clerks counting themselves, and in two months it was necessary to take on two additional ones. The firm now employs eight clerks.

Three years ago Mrs. Reece retired from active participation in the business and turned her interest over to her husband, C. J. Reece, who prior to that time had been a special agent of the Jefferson Standard Life Insurance Company.

While in actual count since its establishment Massie's Department Store is entering its tenth year of suc-

SALES-LADY



MRS. LOUIE SILER has been connected with Massie's Department Store for the past year. She is a sales lady in the bargain basement.

C. J. Reece Joined Firm 3 Years Ago

(Continued from page one) —up his work as district representative of the Jefferson Standard Life Insurance Company, to enter into the department store which Mrs. Reece and her brother had started six years before.

Mrs. Reece retired from the business, and Mr. Reece took over her interest, as partner in the firm.

Mr. Reece is a native of Haywood county. He was born and reared near Cruso.

In the firm, Mr. Reece has active charge of the bargain basement, and does the buying for that department which has become a popular trading center.

His hobby is hunting and fishing, and very seldom during the course of a season is there anyone who brings back more game than he.

Successful and profitable business, it is in reality much older.

It stands today as a monument not only to the son and daughter who with keen business ability, and courtesy and fairness that have inspired the public with confidence, but also to the father and the mother whose thrift and vision, they were able to impress upon their children, who in turn inherited the talent for salesmanship.

Store Opened Here In 1928. Is Modern

(Continued from page 1)

counters are arranged so that no view is obstructed. On the immediate right is the department for women's hose, while notions fill the corner where the piece goods shelving begins.

In front of the piece goods counter are stools, where tables with piece goods are conveniently placed nearby. The pattern department is just a few feet away and has ample space around which women may look at the offerings.

The ready-to-wear department occupies the entire right half of the store from the piece goods department back.

The shoe department for better shoes takes up space across the rear

of the building. Four rows of shelving provides space for many hundreds of pairs of shoes.

The men's side has special hat and coat racks, as well as modern hangers for holding odd trousers. The shirt department occupies the front of the side, while accessories are placed on display counters throughout the side. The stairway to the bargain basement is in the center of the building.

The management of the firm has a head of every department, although each salesperson is trained to assist in any department at all times.

Mr. Massie devotes his time as general manager, and looks after the men's clothing and furnishings department.

Mrs. Reece has retired from the store, but Mr. Reece has taken her place as co-owner.

D. L. Dean is in charge of the shoe department, and also has charge of

trimming the windows.

Miss Marguerite Massie is general saleslady and looks after the hat, underwear and sweater department.

Mrs. Dave Russell, has been with the firm five years, and is in charge of the piece goods section.

Mrs. Roy Campbell, for the past three years has had charge of the ready-to-wear department. She also trims the windows of the women's apparel.

Miss Alice Stringfield has charge of the office work.

Mrs. Louie Siler is a saleslady in the bargain basement. She has been on the staff about a year ago.

Sambo Smith takes pride in his record of service, and has been as a janitor. For several years he has been making the store shine.

★—Our 10th Year will mark a year of Savings for you.



D. L. DEAN

MY SPECIAL TO YOU FOR Friday & Saturday (Oct. 1st and 2nd Only) I WILL GIVE One Pair FULL FASHIONED SILK HOSE

To Every Woman Who Buys A Pair of Shoes of \$2.95 or More.

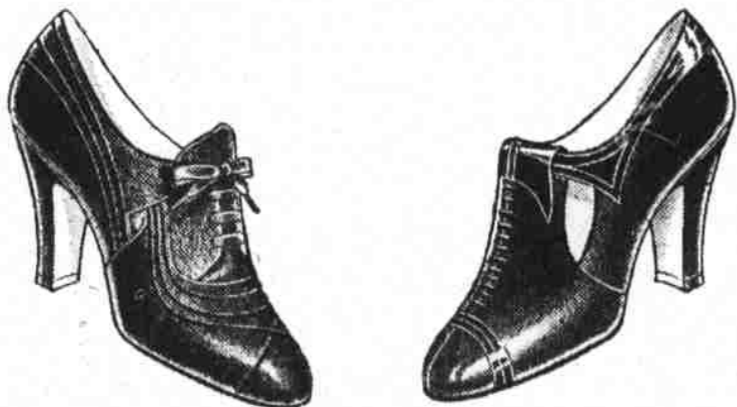
To The Men

I Will Give A Pair of Silk Socks With The Purchase Of A PAIR OF SHOES

Massie's Dept. Store

★—Our 10th Year will mark a year of Savings for you.

VITALITY SHOES For STYLE and COMFORT



Brown Suede with Brown Kid Piping | Black Suede with Black Kid Trim.



Brown Suede Oxford

Let us fit your foot in one of these nationally advertised VITALITY SHOES—and you will be happy

\$6.00 and \$7.75

Massie's Dept. Store

★—Our 10th Year will mark a year of Savings for you.

OFFICIAL SCOUT Shoes for Girls



Official Scout Shoes give more walking comfort, wear longer and cost less per year. Be sure your next pair are Official Scout Shoes.

And That You Buy Them At

MASSIE'S Dept. Store

★—Our 10th Year will mark a year of Savings for you.



THE Smooth Action

OF HEEL LATCH SHOES ADDS A Thrill TO CRISP FALL DAYS



Any day is a thrill when you wear Heel Latch shoes! Being on your feet is pleasure... not punishment. Answer the urge of crisp Fall days to go places and do things... at the height of fashion and in sublime comfort. It's a thrill magnified. It comes from snugly fitted heels, gently supported arches, flexed and exercised metatarsals... Heel Latch shoes.

AS SEEN IN VOGUE AND GOOD HOUSEKEEPING

HEEL LATCH SHOES are made by the makers of Vitality Shoes, and come in multi colors—Brown, Green, Grey, Black and Blue—Suede, also Black and Brown Kid—AAAA to C widths all one price—

\$4.95

Slip your foot into a pair of these Shoes today and feel the Difference!

Other New Fall Oxfords and Dress Shoes in Suede, Kid and Multi Colors— **\$2.95 & \$3.95**

MASSIE'S DEPT. STORE

STAR BRAND MASSIE'S SHOES FOR THE WHOLE FAMILY DEPT. STORE

Those Famous Star Brand Boots for Men, Priced— **\$4.95 to \$9.95**
20 inch Boys Boots \$1.98 to \$4.95
A Complete Line Of Work Shoes From... **\$1.98 to \$5.95**