



633. Jackson County was preparing for a week long celebration of its 1951 centennial in this view from that year. Parked cars on the left-hand side of the street are facing the Courthouse, as two-way traffic would continue on the thoroughfare for another five years. – Photo courtesy of The Sylva Herald



581. Massie's Furniture Co. occupied the current Sassy Frass location on the corner of Main and Spring streets for some 81 years, from

1932 until 2013. It was initially operated by T.N. Massie and Leon Sutton. Jeannette Hensley purchased the store in 1970 and operated it until she retired in late 2013 and the store closed. – Courtesy of Jeannette Hensley



563. The Sylva Herald, Jackson County's oldest newspaper, is pictured here in 1956. Other businesses visible include Rexall drug store Elsie's, a dress shop owned and operated by Elsie Massie that occupied the ground floor of what

was at that time the McGuire building, and the McGuire dental offices were upstairs. That building was once three full stories, with a large meeting room on the third floor, but a portion of the top story collapsed after a heavy snow in 1960. Herald owner Jim Gray purchased the McGuire building in 1997. The building on the right is David Schulman's Downtowner Building, which once housed Winn-Dixie, Sylva Pharmacy and The Bookstore and now is home to Carpenter & Guy Law Office. – Courtesy of Special Collections, Hunter Library, Western Carolina University



543. The Sylva Herald building had a different look in 1941 when Dan Allison's auto and appliance business was located in the McGuire Building. After Allison's

moved down Main Street in the late 1940s (Lulu's on Main is there now), downstairs' tenants included Elsie Massie's dress shop, which closed in 1980. When the dress shop moved out, the McGuires moved their dental offices down from the upper stories into the first-floor offices, where they stayed for about a decade until completion of their current building on King Street. Lawyers' offices then occupied that space until the newspaper expanded its operations from the building next door in 1997. Allison's employees in the top photo include Lonnie Jones, driver, and Earl Norton. – Courtesy of Daniel Allison



539. This Main Street view dates from the 1920s. The buildings that now house the Sylva Herald are the first two visible on the left. At that time the first building was

Tuckasegee Motors, a Willys-Knight/Overland dealership, and the second was the McGuire dental offices. Buildings on the right hand side of the street in the top photo include Sylva Supply Co. (now The Farmhouse Mercantile & Coffee Bar), as well as those that housed Jackson Hardware (now Cullowhee River Club) and The Paris (now The Mountain Laurel Shop). – Courtesy of The Sylva Herald



(Inside parking lot) This photo shows Army recruits gathered in front of the old Ritz Theater (once

located in Sylva's Main Street municipal parking lot) departing Sylva on Sept. 3, 1942, for World War II. – Courtesy of Nancy Buchanan

HISTORIC
HERITAGE WALK

Main Street Sylva Association
Jackson County Chamber of Commerce
Sponsored in part by Denissa & David Schulman
The Sylva Herald
The Jackson County
Tourism Development Authority
presents

**A Guide to the
Historic Photos
of Downtown
Sylva, North Carolina**

Circa 1925

Welcome to the downtown Sylva Heritage Walk, a photographic journey through Main Street's past. Presented by The Sylva Herald and Main Street Sylva Association (formerly Downtown Sylva Association) and sponsored by David and Denissa Schulman, the Heritage Walk is a series of historic images mounted on shops and buildings. This brochure provides information about the photos.

Visitors may start their Heritage Walk at any point along Main Street; however, for those who prefer to walk a loop, this brochure is arranged in order from the east end of Main Street, where ample parking is available.

CROSS MAIN STREET AND BEGIN WALKING TOWARD THE COURTHOUSE ON THE HILL.



482. J.S. Higdon's Ford garage was located on Main Street in the building that housed Western Auto for years and where End of Main is now.

Higdon, a blacksmith, was the first car dealer west of Asheville and also the town's first mechanic. To boost car sales in 1914, he drove a Model T up the Courthouse steps. – Courtesy of Betty Foxx



486. A Western Carolina University homecoming parade is taking place in this 1950 view of the east end of Main Street. According to

The Sylva Herald, "the marching musicians from Western Carolina Teachers College" were followed by the car of WCTC President Paul Reid and Sylva Mayor Hugh Monteith. – Courtesy of Special Collections, Hunter Library, Western Carolina University



492. Sossamon's Furniture Co., here in the 1940s, was owned by Boyd Sossamon, and once occupied most of the old Carolina Hotel building. Sossamon first moved a few doors west (currently vacant location) around 1990 and then to Mill Street before closing around 1998. The 40-room hotel, which was originally called the New Jackson, was built by J.S. Higdon. – Courtesy of The Sylva Herald



506. This Main Street view dates from the 1920s. The buildings that now house the Sylva Herald are the first two visible on the left, but at that time the first

building was Tuckasegee Motors, a Willys-Knight/Overland dealership, and the second was the McGuire dental offices. Buildings on the right hand side of the street include Sylva Supply Co. (now The Farmhouse Mercantile & Coffee Bar), as well as those that housed Jackson Hardware (now Cullowhee River Club) and the Paris (now The Mountain Laurel Shop). – George Sherrill photo courtesy of Ann Melton

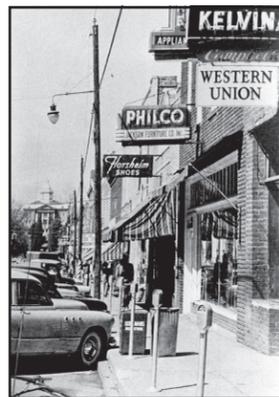


512. Main Street's east end was undergoing sidewalk construction in 1971. Businesses operating at that time included,

from left, Campbell Electric Co., owned by Claude Campbell, which moved to Schulman Street in 1975 (current Mountain Projects) and closed in 1991; David Parker's Blue Ribbon Shoe Store; Thrift-tee Discount; Home Credit; Sossamon Furniture; and Western Auto, which was then owned by Ed Wilson and closed in 1989. Businesses in those buildings now are Livingston's Photo (Campbell's and Blue Ribbon); Balsam Falls Brewing Co (Thrift-tee Discount, which before was Karp's and after was Jay-Gee's, Annie's and Mainstreet Bakery), Lucky's Men's Haircuts (Home Credit); Currently vacant (Sossamon's); The Cut Cocktail Lounge and End of Main (Western Auto). – Courtesy of The Sylva Herald



518. David Schulman's clothing store, David's, was located in the former Campbell Electric Co. and Blue Ribbon Shoe buildings from the mid-1970s through about 1990. – Courtesy of David Schulman



526. Looking west down Main Street during the mid-1950s, downtown shops across from The Sylva Herald offices included Jackson Furniture, right, and Schulman's Department Store. At that time there was still two-way traffic on the street; the current one-way traffic pattern did not begin until July 1956. The Jackson Furniture building later housed Livingston's Photo for around three decades and

is still part of Livingston Kelley's photo and framing operation. First Penumbra Gallery and now Harry Alter Books moved into the former Schulman's location. – Courtesy of The Sylva Herald



528. Inside Schulman's Department Store during the 1940s are, from left, Bennie Reese Sr., a traveling salesman, Sol Schulman and Lucy Bumgarner. Schulman opened the store in this location on Jan. 4, 1933, and celebrated his 90th birthday in the store in March 2002 after almost 70 years in business. Sol Schulman died in November 2003. – Courtesy of David Schulman

Sol Schulman, center, and his sons, David, left, and Herbert, were all Main Street merchants at one time. Sol Schulman opened his store (now Harry Alter, Books) in 1933 and remained in business for 69 years. David Schulman operated his store, David's, from the mid-1970s until about 1990 in what is now Livingston's Photo. Herbert Schulman's Another World was open in the mid-1980s in part of what's now the Lazy Hiker/Mad Batter. – Courtesy of David Schulman



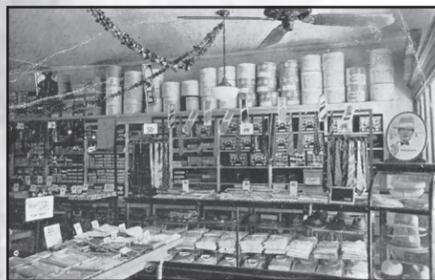
530. Grocery stores were once a fixture on Sylva's Main Street. The Great Atlantic and Pacific Tea Company (A&P) opened around 1926 and is believed to have been first

located in the Carolina Hotel Building (the building that now houses several businesses including Lucky's Men's Haircuts), before moving into this building, where it was located for almost 30 years. The man in the center is T. Walter Ashe, who worked at the store for a year around 1930. The A&P moved to the east end of town, where Fine Things Furniture Store is now, in 1956, and then to a much-larger building at Sylva Plaza in 1978. The store closed in January 1998 after more than seven decades in Sylva. Other Main Street grocery stores included Winn Dixie, which operated in town from around 1940 until 1963 and Sylva Supply Co., which sold groceries for the first half of the 20th Century. – Courtesy of Ray Ashe



536. In this image from a late 1940s Sylva Christmas parade, the trees in front of the Courthouse are still small, Belk's is in the present

The Mountain Laurel Shop location, and the A&P is still across from what was then Allison's and is now The Sylva Herald. Other businesses visible include Sylva Supply Co. and Hale's Dress Shop. – Courtesy of Special Collections, Hunter Library, Western Carolina University



546. The Paris, a clothing establishment that was part of Sylva's downtown for about a dozen years beginning

in 1917, is decorated for Christmas in this image, which is from a postcard with the inscription "The Paris, Your Department Store – Use It, Sylva, N.C." The Paris was actually located next door in the building at 552 W. Main. – Courtesy of Steve Cory

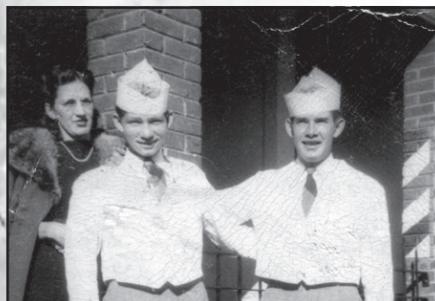


600. Sylva Pharmacy, operated by Gilbert Bess, was once located on Main Street in the building that now houses Hollifield Jewelers. The stairway to the right went upstairs to the law offices of E.P. Stillwell Sr. and David Stillwell. Main Street was still unpaved when this photo was taken in the early 1920s. – Courtesy of June Bess Anderson



610. Believed to date from the mid-1950s, this photograph shows five Clayton boys getting haircuts at Hedden's Barber Shop, where Snake Song is now. The sons of

Terrell (seated at left) and Gertrude (right, holding Neal) Clayton, the other boys include Joe, Bruce, Dickie, and Ned. The barbers are, from left, Wimpy Hyatt, Weaver Hurst, Dillard Robinson and Jeff Hedden. – Courtesy of Marion Jones



612. In front of Velt's Cafe (now Lucy in the Rye) in 1950 are, from left, Nancy Canipe, Hugh Moon and Bill Childers. Moon was night manager

at the cafe at the time. Velt Wilson bought the building and opened his cafe there in the 1930s and ran the business until 1957. A series of owners operated restaurants there, mostly under the Velt's name, until Stovall's 5 & 10 expanded into the building in the late 1960s. Hooper's Drug Store occupied the space into the 1980s, and Lulu's opened there in 1989. – Courtesy of Hugh Moon



552. Belk department store operated in this location from 1943 until 1953, when the store moved to the west end of Main Street in the building that is currently vacant. Herbert Landis, for whom Landis Street is named, managed the store from 1943 until 1971 when he was succeeded in that post by his

son-in-law, Lloyd Cowan. – Courtesy of Belk Co.



556. Downtown Sylva was crowded during the 1951 Jackson County Centennial parade. Area residents were encouraged to wear period dress during the

week long celebration. Businesses visible include, from left, Eagle's 5 & 10 in the old Jackson Hardware building (now Cullowhee River Club), Belk in the former Paris location (now The Mountain Laurel Shop), and Hale's Store for Women (now Baxley's Chocolates). – Courtesy of Special Collections, Hunter Library, Western Carolina University



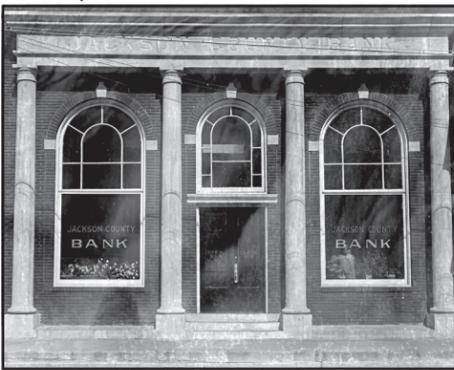
564. Thought to date from the late 1950s, the photo shows The Leader, a clothing store once operated on Main Street by Ben Lessing. Hal Dennis, who opened

Dennis Men's Store next door in 1965 in the space once occupied by Frank Frick's men's clothing store, expanded into the Leader space with his Ladies Store after The Leader closed. The building is now home to Black Balsam Outdoors. – Courtesy of The Sylva Herald



620. Stovall's 5 & 10, operated by first Dewey and then Raymon Stovall, was a fixture on Main Street for more than three decades. Dewey opened

the store in the 1930s, and Raymon bought it around 1946 when he arrived in Sylva. Stovall's was first located where the Friends of the Library's Used Bookstore is now; Raymon Stovall purchased the old Farmers Federation Building (now Lucy in the Rye) and moved his dime store down the street in January 1960. The three-story Stovall's had the only passenger elevator in town except the one at the hospital. – Courtesy of John David Stovall



624. The Jackson County Bank opened in Webster in October 1905. By the mid-1920s, the bank had moved to Sylva's Main

Street, where it was first located in the C.J. Harris building (now The Farmhouse Mercantile & Coffee Bar), until the above building was built. The bank merged in 1962 with the statewide First Union National Bank. The local First Union branch was sold to Central Carolina Bank; SunTrust, which is currently vacant, bought out CCB in 2004. – Courtesy of The Sylva Herald



648. The Jackson Savings and Loan once operated out of the Hotel Lloyd building. Area residents posed in front of the bank when it opened in 1958 or 1959. It is

now Jackson Tech Repair. – Courtesy of The Sylva Herald



570. Thousands turned out to welcome President Franklin D. Roosevelt, who's in the first car waving his hat to the

crowd, to Sylva on Sept. 9, 1936. All of the buildings visible are still standing except for the one that housed Stovall's Cafe, then located to the right of the C.J. Harris Building (center), which at that time housed Sylva Supply Co. and is now home to The Farmhouse Mercantile & Coffee Bar. The Stovall building was torn down around 1938 and replaced by a new cafe; that structure is now part of Black Balsam Outdoors. Roosevelt is the only president to have ever visited Sylva. – Courtesy of Special Collections, Hunter Library, Western Carolina University



582. Sylva Supply Co., shown here in the 1960s, closed its doors June 1, 1999, after 101 years as a Main Street mainstay. Crystal Cogdill opened Jackson's General Store in the same location a

few months later (now on Mill Street). The building was constructed by early entrepreneur C.J. Harris in 1902 to house Sylva Supply, which had opened in 1898 at the location where First Citizens Bank is now. Sylva Supply served as a commissary store for the Harris-Reese Tannery, which Harris opened in 1901 at the present Jackson Paper location. – Courtesy of the Sylva Herald.



594. A large crowd turned out for Jackson County's September 1951 Centennial Parade down Main Street. This view is of the Main Street/Spring Street

intersection, with Professional Drugs located where B&B's is now. – Courtesy of Special Collections, Hunter Library, Western Carolina University



670. The home of E.L. and Gertrude Dills McKee was located across the street on the corner of Main and Landis streets where First Baptist Church stands now. This photograph was likely

taken in 1952, when First Baptist bought the property from the McKee family. Baptists in 1958 constructed an education building behind the McKee home before the house was demolished to make way for the sanctuary, which was completed in 1965. – Courtesy of The Sylva Herald

Two important structures don't yet have plaques but are on this end of the street.

Straight ahead, the **Jackson County Courthouse** stands on the hill overlooking Main Street. Now the Jackson County Library, the historic structure was completed in 1914, the year Sylva became the county seat. The Courthouse was built by C.J. Harris, who led the charge to move the county seat from Webster to Sylva, and was completely renovated in 2010-11 during Library construction.

To the left of the Courthouse and on Main Street is **The Hooper House**, which is now home to the Jackson County Information Center. It was constructed in 1906 by Dr. D.D. Hooper and served for years as both his home and office. Acquired by the Hooper House Foundation in 1999, it was remodeled to become space for the Chamber of Commerce and Visitor Center. It reopened in 2002.

CROSS MAIN STREET AND BEGAN WALKING AWAY FROM THE COURTHOUSE.



705. A replica of the second Jackson County Courthouse passes the Glenn house (current site of Coward law office) on its way down Sylva's Main Street during the county's 1951

Centennial parade. That courthouse stood in Webster on the corner of N.C. 116 and Buchanan Loop and served as the county's governmental seat from its completion in 1888 until 1913, when citizens voted to "remove" the county seat from Webster and Sylva took on that role. – Photo courtesy of Joe Rhinehart