

A History of Bassett Furniture Industries

Based on ...

“living it, dinner table talk, family history, and a little research...”

Foresight, Founders, & Fortitude
by Cleal & Herbert, 1970

Tidewater Families of the New World
by Anne Bassett Stanley Chatham, 1969

Since 1902
Bassett®



Early, Early Years...

John David Bassett

1630s	Thomas Bassett immigrated to Colonial Virginia from England, sailing on the ship "True Love"
1696-97 1700-02	Col. William Bassett – House of Burgesses
1764	Capt. William Bassett – settled in New Kent County, VA
1790	After the Revolutionary War, Burwell Bassett bought a tract of land from Col. George Hairston. Burwell's son was Alexander Hunter Bassett (1795)
1822	John H. Bassett received a large tract of land from his father (Alexander Hunter Bassett), along the Smith River, becoming the family farm. 10 children– John David, Charles Columbus, Samuel Henry
1866	John David Bassett (JD) is born; had 4 children

- William McKinley (WM) Bassett
- John D. (Doug) Bassett, Jr.
- Anne Bassett (Stanley)
- Blanche Bassett (Vaughan)



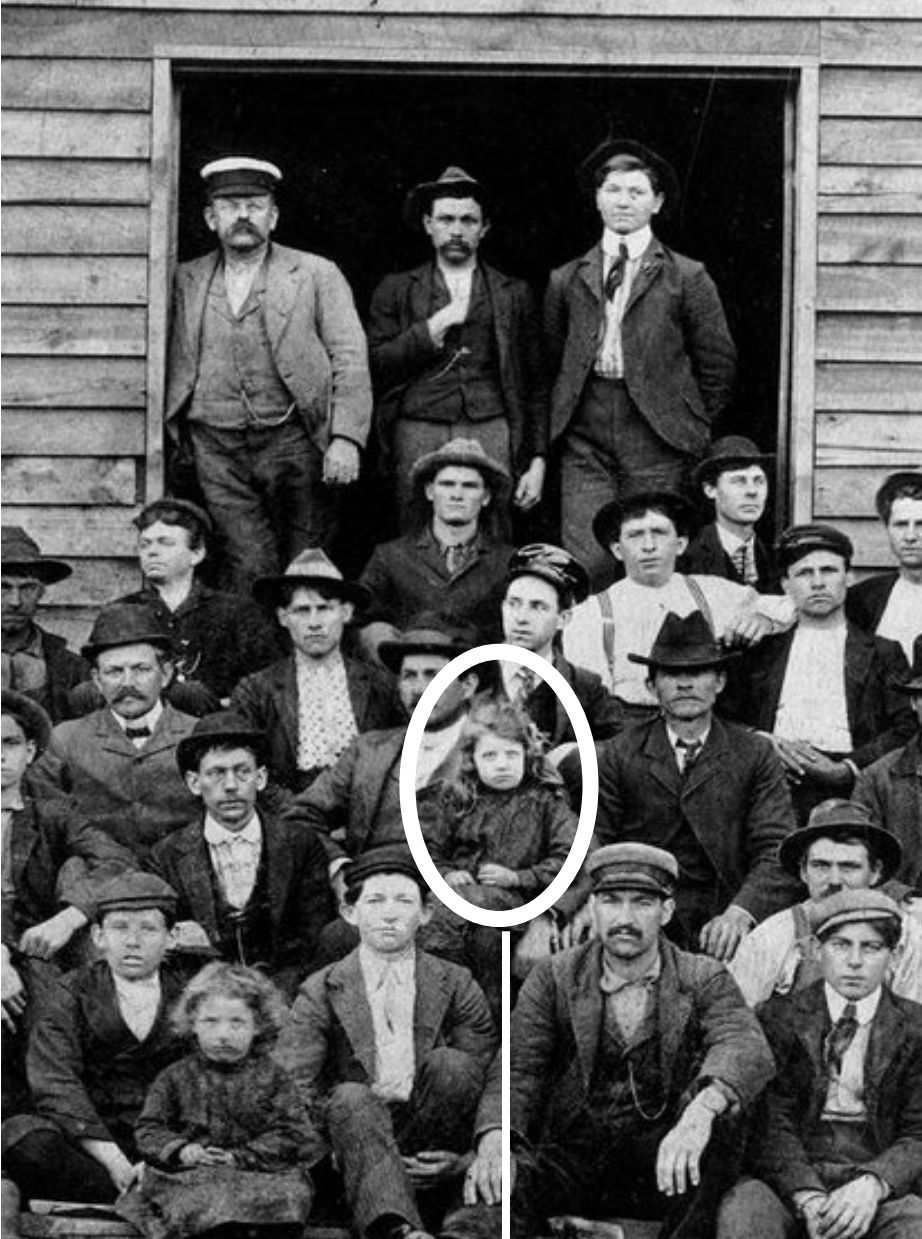
Late 1800s

- Small farm community...wheat, oats, tobacco
- Rich soil, frequent floods
- Bassett brothers married Hundley sisters:

John David Bassett
(JD)
&
Pocahontas Hundley

Charles Columbus Bassett
(CC or "Lum")
&
Roxie Hundley





CC Bassett's daughter Mable

M. **Mable** Bassett
+
J. Clyde Hooker



J. Clyde Hooker

Anne P. Bassett
+
Thomas B. Stanley



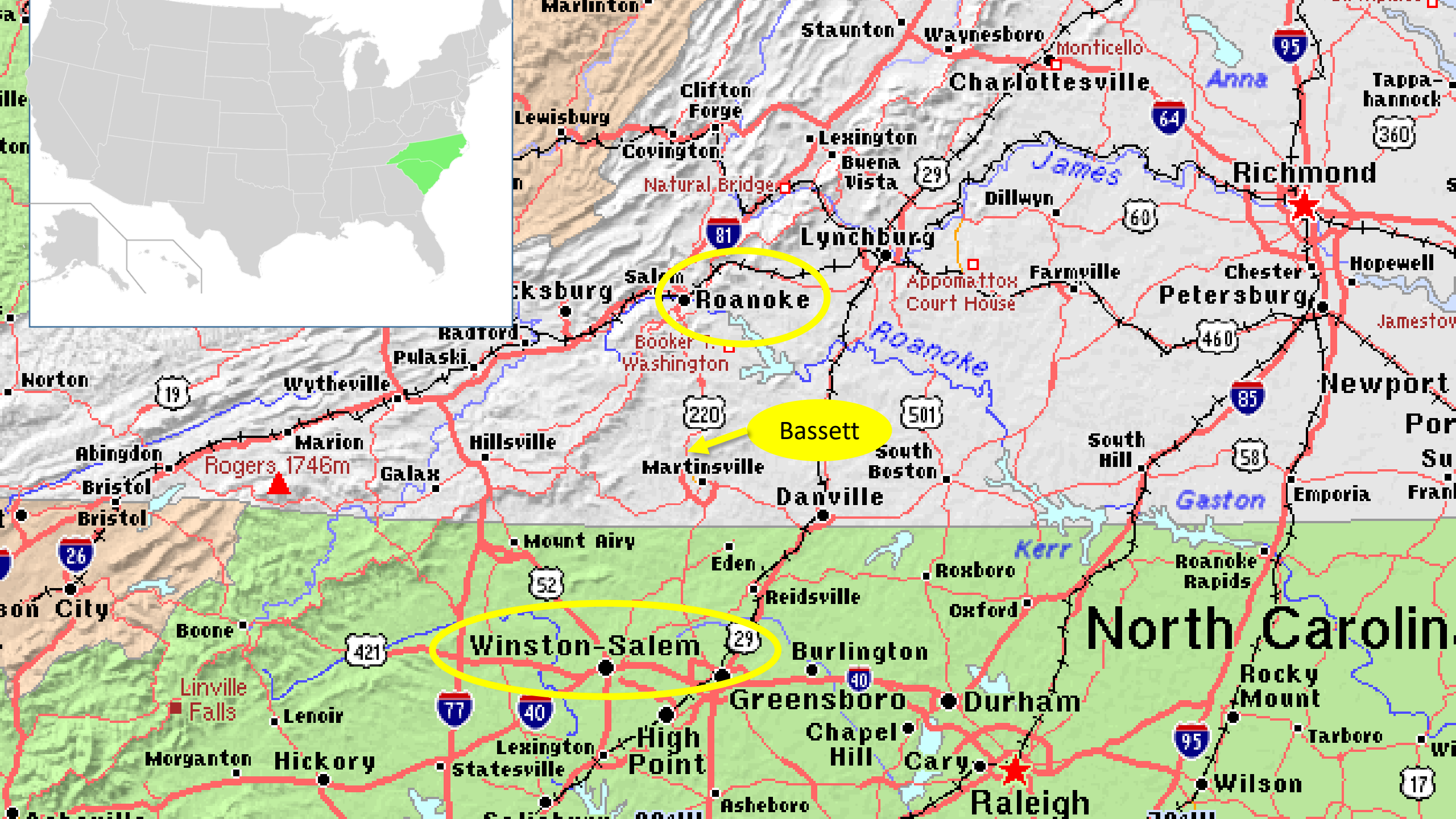
Thomas B. Stanley

Blanche E. Bassett
+
Taylor G. Vaughan



Taylor G. Vaughan

JD Bassett's daughters Anne + Blanche



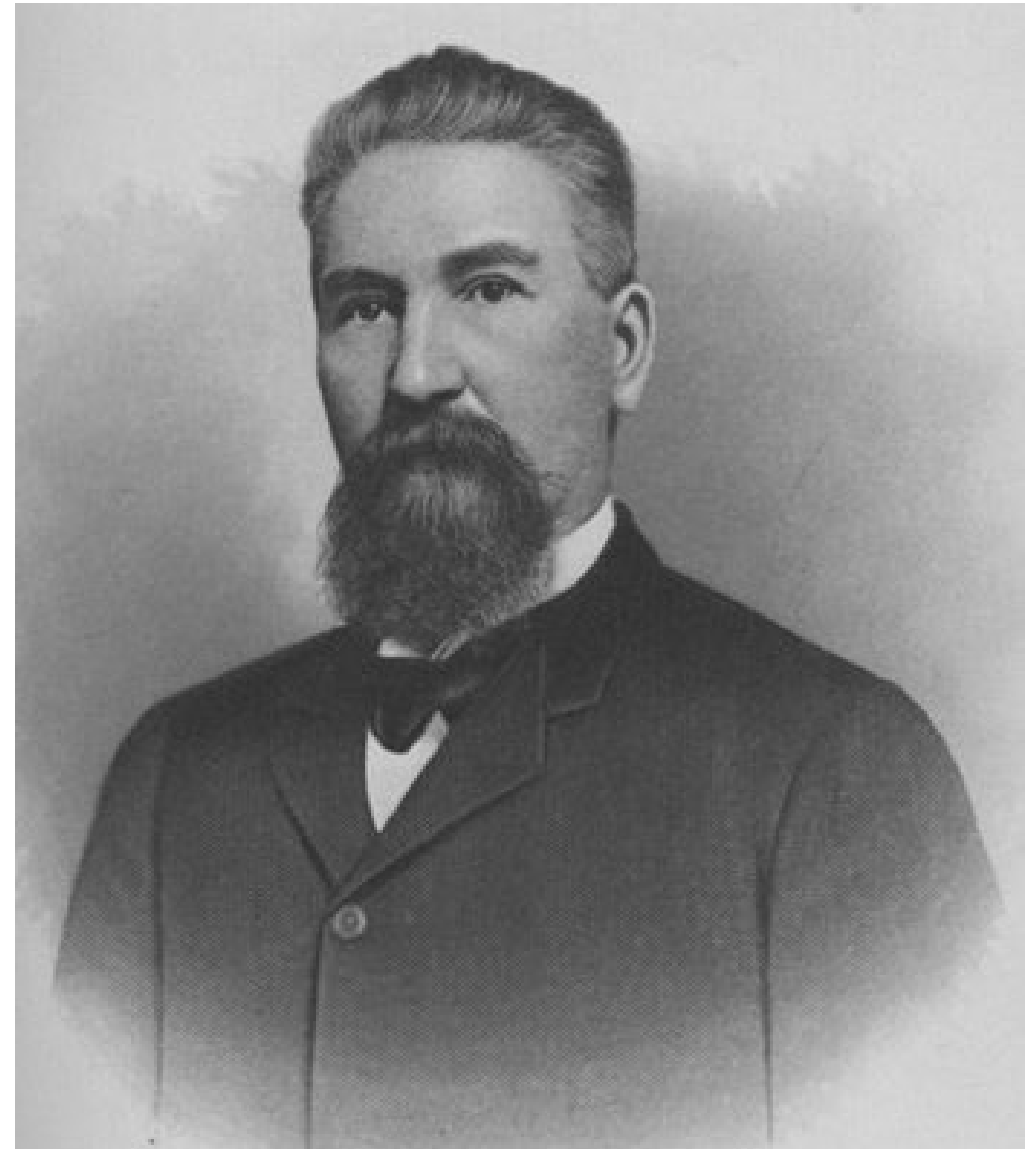
Late 1800s

Father: Hardin Reynolds - farmer, merchant, banker, tobacco manufacturer

Son: Richard Joshua Reynolds –
RJ Reynolds, Winston-Salem, NC

Grandson of Hardin/Nephew of RJ:
Richard Samuel Reynolds --
Reynolds Metals—Richmond, VA

Coal needed in Winston-Salem
tobacco factories



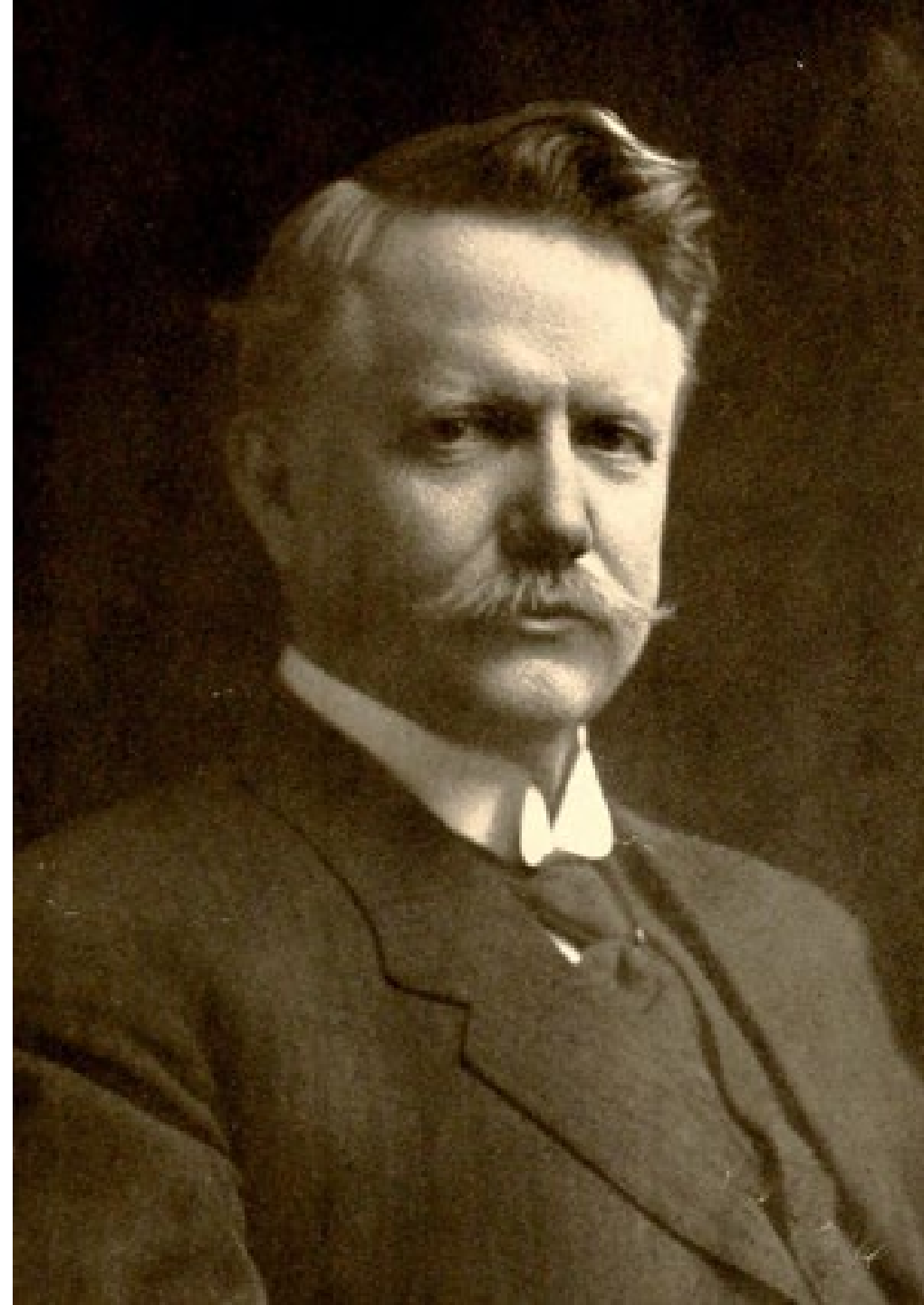
Late 1800s

Col. Francis Fries

President, Roanoke & Southern Railway

- Two construction crews
- Div. A Winston-Salem to Martinsville
- Div. B Martinsville to Roanoke
- 122.5 miles, 4 years, \$2.0m

Leased to-- and later sold to --
Norfolk & Western Railway Company



1890s

JD Bassett, Bassett Mercantile

- While acquiring railroad rights-of-way, Col. Fries frequently overnighted with JD Bassett
- Great friends... Col. Fries even offered JD a job in textiles
- Bassett family offered the right-of-way, free of charge...to run the railroad along the Smith River, right through the family farm

First Post Office – “Bassetts”, Bassett, VA



1890s

Sawmill Business

Col. Fries suggested the Bassett family get into the sawmill business, to cut + sell cross-ties and bridge timbers to the railroad. "Bassett Bros".

After the railroad was complete, lumber demand ceased; JD went on the road selling Appalachian hardwood lumber in

- Winston-Salem, NC
- Jamestown, NY
- Grand Rapids, MI

He began selling to and exploring / learning the furniture business



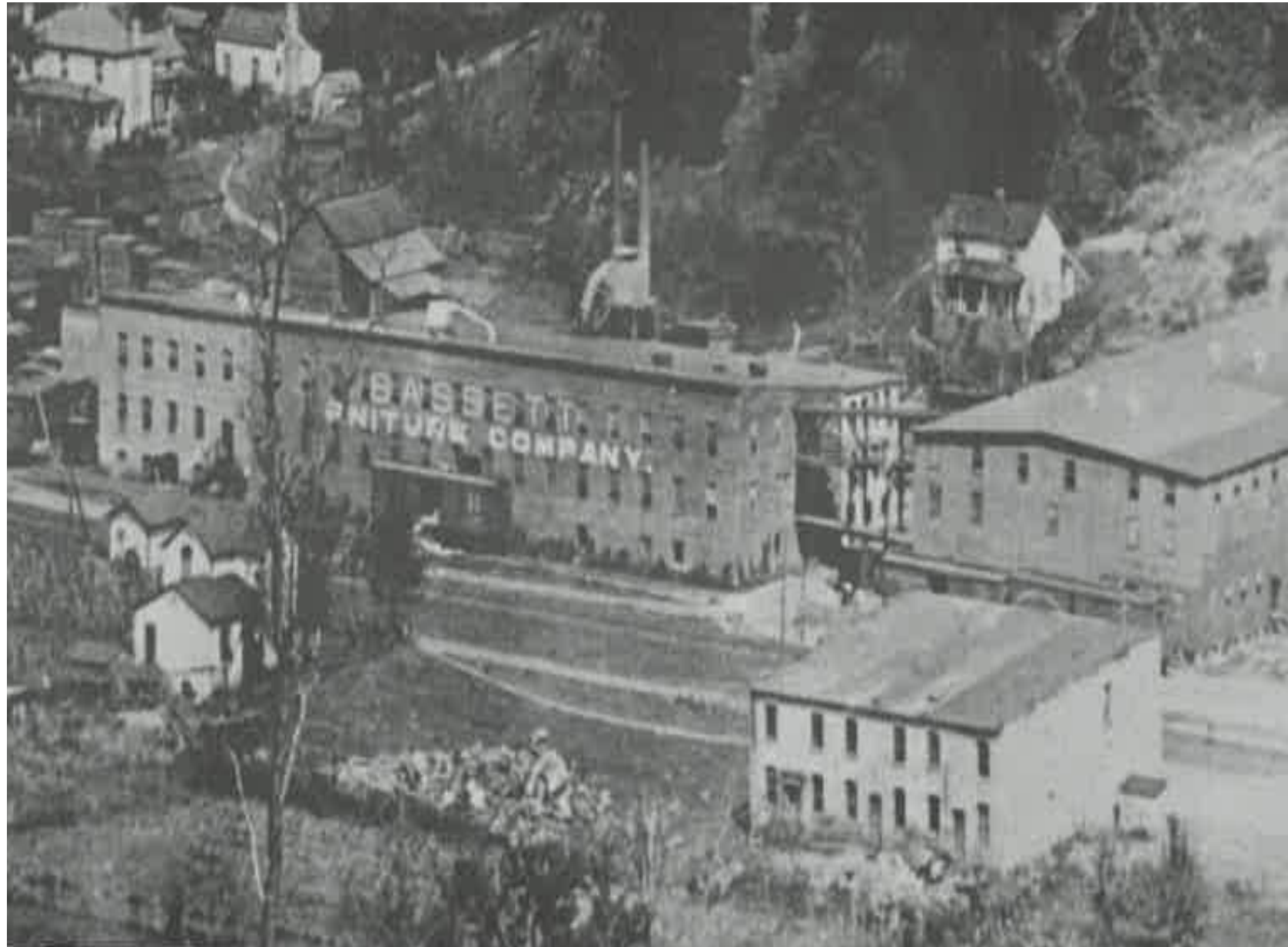
File Photo

1917 + 1918

Dec 31, 1917:
Original factory
destroyed by fire

1918:

- Construction of a Brick factory
- 2 generators - 1 for the factory, 1 for the town
- Utilities, housing, retail ...building a community



First Bedroom Suite



Dresser	\$4.75
Bed	\$1.75
Wash Stand	\$2.75
Chifforobe	\$4.00

1920 Sales of \$1.0 million



Mid-1930s Bassett, VA

- Survived the Depression
- Retail, hotel, movie theatre





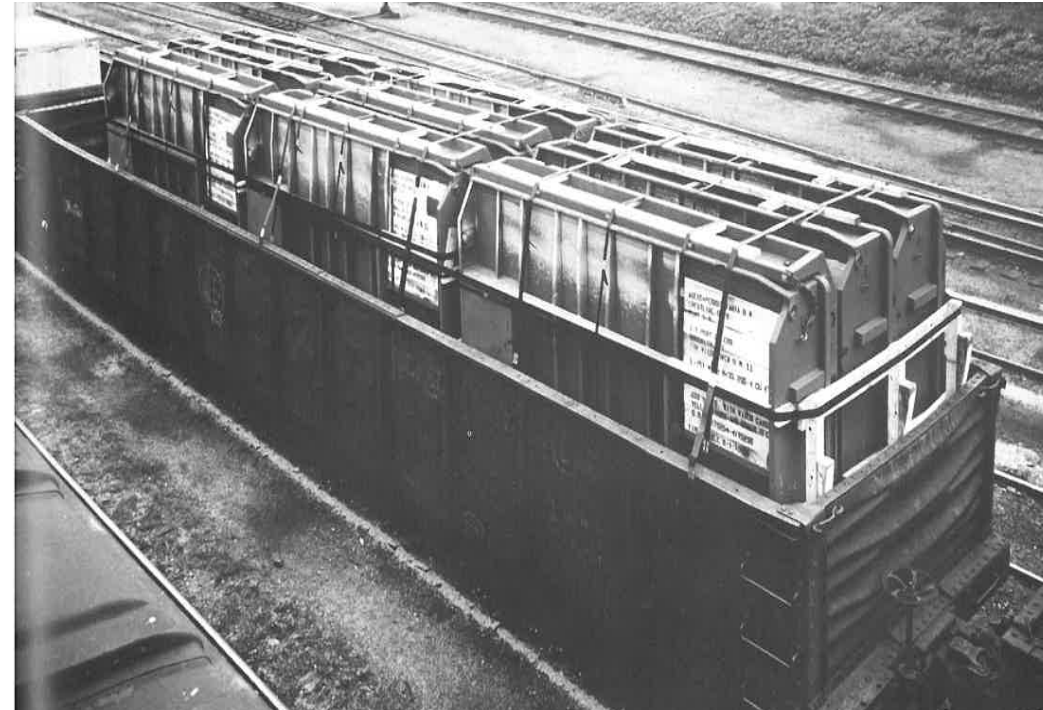
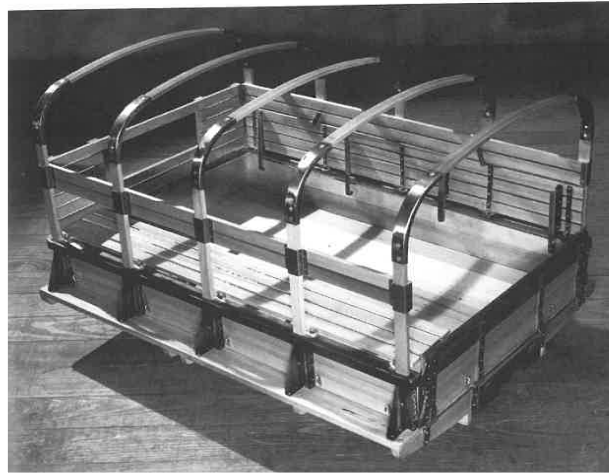
1942 N&W Locomotive #2098 — A Record Load of Bassett Furniture

A record 82 railcars of Bassett furniture, steam up and ready to roll. Left to right: unidentified N&W engineer, unidentified N&W manager, Bill Bassett, unidentified N&W executive, J. L. Scoggins Sr. (Henry County Journal publisher), and J. D. Bassett Sr. — shaking hands with the N&W executive. Note the truck visible at far left.

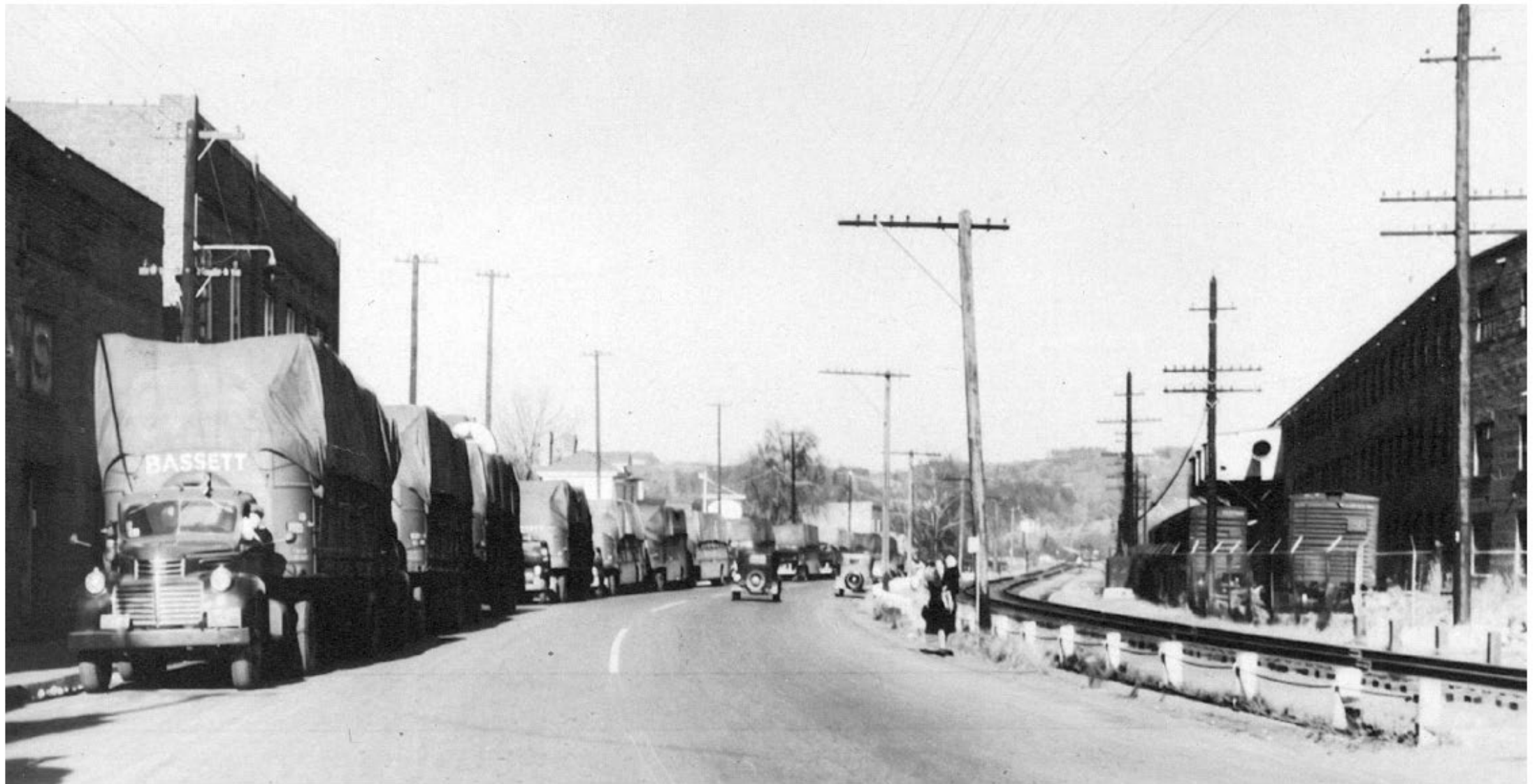
► Suggested slide: "We didn't outgrow the railroad overnight. First, we filled it."

1940s

- WWII...low demand for furniture, regulated materials, men to war, women to the work force
- Doug Bassett goes to Detroit...secures contract w/ Yellow Cab & Coach
- Invested \$70K (\$1M today) in retooling. Produced over \$1.5M worth of bodies by April 1945.
- Bassett Furniture Co. to manufacture wooded truck beds – GMC deuce and a half...6 wheel, 2 ½ ton troop and supply truck
- Factories intact...employees & suppliers working







1945 Trucks and Rails — The Transition Moment

A convoy of Bassett trucks lined along the street, with Norfolk & Western railroad tracks running parallel on the right. The Bassett name is visible on the lead truck.

► Suggested slide: "The railroad ran alongside us. But we ran on our own schedule."

*Furniture from the Bassett Industries
Goes into the Homes of Every State in
the Union !*



1945 "Furniture from the Bassett Industries Goes into the Homes of Every State in the Union!"

Promotional brochure map with arrows radiating from Bassett, VA across the entire country. Both trucks and trains are depicted — the transitional era in a single image. Tagline: "The World's Largest Manufacturers of Dining Room and Bedroom Furniture."

► Suggested as opening slide or speech backdrop.



1956 Roy Stone Transfer Corp. — The Fleet at the Collinsville Terminal

A full lineup of RST trucks at the Collinsville terminal, a decade after the Bassett merger. Bassett was the anchor client. Members of the Bassett family were among RST's stockholders — part-owners of a freight empire their own production volume had helped build.

► Suggested slide: "We didn't just fill these trucks. We helped build this company."

1950s

Post WWII Baby Boom

- Demand increases; factories bustling
- Factory modernizations and expansions
- Huge backlogs...

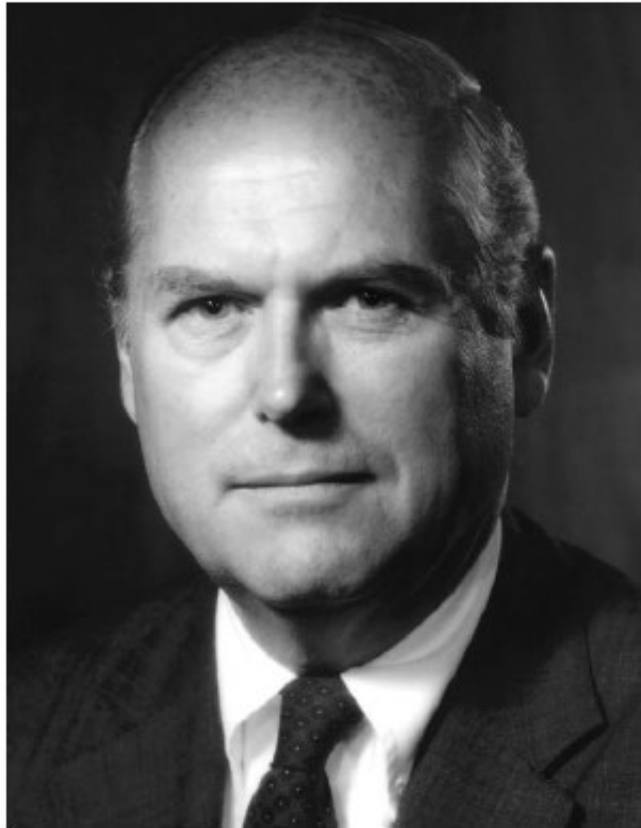


Bulletin!
Bassett
FURNITURE INDUSTRIES
in

LIFE

*Not a one-shot splash . . . but the continuous
impact of a year-round campaign . . . full pages
in full color every month of the year!*





1980s

Robert H. Spilman Sr.

Robert H. Spilman Sr.

and the Virginia Port Authority

A Historical Research Summary for Reference Use

Date	Event	Source
July 1, 1980	Appointed to VPA Board by Gov. Dalton	<i>Martinsville Bulletin, 7/13/1980</i>
April 1981	Named chair, Port Unification Committee	<i>Martinsville Bulletin, 4/5/1981</i>
1981	General Assembly passes unification legislation	<i>Code of Virginia c. 589; JLARC Rpt. 241</i>
1982	Elected VPA Chairman	<i>Martinsville Bulletin, 8/8/1982</i>
Jan. 1, 1982	VIT commences terminal operations	<i>JLARC Report No. 241</i>
1983	Operational unification of all three terminals complete	<i>JLARC Report No. 241</i>
Oct. 1985	Evergreen six-year agreement signed in Taipei	<i>Richmond Times-Dispatch, 10/12/1985</i>
Nov. 1985	Port posts projected 34% increase; capacity warnings issued	<i>Multiple, 11/24–25/1985</i>
1985	Hampton Roads grows faster than any U.S. port (35%+)	<i>Franklin News-Post, 6/13/1986</i>
May 1986	First state-federal harbor-deepening cost-sharing agreement signed	<i>Richmond Times-Dispatch, 5/16/1986</i>
July 1, 1986	Steps down as VPA Chairman	<i>Multiple, June–July 1986</i>

1990s

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The Originator
of the
Jewelry Armoire

Powell is the world's
leading Jewelry
Armoire Supplier
with a wide variety
of styles and
finishes.
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one-stop
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value with
over 500
items.



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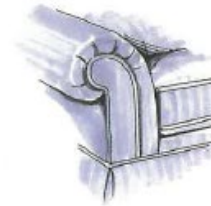


• Bassett®

Simply Yours!™

Furniture designed by you!

Create your dream sofa
in 4 easy steps!



Simply Yours!™

Casual Dining

Furniture designed by you!

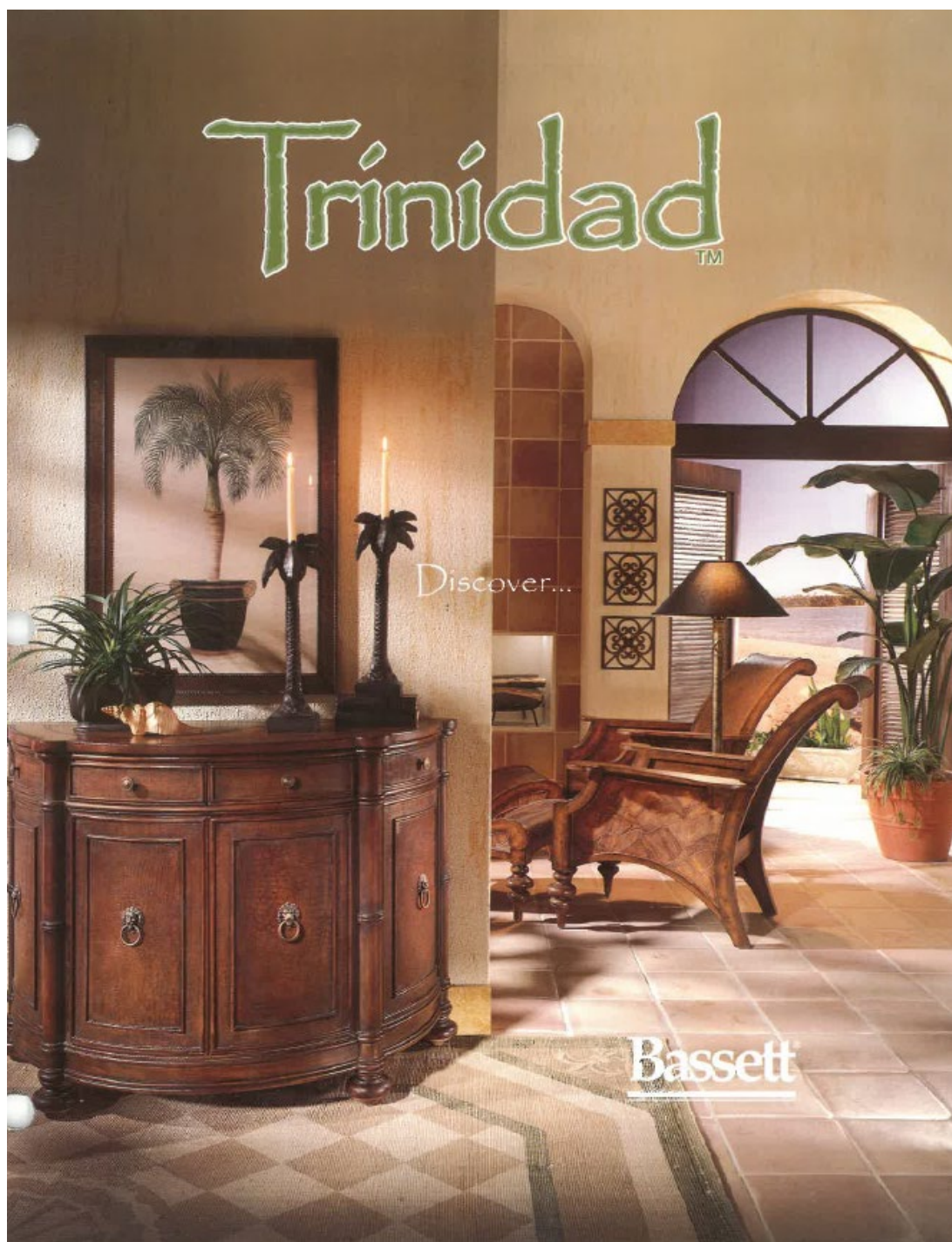


Bassett®

Trinidad™

Discover...

Bassett





2015-2021 Distribution: Zenith Global Logistics

- 14 warehouses and distribution centers

- Fleet

5/1/21

- 248 Trucks
- 33 Box Trucks
- 803 Trailers

- People

9/1/21

- 714 Associates

- March 1, 2022 strategic alliance
...sold to JB Hunt
-



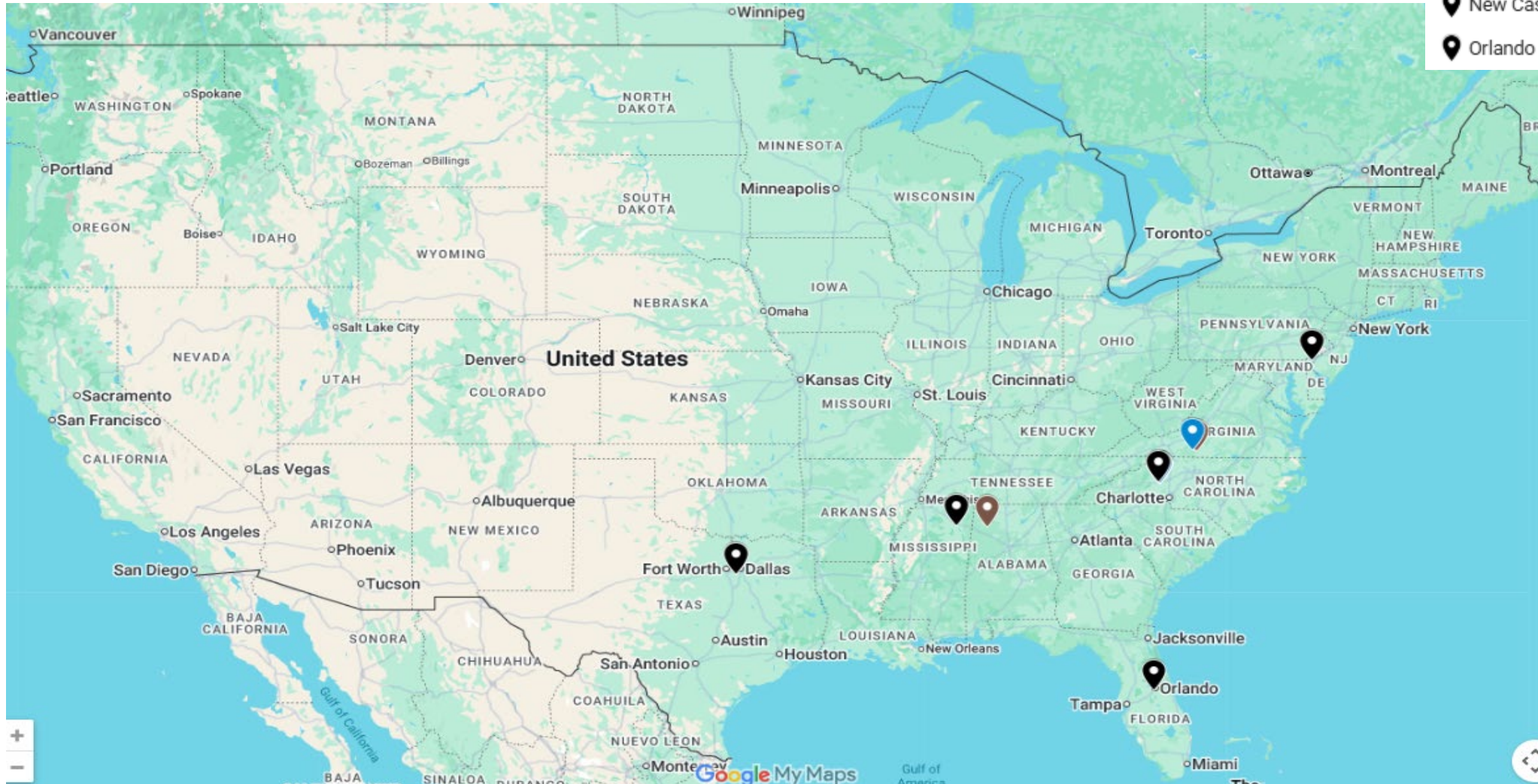
Today's Logistics Model

- 7 Distribution Centers
- Partnership with JB Hunt
- Vietnam Warehousing
- 19 Home Delivery Centers

Including Bassett & JB Hunt Distribution Centers

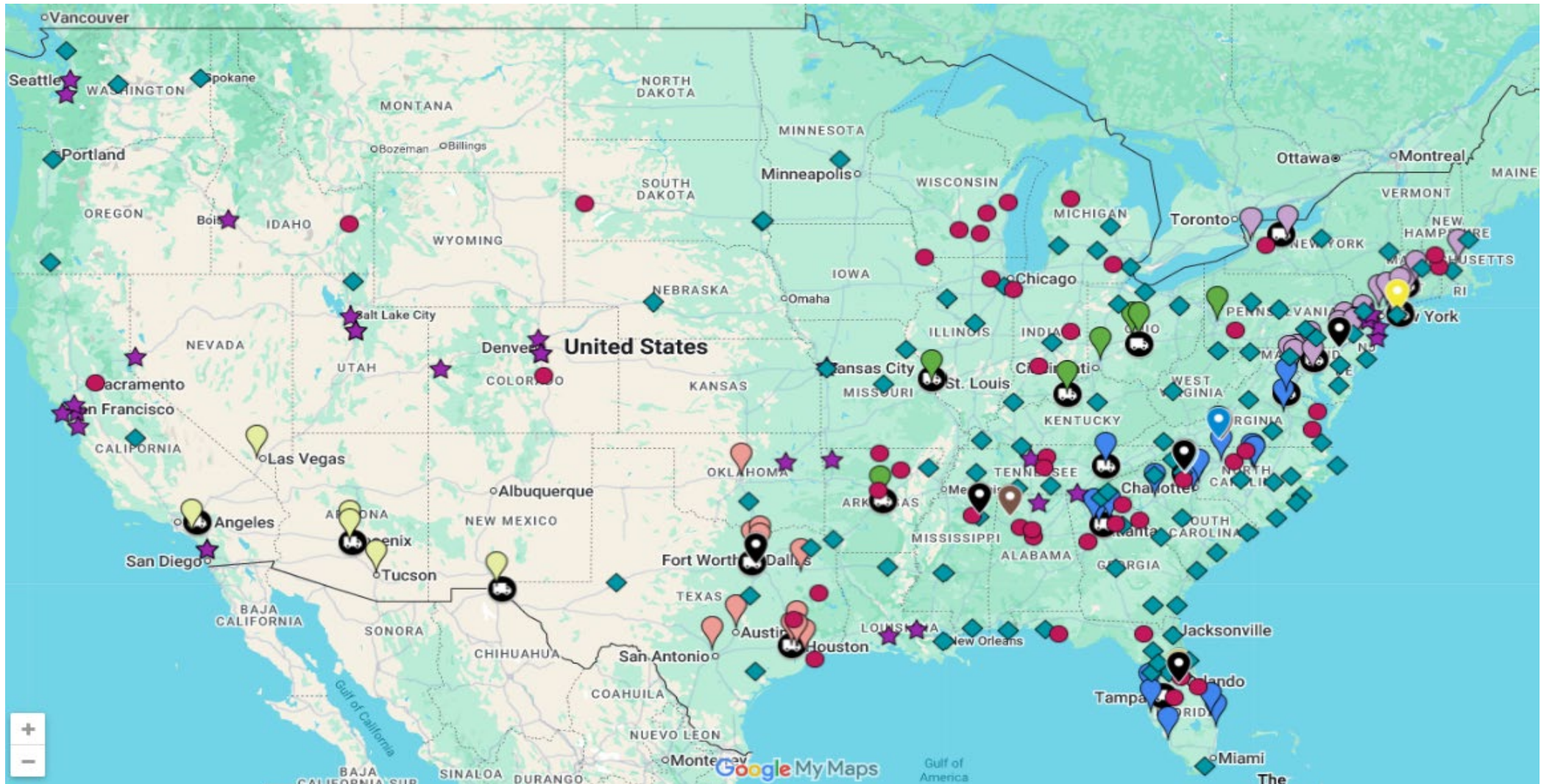
JB Hunt Distribution Centers

- Conover NC
- Cedar Hill TX
- Tupelo MS
- New Castle DE
- Orlando FL





Including Custom Studio Locations



Including Furniture Store Locations

Furniture Stores

◆ All items

