

# **EVERLY PLAZA ART SPACE**

## **SIGNATURE ARTWORK COMMISSION**

### **APPLICATION DEADLINE EXTENDED TO JAN 14, 2021**

#### **MEET THE PARTNERS**

##### **ABOUT NEAR SOUTHSIDE, INC. AND NEAR SOUTHSIDE ARTS**

Near Southside Arts (NSA) is a 501(c)3 nonprofit pursuing community and cultural initiatives benefiting Fort Worth's Near Southside since 1987. NSA is aligned in mission and governance with Near Southside, Inc. (NSI), a 501(c)4 membership organization leading economic and community development initiatives since 1996. Both organizations share a 53-member board of directors, officers, and staff.



Near Southside, Inc.'s membership roster includes 410 dues-paying businesses and individuals, representing a cross-section of district stakeholders and community-minded leaders. The majority of member businesses are headquartered within the Near Southside district boundary, and the remaining members regularly work in the district, either on development projects or in partnership with district businesses. Our membership roster has grown and diversified significantly in recent years, with major growth in the creative sector. All of the district's economic anchor institutions and businesses are long-standing top-level members, including the six major healthcare campuses and other major corporations located within the district.

##### **ABOUT ART SOUTH**

Art South is an innovative public-facing art program of Near Southside Arts facilitating public-private partnerships to offer selected artists in North Texas commission and exhibition opportunities in Fort Worth's Near Southside district. Art South seeks artists who will engage the local community in a conversation through their work, exhibition, commission and studio practices. Artists are encouraged to submit proposals that, if selected, will contribute to the Near Southside in a meaningful manner through the delivery of quality, compelling and personal public art works. We encourage proposals that initiate dialogue about the importance of community, art, or other matters related to the revitalization of the Near Southside. Artists commissioned by Art South are chosen by a committee of stakeholders that includes local artists, arts professionals and property owners who have an interest in bringing public art, temporary or permanent, to the Near Southside. Artists working in all media are encouraged to apply.



a near southside  
experience

##### **SELECTION COMMITTEE**

- Alice Cruz, Development Associate, Saigebrook Development | O-SDA Industries, Everly Plaza
- Clifton Crofford, Director, SiNaCa Studios, artist
- Steven Halliday, Studio 97W, Architect, Near Southside resident
- Jennifer Henderson, Owner, JO Design and Gallery 440, Near Southside Arts Committee Chair, artist
- Joey Luong, Owner, Studio Cufflink, gallerist, artist
- Saria AlMidany, performance artist

##### **PROGRAM ADMINISTRATORS**

- Megan Henderson, Director, Near Southside, Inc. | Near Southside Arts
- Natalie Chapa, Project Manager, Near Southside, Inc. | Near Southside Arts

## ABOUT SAIGEBROOK DEVELOPMENT & O-SDA INDUSTRIES

Saigebrook Development and O-SDA Industries are both Women-Owned Businesses who focus on developing quality, affordable housing throughout Texas, focusing on North Texas and Austin areas. They are the proud owners of Mistletree Station, which is located in the Near Southside and was completed earlier this year. Everly Plaza will be their second development in the Near Southside, and they have two other Fort Worth properties under construction, Sunset at Fash Place in West Meadowbrook and Cielo Place, which is a historic, adaptive-reuse of the old Riverside Baptist Church on Race Street.

## ABOUT EVERLY PLAZA

Everly Plaza is an 88-unit mixed-income property for Seniors who are 62 and older developed by Saigebrook

Development with O-SDA Industries as consultant. The residents will have access to the many amenities (game room, library, etc.) and services on site, along with close proximity to the medical district, restaurants and retail. The property also includes the Everly Plaza Art Space. Opening in the spring of 2021, the Everly Plaza Art Space is a 2,400 sq. ft. community gallery with dramatic west-facing windows front the Near Southside's 8th Avenue corridor at the edge of the Fairmount Neighborhood. The space will be managed by Near Southside Arts for local artists to exhibit work, as well as engage the community in the artistic practice, art education, and interactive art experiences. The owner is excited to provide this large space for the artist community, and looks forward to many successful shows over the coming years.



## THE COMMISSION OPPORTUNITY

Art South, in partnership with Saigebrook Development and O-SDA Industries, is seeking an artist to create a signature artwork for the new Everly Plaza community art space by repurposing an iconic piece of the site's history - the former landmark sign of Massey's Restaurant. The artist is requested to transform the front corrugated plastic panel with raised lettering - reading "Massey's Restaurant" with subtext "Chicken Fried Steaks" - and surrounding green metal framing into an artwork that will become iconic for the space. The finished piece will hang inside the gallery's community room on the south wall where artist talks, demonstrations and other events will occur. The wall is adequately sized to accommodate the current dimensions of the sign and will have power outlets centered in the wall for easy use behind the sign. Artists are strongly encouraged to include LED-based rear illumination so that the sign can be seen through the gallery windows at night as well as during the daytime.

## DETAILS ABOUT YOUR ARTISTIC CANVAS - THE MASSEY'S SIGN

The Massey's sign is an internal cabinet pole sign that towered over the Massey's Restaurant site for decades. After closing in 1996, the restaurant site sat vacant until 2014 when the building was demolished to prepare the site for sale or future investment. At that time, only the sign and sign pole were left in place. Saigebrook Development and O-SDA Industries purchased the property in 2018 with the intention of building Everly Plaza, a age-restricted affordable housing project. When site preparation began, the development team carefully removed the historic Massey's Restaurant sign and stored it on site for future use in the community art space. With construction nearing completion, and a new partnership in place with Near Southside Arts to program and manage the community art space, the Massey's Restaurant sign is now ready for transformation.

**The sign will not be kept fully intact** as the cabinet because the volume and weight of the piece overpowering the space. Remaining for the artists use will be a portion of the sign's green metal "cabinet box" will be a frame approximately 6" deep L-shaped band with 2" overlay on the front that holds the plastic face. These pieces will be separated from the remaining box of the sign by removing the bolts currently holding it together. The front cream colored plastic corrugated panel with raised lettering "Massey's Restaurant Chicken Fried Steaks" and metal frame will become the canvas to be re-imagined for the artwork. Please see attached photos.

**Approximate dimensions of combined metal frame and plastic sign: 86" tall x 168" wide x 6" deep**

## **IMPORTANT TO NOTE**

Due to the construction timeline and its size, the sign must be moved into the gallery space prior to the exterior doors of the gallery being installed and prior to the artist initiating their artistic process. Once inside, it will not be possible to remove the sign. The artist is expected to execute the artwork from inside the gallery space, being mindful that no caustic or heavy machinery such as welding can be performed in the space. For artists who wish to add welded, caustic, or other elements to the artwork that require heavy machinery, plan to work off site on said elements and attach or combine them to the existing sign base inside the gallery. Artists must work with sensitivity to the finished gallery surfaces such as drywall, flooring, and windows and ensure that no damage is caused by the completion of the commission within the space. Power, lighting, and access to water will be provided but artists may not use sinks or wastewater facilities to wash painting materials or other art supplies. These must be cleaned off site so as not to damage the plumbing or fixtures of the space.

## **PROJECT BUDGET**

The selected artist will receive a total budget of \$2,500, to be used on any necessary supplies for the commission and the artist fee. There are no additional funds for this project so artists must allocate responsibly and reserve a contingency budget of no less than 10% within their total project budget to ensure a successful project. Upon completion and installation, any unspent money from the project budget can be kept by the artist. Once selected, the artist will receive 50% of the artist fee upon within 48 hours of signing contract to signify the start of the project. The remaining 50% will be issued to the artist upon final installation of the art work.

## **TO APPLY**

Submit the following via an online application at [portal.nearsouthsidefw.org](https://portal.nearsouthsidefw.org)

Once logged in, press the **EVERLY PLAZA COMMISSION** button to get started.

1. Artist Statement providing information about your personal practice and approach - submitted in a text field
2. Brief Project Approach (no more than 500 words) - submitted in a text field
3. Artist's Contact Information
4. CV/Resume - .doc or .pdf is preferred (Optional attachment, not required)
5. Two professional references
6. Ten (10) Images of previous work samples (File name: Lastname\_worktitle.jpg) - .jpeg files are preferred.

## **SELECTION**

Once the application has closed, the selection committee and project administrators will review all applications to identify finalists. Finalists will be invited to participate in an interview and casual discussion via Zoom with a Selection Committee Core Team to discuss the project and hear more from the artist about their proposed project approach. After the interviews, the Core Team will commission the top two finalists to render their project concept for a fee of \$250 each. Per the schedule, the artist concepts will be sent to the program administrators in advance and then reviewed by the Core Team at a second and final interview via Zoom. A selection will be made following the interview and all artists who applied for the opportunity will be notified of the results. The selected artist will then discuss any concept modifications requested by the committee and establish a final concept rendering for approval. Upon approval, the artist will be provided with a contract. Artist must be available for the length of the commission to work in the gallery space on their own time lines so long as they have received permission to be on site from the Saigebrook property owner and so long as they are able to meet the deadlines of the project for an unveiling date that both the artist and program administrators agree upon.

## **SELECTION SCHEDULE APPLICATION DEADLINE EXTENDED TO JAN 14, 2021**

December 14, 2020	APPLICATION OPENS
<b>January 14, 2021</b>	<b>APPLICATION DEADLINE</b>
January 18, 2021	COMMITTEE REVIEW DATE
January 19, 2021	FINALIST NOTIFICATION
January 21-22, 2021	FINALIST INTERVIEWS
January 25, 2021	TOP FINALIST NOTIFICATION & CONCEPT COMMISSION
February 3, 2021	TOP FINALIST CONCEPT RENDERING PRESENTATIONS
February 4, 2021	ARTIST COMMISSION ANNOUNCEMENT

## **COMMISSION SCHEDULE**

February 6, 2021	ARTIST MEETS WITH PROJECT ADMIN TO FINALIZE CONCEPT PLAN
February 12, 2021	FINAL CONCEPT SUBMITTED AND ARTIST CONTRACT SIGNED
February 15, 2021	ARTIST RECEIVED 50% FEE DEPOSIT AND COMMISSION BEGINS

February 15 - March 12, 2021 COMMISSION PRODUCTION, artist produces work and can gain access to the gallery space as needed by remaining in contact with Saigebrook project manager and Near Southside Admin team. Please know the artist will need to remain flexible due to the gallery also being in construction during this time. We will work together as a team to ensure both the construction and artwork commission production schedules are serviced by a careful partnership and coordination of needs.

Estimated March 15, 2021	COMPLETED ARTWORK IS ACCEPTED BY ART SOUTH FOR MOUNTING IN THE GALLERY. Artist is invited to advise the mounting of the completed artwork. Mounting will be completed by Everly Plaza construction contractor.
Estimated March 17, 2021	FINAL PAYMENT ISSUED TO ARTIST
TBD	ARTIST IS INVITED TO ATTEND GALLERY GRAND OPENING

## **QUESTIONS?**

Megan Henderson  
Near Southside, Inc. | Near Southside Arts  
Director of Events & Communications  
[megan@nearsouthsidefw.org](mailto:megan@nearsouthsidefw.org)



## EVERLY PLAZA

Housing type: Affordable Senior Living Community, ages 62 and older.

Address: 1801 8th Ave., Fort Worth TX, 76110

Leasing Status: Under Construction

Units: 88

64 - 1 Bedroom/1 Bath

24 - 2 Bedroom/ 2 Bath

Opening date: Spring 2021

Owner/Developer: Saigebrook Development | O-SDA Industries

Affordability breakdown: 90% of Everly Plaza's units will be affordable at 30%, 50%, and 60% area median income. 10% of the units will be market rate. Units will feature high-efficiency appliances and lighting, solid surface counters and flooring, and will be cable, internet, and phone ready. Community amenities will include a fully furnished clubhouse with community room, business center, leasing center, and fitness center.



## EVERLY PLAZA ART SPACE - CONSTRUCTION NOV. 2020



### FINISHED PIECE TO HANG ON GALLERY'S SOUTH WALL ACCESSIBLE TO POWER

This panoramic construction photo helps to show the location where the finished artwork of the modified Massey's Restaurant sign will hang in the gallery. The sign will be the only item hanging on this wall, where two power outlets will be located centered in the wall. The Saigebrook contractor will install piece upon completion with the artists supervision, but the artist must design a piece that can be flush with the wall on the back.



## MASSEY'S RESTAURANT SIGN - YOUR ARTISTIC CANVAS





## CROSS SECTIONS - SIGN WILL BE DISASSEMBLED PRIOR TO ARTIST TAKING POSSESSION



### CURRENT CONDITION

Sign has been stored on site in a storage facility. This is it's current



### SECTION TO BE REMOVED

The back sign panel and majority of the box cabinet will be removed in order to make the artwork lighter and thinner for display in the gallery.



### SECTION TO BE KEPT

The front corrugated plastic panel with lettering will be kept as well as two thin sections of green metal framing which overlap the front in a small channel to hold the sign



APPROXIMATELY 6" OF  
FRAME TO BE KEPT



2" WIDE

METAL FRAME LIP THAT  
OVERLLAPS FRONT  
SIGN PANEL IS 2" WIDE

## MASSEY'S RESTAURANT IN THE NEWS

Massey's, which opened in 1947, earned landmark status for its signature chicken-fried steaks until it closed in 2011. Before the building at 1801 Eighth Avenue became "Massey's", it was called "Herman Jones Cafe". Herman Jones was the originator of the "frozen malt". Before it was called "Massey's", it was originally called "Herb Massey's" or "Herb Massey's Cafe."

Massey, the widow of Charles Massey, ran the restaurant with her husband for 25 years, but it dated back to 1947 when Charles' father, Herbert Massey opened it. The Massey family had not been directly involved with operating the restaurant since 1996 but she still had bittersweet feelings about seeing it go.

The Massey family served their last chicken-fried steak in 1996. The following year, Todd A. Scott and John Hamilton leased the building and reopened under the same name with the same menu but started using frozen french fries instead of the fresh peeled-cut fries the Masseys made. The partners later broke up with Scott closing Saturdays and ending evening service. Before she sold the building to Williams, Diane Massey said, she thought about refurbishing the restaurant and running it herself, but it was too far gone. She estimated costs of \$300,000 to bring it back into operation.

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Jane and Michael Stern, Universal Press Syndicate  
THE ORLANDO SENTINEL  
JUNE 27, 1985

[https://www.orlandosentinel.com/news/os-xpm-1985-06-27-0310130118-story.html?fbclid=IwAR3z6QjLfRHW\\_KfhgvgExnjyHy8CVc6cbwEyD9bHPxulv6hXW1USd9FFRhY](https://www.orlandosentinel.com/news/os-xpm-1985-06-27-0310130118-story.html?fbclid=IwAR3z6QjLfRHW_KfhgvgExnjyHy8CVc6cbwEyD9bHPxulv6hXW1USd9FFRhY)

It isn't chicken, and it's not just steak. Nobody knows exactly how or where it was invented. But chicken fried steak has become classic chuck-wagon chow, at home on the range and in small cafes throughout the Southwest.

Like so many good things to eat, it began as a way to dress up an unappealing meal. It started in the 1930s, when times were lean, most likely in the Fort Worth area. Stuck with tough and gristly beef cutlets, ingenious Texas cooks pounded the tar out of them, beat 'em up until the patties were thin and tender. They took the battered hunks of meat, dredged them in eggs and flour, then skillet-fried them, turning the pan drippings into funky cream gravy. They served mashed potatoes and black-eyed peas on the side, and maybe some biscuits and a tall glass of iced tea . . . and a Texas tradition was born.

Nowadays, chicken fried steak has a lousy reputation. Too many truck stops and highway cafes serve second-rate versions -- frozen and precooked, with powdery spuds and gluey gravy. Boo!

In all its country glory, made the way it ought to be, chicken fried steak is pure Southern comfort, down-home mama food for Texans, and a rib-sticking treat for anyone with a hankering for an honest plate of vittles.

The crust is gnarled tan, rising in a thousand crisp bubbles, yet melded to the meat so that every mouthful is a perfect mix of crunch and chew. If the beef is properly tenderized, you can cut it nicely with the edge of a fork, then push that forkful through the cream gravy that surrounds the steak. The taste is only gently beefy, the heft of the meat leavened by the brittle crust and milk-and-butter softness of the gravy.

Gravy is controversial. Do you put it atop the steak, or do you put the steak on the gravy? Steak-on-top-of-gravy people say they like to see the broad golden crust, uncovered, before they dig in; and they like to keep it crisp.

The gravy-blanket school of chicken fried steak aficionados prefers the cascading gravy look: A great river of pepper-speckled white sauce spilling over the steak and potatoes, handy for biscuit-dipping.

At Massey's restaurant in Fort Worth, singled out by the Texas Legislature for its chicken fried steak prowess, you can get it either way: Gravy on top if you order the lunch special (one cutlet), gravy underneath if you get it a la carte (two cutlets). They serve nearly 1,000 chicken fried steaks at Massey's every day. Four out of every five meals served are chicken fried steak.

Some of Massey's customers have been eating here since it opened in the late 1940s. We met several who boast of eating chicken fried steak four times a week, every week. At the crowded noontime tables, we spoke with octogenarians who told us it was the secret of their good health; and we were gurgled at by one happy 2-year-old being fed little pieces by his mother. At 8 a.m., there were booths of customers eating chicken fried steak with their eggs, topping the cream gravy with ketchup.

No doubt about it: Massey's is the chicken fry capital of the world. And it's not surprising, considering they still make them the old-fashioned way, without shortcuts. Batches of cream gravy are brewed throughout the day, as needed. Buttermilk biscuits arrive oven-hot at every table. And the legendary chicken fried steaks always begin with fresh, tender cutlets, delivered each morning. The meat is never frozen, never pre-breaded.

When the lunch crowd begins to stream in, the kitchen becomes a tornado of activity. Waitresses holler out orders. "Junior," a chef who's been working here since the beginning, when he was 14, assembles plates like lightning, and within two to three minutes of ordering, customers are digging in.

"If there was ever one day when I didn't have chicken fried steak on my menu," Charles Massey told us, "I think there'd be a revolution in Fort Worth."

## CHICKEN FRIED STEAK AND GRAVY

4 cube steaks, 4-5 ozs each

3 eggs, beaten

1 cup flour, mixed with 1 tsp pepper

1 to 2 cups lard or vegetable oil

1 cup milk

Salt and pepper to taste

Dip steaks in eggs, then dredge each thoroughly in flour and pepper mixture. Return steak to eggs, then to flour again. Heat oil in heavy skillet until very hot but not smoking (360 F to 375 F). Use enough oil to have about 1/2 inch in skillet. Put steaks into hot oil and cook 6 to 8 minutes, until golden brown on bottom. Turn, and cook other side 3 to 4 minutes. Remove steaks from oil with slotted spoon and drain on paper towels. To make gravy, pour off all but 2 tablespoons of oil in skillet. Return to heat, and sprinkle 2 tablespoons of the remaining flour over the hot oil, stirring constantly for a full minute, scraping up browned bits of crust from bottom of the skillet. Add milk, a little at a time. Continue cooking and stirring until gravy is thick. Salt and pepper to taste. Makes 4 chicken fried steaks and gravy. Serve with mashed potatoes and/or biscuits, black-eyed peas or greens.

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Story available online at [https://www.star-telegram.com/news/local/fort-worth/article3865242.html?fbclid=IwAR3bmrnTIWOZ-IUcVhKidFxge6f6M5PCCas106iwr\\_i-BO71Gh3gyhAk6EQ#storylink=cpy](https://www.star-telegram.com/news/local/fort-worth/article3865242.html?fbclid=IwAR3bmrnTIWOZ-IUcVhKidFxge6f6M5PCCas106iwr_i-BO71Gh3gyhAk6EQ#storylink=cpy)

The abandoned building that housed Massey's, the legendary south side restaurant that was famous for its chicken-fried steak, is living on borrowed time.

Sometime in the next month, the empty building will come down.

For now, a demolition trailer sits out front on Eighth Avenue, a pile of dusty debris sits in the back and graffiti has been sprayed along the south wall.

The building's owner, Don Williams, said he is waiting for the gas to be turned off now that the asbestos abatement has been completed.

Once that happens, he will move forward with tearing the building down.

"We're just going to get it level," Williams said from his home in Costa Rica. "We're talking to restaurants and also about the possibility of building a medical office building with a day-care facility."

Williams, who struck a deal to buy the property late last year, has no plans to sell it. He says he has placed it in a trust for his 3-year-old son.

Herbert Massey's opened in 1947 and closed for the last time in 2011. It gained fame in Dan Jenkins' 1981 novel, *Baja California*, and was also mentioned in several other books.

In the novel, Jenkins called it "Herb's," HBO made a film of *Baja Oklahoma* starring Lesley Ann Warren.

But Jenkins is taking the old restaurant's demolition in stride.

"Things change," he said Monday. "It had become not the place it was. That was gone for me in my mind."

The Massey family served their last chicken-fried steak in 1996. The following year, Todd A. Scott and John Hamilton leased the building and reopened under the same name with the same menu but started using frozen french fries instead of the fresh peeled-cut fries the Masseys made. The partners later broke up with Scott closing Saturdays and ending evening service.

Before she sold the building to Williams, Diane Massey said, she thought about refurbishing the restaurant and running it herself, but it was too far gone. She estimated costs of \$300,000 to bring it back into operation.

"Every piece of equipment was broken," Massey said. "The bathrooms were bad. I was really going to have to start over."

Williams said several restaurant owners have looked at the building, including Dallas restaurateur Gene Street, and agreed with Massey's assessment.

"I really and truly think that's what you have to do but it's really too bad," Massey said Monday.

Mary Anne Boyd ran the Blue Note, the bar at Massey's, for 20 years.

"I still live in the neighborhood," Boyd said. "I go by there every day so, yeah, I'm going to be sad," Boyd said.

When the building is demolished, Williams will mark its passing with some sort of ceremony.

"We hope to have some sort of social event and try to preserve something for the history books," he said.

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BY BILL HANNA - BILLHANNA@STAR-TELEGRAM.COM

JULY 30, 2014 11:43 AM,

Story available online at [https://www.star-telegram.com/news/local/fort-worth/article3867285.html?fbclid=IwAR1SbFm7B\\_QSpKHvNdRn5CYCu8wGRwweARfn50DU5nJYH5TpT8UE-LeoR38](https://www.star-telegram.com/news/local/fort-worth/article3867285.html?fbclid=IwAR1SbFm7B_QSpKHvNdRn5CYCu8wGRwweARfn50DU5nJYH5TpT8UE-LeoR38)

With an umbrella protecting her from the light rain, Diane Massey watched as a big part of her life disappeared Wednesday morning. Massey's served its last chicken-fried steak in 2011 but it was still hard to say goodbye to the landmark Fort Worth restaurant.

"It's too bad it wasn't kept up because then that way we would still be doing something else with it," said Massey, who reached a deal to sell the building to Dallas businessman Don Williams in December. "I had high hopes that a restaurant was going to go in over here."

It took about an hour for most the building to be knocked down Wednesday morning, leaving behind a plate of red bricks and dust along Eighth Avenue on the edge of the Fairmount National Historic District. Massey, the widow of Charles Massey, ran the restaurant with her husband for 25 years, but it dated back to 1947 when Charles' father, Herbert Massey opened it. The Massey family had not been directly involved with operating the restaurant since 1996 but she still had bittersweet feelings about seeing it go.

She can remember the lines outside the restaurant in the 1970s and the fame the restaurant received from being in Dan Jenkins' novel *Baja Oklahoma*, and later in the HBO movie of the same name that starred Lesley Ann Warren and also a very young Julia Roberts. But Jenkins called it "Herb's Cafe." It purportedly served up to 6,000 chicken-fried steaks a week during the 1980s. Though it was very popular during the 1970s and '80s, Jenkins said it meant more to him in the '40s and '50s when he and fellow writers like Bud Shrake would hang out there.

"It was our Left Bank," Jenkins said.

Yet Jenkins was hardly sentimental about the building's demise when informed it was gone.

"People did come and look for it, and I hope they weren't too disappointed," Jenkins said. "What I wrote was an exaggeration."

Massey said the restaurant's fortunes began to change as people become more health-conscious. Suddenly, a regular diet of chicken-fried steak didn't sound like such a good idea.

"I tell you what hurt us was when they first came out and started talking about fat in your diet," Massey said. "A lot of people were here eating chicken-fried steak every day and then they cut back."

Mary Anne Boyd ran the Blue Note, the bar that was attached to Massey's for 21 years. She still has the old Blue Note sign in her garage and she got it fixed so it still works. Boyd and Kathy O'Brien, who was a longtime waitress, started swapping some of their favorite stories as the building came down behind them.

They recalled that the no-smoking section once consisted of only eight tables and that Diane Massey would hide the electric bill from her husband during the summer because keeping the poorly insulated building cool would cost a fortune. Then there was the time that O'Brien didn't recognize her own family.

"How about that time you went up and said 'Can I take your order?' and it was your parents?" Boyd said. "She didn't know it. She just kept taking their order." Without missing a beat, O'Brien replied: "Well, my parents lived in Illinois and I hadn't seen them in a long time."

While most people were talking about the past, there is also concern about what will replace the old restaurant. For now, the two Massey's signs will continue to stand, serving as a reminder of what was once there. There had been talk of a medical office building or another restaurant. But Jayson Williams, who has been overseeing the property for Don Williams (no relation), said they haven't really been marketing the property for the last six months. Once it is scraped clean, they'll see who takes an interest. One former customer and long-time Fairmount resident, Larry Schuessler, who came by to snap some photos, has some opinions about what should go there. "It would be nice if it would be restaurant, but not fast food," Schuessler said. "In Fairmount we used to be scared about medical stuff but it would be nice if the architect would build it in an architectural standard like the '20s or the '40s rather than just a modern building."

## MASSEY'S RESTAURANT PHOTOGRAPHIC HISTORY

### Dream Come True for Owner and Wife



The new Herman Jones Restaurant at 1801 Eighth Avenue, which is a dream come true for its proprietor and his wife. For 25 years Mr. and Mrs. Herman Jones have worked and planned toward such a place as this,

which is having its formal opening today. It is ultramodern in interior design and furnishings, air-conditioned and smart in a color scheme of dawn gray and cobalt blue with chromium trim. Everything barbecued is

—Star-Telegram Photo.

featured on the menu. The up-to-date kitchen is equipped with its own barbecue pit. Herman Jones, Fort Worth residents will recall, is the originator of the Frozen Malt.



# Announcing

our  
FORMAL OPENING



1801 8th Avenue (Second Door South of PARKWAY THEATER)

The NEW Home of

**Delicious  
FOOD**



SATISFIED CUSTOMERS



You'll Like It Here

PLEASING SERVICE



Good Food Well Served

When You Plan a Small Dinner Party, Dial 4-8242 and Our Hostess Will Assist With Your Menu

**PROMPT CURB SERVICE!**

## Herman Jones

1801 8TH AVE. ~

**NOW OPEN!**

We invite you to visit our NEW Home of Delicious Foods at 1801 Eighth Avenue. We sincerely believe that we have provided for our friends in Fort Worth, a modern new food place with reasonable prices. We have spared no expense to bring you the latest equipment and the best of standard products. Drive by this evening, we'll appreciate your patronage.

**APPRECIATION!**

For many years HERMAN JONES on Main Street has served the discriminating public. In our NEW home, we believe that we are even better equipped to merit your patronage. We are grateful for the way you have already recognized us and invite you to give us an opportunity to serve you.

**It's Cooler**

You'll be Cool and Comfortable, for we have installed Modern Air-Conditioning.

**Cool Tips**

**Strawberry Sundae**

With Whipped Cream ..... 20¢  
and Chopped Nuts ..... 10¢  
Fresh Lemonade ..... 10¢



**YOUR FAVORITE  
BEER**

WE MAKE OUR OWN ICE CREAM AND ICES. Only the finest and purest products go into our ice cream. SPECIAL PRICES on Quarts and Pints. Take some home for the evening meal.

**FROZEN MALT!  
5c ★ ★ ★ ★**

Pioneers in FROZEN MALT. We have built an enviable reputation on our Frozen Malt. We were the FIRST to introduce this Delicacy. You'll see the difference.

**PIT BARBECUED CHICKEN,  
STEAK, RIBS AND HAM**

Served Piping Hot From Our Own Barbecue Pit  
TAKE SOME HOME FOR DINNER

... Universal Malt Corp., Dallas ...

*For the whole family*

**MEXICAN FOOD**  
Steak Dinners  
Chicken

**Favorite Eating Place**

*Herb Massey's*



**WA 4-8242**



*Herb Massey's*

1801 8TH. AVE., FT. WORTH, TEX.

Please Close Cover Before Striking







## A LA CARTE STEAKS

Our Steaks Are Cut From Properly Aged Beef and Served with Massey's Special Salad and Potatoes

BROILED K. C. SIRLOIN	90
EXTRA CUT	1.15
FILET MIGNON	65
BROILED CLUB STEAK	65
BEEF T-BONE	65
BEEF TENDERLOIN	90
CHICKEN FRIED VEAL STEAK	40
BREADED VEAL CUTLETS	40
VIRGINIA HAM STEAK	65
HAMBURGER STEAK	60
FRENCH FRIED ONIONS	35

## SANDWICHES

HOT SLICED CHICKEN	45
MASSEY'S SPECIAL SANDWICH	
Barbecued Beef	25
Baked Ham	25
KOSHER CORN BEEF	20
BARBECUED BEEF OR PORK	20
HOME BAKED HAM	20
ROAST BEEF	20
CHEESEBURGER	15
DELICIOUS HAMBURGER	10
JUICY HOT DOG	10
FRIED HAM	20
AMERICAN, PIMIENTO, OR	
SWISS CHEESE	15
BACON AND TOMATO	20
FRIED EGG	15
SLICED BREAST OF CHICKEN	30
CHICKEN SALAD	20
SPECIAL STEAK	20
CLUB HOUSE	40
COMBINATION	25
GOOSELIVER	15

## EGGS AND OMELETTES

TWO FRIED EGGS	20
HAM OR BACON AND EGGS	40
PLAIN OMELETTE	35
HAM, BACON OR	
CHEESE OMELETTE	40
SCRAMBLED EGGS & CHILI	35
SPANISH OMELETTE	35

## WINES

YOUR CHOICE OF WINE, per glass	15
INDIVIDUAL BOTTLE	40
CHAMPAGNE COCKTAIL	55
INDIVIDUAL BOTTLE	
CHAMPAGNE	1.10

MAKE IT A HABIT TO JOIN YOUR FRIENDS AT MASSEY'S

## A La Carte Seafood

SHRIMP COCKTAIL	35
OYSTERS on Ice	40
FRIED OR STEWED OYSTERS	40
One-half doz. 40 Per Doz.	70
FRIED CATFISH	50
FRIED FRESH SHRIMP	45
TENDERLOIN OF TROUT	50
FRIED FROG LEGS	75

## SALADS

FRESH SHRIMP	40
MASSEY'S SPECIAL SALAD	35
MIXED OLIVES AND CELERY	30
CELERY HEARTS	25
SLICED TOMATOES	25
HEAD OF LETTUCE	20
PINEAPPLE-COTTAGE CHEESE	30
POTATO SALAD	25
COMBINATION SALAD	25
FRUIT SALAD	35
FRUIT PLATE	50
SALAD PLATE	50
CHICKEN SALAD	40

## FOUNTAIN SUGGESTIONS

THICK CREAMY MILK SHAKE	15
ASSORTED ICE CREAM	10
BANANA SPLIT	20
ICE CREAM SODA	15
THICK MALTED MILK	15
SHERBET	10
MILK CHOCOLATE	15
FRESH FRUIT LIMEADE	10
FRESH ORANGEADE	10
CHOCOLATE OR ANY	
FRUIT SUNDAE	15
HOT CHOCOLATE, Whipped Cream	10
FROSTED COCA-COLA	15
FROSTED ROOT BEER	15

## SET-UPS

TUB OF ICE	25
GLASS OF ICE	05
SOFT DRINKS Used as Mixers	10
GINGER ALE, LIME RICKEY, OR	
TOM COLLINS MIX	25
WHITE ROCK	35
SYPHON WATER	50
GLASS of CARBONATED WATER	10

## 75c Sea Food Dinner 75c

SHRIMP COCKTAIL OR TOMATO JUICE	
COMBINATION SALAD	
TENDERLOIN OF TROUT,	
OR FRIED CATFISH	
FRENCH FRIED POTATOES	
BUTTERED ENGLISH PEAS	
HOT BISCUITS	
COFFE OR TEA	

Fried  
Jumbo  
Frog  
Legs

SALAD  
FRENCH  
POTATOES

75c

## MEXICAN FOODS

(In Season)

MEXICAN PLATE, One Enchilada,	
One Hot Tamales, Rice, Mexican	
Beans and Chili	40
ENCHILADAS with Malted Cheese	35
Premium TAMALES with Chili	35
CHILI CON CARNE	30
SPAGHETTI with Chili	30
SCRAMBLED EGGS with Chili	35

REAL ITALIAN SPAGHETTI	
AND	
50c MEAT BALLS	50c
WITH PARMESANO CHEESE	

## Delicious

Calf  
Fries

COMBINATION  
SALAD  
FRENCH  
POTATOES

75c

## MASSEY'S DELICIOUS FRIED CHICKEN

SPECIAL PLATE	CHICKEN in a BASKET	CHICKEN LIVERS
FOUR PIECES CHICKEN	ONE HALF CHICKEN	POTATOES AND GRAVY
CREAM GRAVY	SHOESTRING POTATOES	50c
AND POTATOES	CREAM GRAVY	
	45c	70c
ALL WHITE MEAT	60c	90c

## MASSEY'S BARBECUED PORK RIB PLATE

50c A GENEROUS SERVING OF BARBECUED RIBS WITH DILL, PICKLES, POTATOES, AND BARBECUE SAUCE 50c

## CUBED STEAK SANDWICH

BROILED STEAK WITH MELTED CHEESE  
ON BUTTERED TOASTED BUN  
25c

POPULAR BOTTLED BEERS  
ALWAYS COLD

Massey's Basket of Potatoes  
Goes Well with Your Beer—15c

## CHICKEN FRIED STEAK SANDWICH

HOT OPEN CHICKEN FRIED STEAK  
SANDWICH AND POTATOES  
30c

ASSORTED COLD MEATS,	
POTATO SALAD	50
ALL CANNED SOUPS	30
BAKED HAM AND BEANS	35
CHEESE PLATE and POTATO	
SALAD	50

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# MASSEY'S

## RESTAURANT

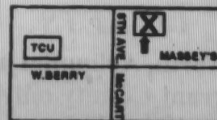
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USDA Choice Steak

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Sun. 11-3

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TCU does not encourage the consumption of alcohol. If you do consume alcohol, you should do so responsibly, and you should never drive after drinking.

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### Herb Massey's Restaurant

1801 8th Avenue

Phone WA 4-8242



GUEST CHECK			
TABLE NO.	NO. PERSONS	CHECK NO.	SERVER NO.
		94115	
{ handfuls of { baking powder <del>2 cups</del> (flour 3 lbs) buttermilk 3/4 gal. sugar 1 cup. { shortening { 1 1/2 pints TAX 3611			



### Massey's Biscuits

Servings: 12

-----Sift together:-----

2 cups flour  
 4 tsp baking powder  
 3 Tbs sugar

-----Cut in:-----

1/2 cup shortening

-----Stir in:-----

3/4 cup buttermilk

1. The dough will be very soft and sticky. Dump out onto heavily floured surface and knead 10-15 strokes, until smooth.

2. Roll out to 1/2" to 3/4" thickness. Cut with round cutter and place on ungreased cookie sheet, with sides of biscuits just touching. Unused dough may be rolled out once more.

3. Brush tops of biscuits with milk. Bake 12-15 minutes at 450 until golden brown.

Recipe Source:

A waitress at Massey's

Author Note:

Stan reduced it to residential proportions.  
 I usually make these with butter instead of shortening. Not quite the same, but still very good (maybe better).



### Herb Massey's Dinner Place

Specializing In

CHICKEN DINNERS - STEAK  
 DINNERS & MEXICAN FOODS

For Reservations WA 4-8242  
 1801 EIGHTH AVE. Fort Worth



*Mothers' Day Greetings*

**HERB MASSEY'S  
DINNER PLACE**

—Specializing—

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**MEXICAN FOOD**

**CATFISH - SHRIMP - OYSTERS**

**TENDERLOIN OF TROUT**

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**WA 4-8242**













## *'Massey's was our Left Bank of the Seine.'*



Star-Telegram / KEVIN FUJII

Longtime employee Joyce Moore tapes a "closed" sign on the window of Massey's restaurant in Fort Worth yesterday.

# Famed chicken-fried steak mecca closes

BY JUSTIN BACHMAN  
Star-Telegram Staff Writer

FORT WORTH — After nearly a half-century as Fort Worth's most famous purveyor of chicken-fried steak, Massey's restaurant closed yesterday.

Bedeveled by sagging profits and an aged building needing major expenditures, Charles Massey said he will retire and sell the south side restaurant, which his father opened in 1947, to one of several interested people. He isn't sure which one or when it might reopen.

"Well, let's see. I've had a stroke,

heart failure and a triple bypass so I think I'll play golf for a while while I can," Massey, 71, said yesterday, sitting in his dining room with a handful of customers.

Massey made no public announcement about closing the restaurant, and some regulars found out only when they arrived yesterday that they would be enjoying their last Massey's meal.

The restaurateur said he isn't sure why he didn't tell more people or throw a party at the end.

"The plumbing stopped up and the dishwashing machine quit. I

don't know, finally, I just decided the heck with it," Massey said. "It's kind of been tougher and tougher. We've been making practically no money at it."

He said the kitchen needs a new walk-in freezer and refrigerator, and a new grill and range, while an 18-year-old ice machine is "hanging by a thread" and the dining room needs new carpet and booths.

"The place is wore out, just like me," Massey quipped.

The restaurant was a Fort Worth institution for inexpensive, large portions of fried chicken, chicken-

fried steak, hamburgers and seafood.

Massey's father, Herbert Massey, opened the Eighth Avenue restaurant Sept. 1, 1947.

Writer Bud Shrake said Massey's was popular among his crowd at Paschal High School and Texas Christian University, groups of precocious youths that Herb Massey welcomed and allowed to inhabit his restaurant for hours.

"Massey's was our Left Bank of the Seine; it was our literary hang-out," Shrake said from his home in Austin.



The correct name is Herb Massey's Dinner Place, a stately title befitting Texas' foremost chicken-fried steak joint, and the location is 1805 8th Avenue in Fort Worth.

Nobody I know calls it anything but Massey's. It is a homey place, jammed with Depression-chrome, laminated-top tables and overstuffed red plastic booths.

When Herb Massey opened his restaurant in the late 1940s, he knew what people in Fort Worth liked—chicken-fried steak. And he knew how to cook it better than anyone else. Now, almost four decades later, Massey's is the best known chicken-fried steak restaurant in Texas and son Charles continues to supervise the kitchen from which have been served, more or less, three million plates of Texans' favorite meal. ✎

No real secret to any of this. Every ingredient is bought fresh daily. Every dish is made from scratch. Nothing is prepared in advance. The cook doesn't start until he receives an order. Brillat-Savarin would have approved of Massey's chicken-fried steak.





# Lean and mean

## Chicken-fried steak and cream gravy a Texas tradition

By Art Chapman  
Fort Worth Star-Telegram

With the closing of the ancient Massey's restaurant, Fort Worth, Texas, has been thrown into a sort of equilibrium dilemma. It is a moral and spiritual crisis. Where is Mecca? What now is the holy temple of chicken-fried steak?

I'm not suggesting that Massey's was really the home of the best chicken-fried steak in town, at least for the past 10 years. Some die-hard, never-say-change purists insist it was, but they are the people who still think the Fort Worth Cats have a chance to win the Double A Texas League.

The minor league Cats folded in the early 1960s.

But Massey's was at least a compass point when it came to chicken-fried steaks. Now there is nothing, and people are weaving all over the center stripe in search of their chicken-fried bearings.

Places will emerge eventually; we've tried to do our part by surveying area restaurants, but taste is subjective and it will take time for a place to emerge as the best. Meanwhile, we'll wander, not aimlessly, but we'll wander.

Outsiders probably won't understand this dietary vertigo we're going through here. Texas cuisine, real Texas food, has to operate between two strict goal posts: barbecue on one side, chicken-fried steak on the other. They are wide standards that offer some latitude, but they are planted deeply in our consciousness.

Chicken-fried steak might be the more important of the two. Other states have barbecue, some of it pretty good, but once you

cross the Texas boundaries, it becomes more and more difficult to find a decent chicken-fried steak.

Oklahoma has some; New Mexico, too. I've never had one in Louisiana, and I try not to eat in Arkansas.

Texas is pretty much the ancestral home of the chicken-fried steak, and the recipe hasn't changed much since the cow camp cooks dragged the tougher cuts of meat through a little flour and dropped them in to some sizzling bacon grease.

We don't use bacon grease much now; it's too fat-laden. But sometimes, we drop the entire steak into boiling oil and deep-fry it. That system gives the steak its best crust, but us low-fat eaters have to stay away from it.

Still, cooking it at home is just about the same as it always has been. Somewhere along the way, people got the idea that chicken-fried steak is an unhealthy dish. It's not necessarily.

You can't eat a piece of meat the size of a saddle blanket, but 3 or 4 ounces of tenderized round steak makes a decent portion. If you have a nonstick skillet, you can cook the steak with only a tablespoon or two of oil.

The lean meat and the low oil make for a reasonable meal.

Much of the taste, for me at least, comes in the gravy, anyway. For a long time, even I thought you couldn't make a decent gravy without grease. I have learned differently.

I'll offer a recipe, but to tell you the truth, the best way I've found is to go to the grocery store and buy a packet of Pioneer No-Fat Country Gravy Mix. The packet makes 2 cups of creamy gravy that has no fat, no cholesterol.

It's a snap to make and costs just a little over a dollar.

When it comes to the meat, you can buy round steak and pound it yourself, or you can buy the cube steaks that have already been tenderized.

I opt for the cube steaks, mostly out of laziness.

The only trick to cooking chicken-fried steak on your own is controlling the heat. If the pan is too hot, the batter will burn before the steak is cooked. Chicken-fried steak is not a dish to be eaten rare.

If the heat is too low, the batter will never crisp and you'll end up with more of a smothered steak than a chicken-fried one. You can play around with bread crumbs, crushed corn flakes, or just flour, milk and egg.

There is no magic formula. It all depends on your frying pan, your stove, your steaks and your likes. Practice is the only answer. Here is a recipe provided by the Texas Beef Industry Council. It's not perfect, but it's a place to start.

**2 tablespoons flour**  
**1 teaspoon vegetable oil**  
**Salt and pepper to taste**  
**Cream gravy (recipe follows)**

Combine skim milk and egg substitute in a shallow bowl. Add meat and marinate for about 30 minutes. Combine flour, salt and pepper in a plastic bag, close top and shake to coat with flour. Heat oil in skillet with nonstick surface. Place steak in skillet over medium-high heat. Brown on one side, turn and brown other side. Remove from skillet and keep warm while making gravy.

### Cream gravy

Combine 1 tablespoon flour and 1 cup skim milk in a jar with a lid; shake until flour is blended. Pour into the skillet in which meat was cooked. Stir to loosen bits of flour stuck to the pan. Cook over low heat until gravy is thickened. Season to taste with salt and pepper.

Nutritional analysis per serving: 341 calories, 14 grams fat, 9 grams carbohydrates, 42 grams protein, 96 milligrams cholesterol, 248 milligrams sodium, 38 percent of calories from fat.

### Low-Cal Chicken Fried Steak & Gravy

Serves 2  
2 cups skim milk  
2 tablespoons egg substitute  
2 (4-ounce) tenderized round steaks or cube steaks

Staff writer Art Chapman contributes a column on low-fat cooking and eating to the Fort Worth Star-Telegram. Write him via snail mail in care of the newspaper at Box 1870, Fort Worth, TX 76101-1870, or send E-mail to him at [art\(at\)sign|Nstartext.net](mailto:art(at)sign|Nstartext.net). His site on the World Wide Web is <http://www.star-text.net/interact/chapman.htm>.



### A WORD FROM OUR TEAM

These are just a few pieces of the written and photographic history that our team found when researching the project. No doubt there are many other wonderful resources available to find the history and stories of Massey's Restaurant and this property.

While it is not required that the artist incorporate the Massey's Restaurant history into the concept for the artwork, we encourage any artist who is interested in the project to familiarize themselves with the sign's origins and history. Thank you.

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