



MASSEY BROS.
Honouring Life

Traditions firmly rooted in the Family Tree

Introducing Peter Maguire to Massey Bros Crumlin

Massey Bros Funeral Directors has long been established as one of Dublin's leading family run companies. The roots of the business were firmly planted on Dublin's Thomas Street in the heart of the Liberties by Cissy Massey Maguire and her brothers, in the 1930's. She was a formidable, strong lady who pushed the boundaries for women in business, long before her time.

After many decades of establishing the service in Dublin 8, Cissy's own children joined her in the family business. Her son Freddie (Massey) Maguire in particular proved, the apple hadn't fallen far from the tree. It wasn't long before his unique vision began to shape the Massey Bros service, so many of us know and trust to look after our loved ones today.

Part of Freddie Maguire's vision was to expand further into Dublin city and county. The seed was sown with his first flagship funeral home outside of Dublin 8 with the addition of Massey Bros on 177 Crumlin Road. The striking red bricked building, formerly home to the Bank of Ireland was reimaged and Massey Bros "the Haven" came to fruition as the first Funeral Directors to be established in Dublin 12.

Freddie's late sister Sylvia was the first Branch Manager of Massey Bros. Crumlin and was renowned locally for her care and professional ism during her twenty years at the helm. Freddie's wife Aileen (Murphy) also shares a close connection with Crumlin as she is a Drimnagh lady herself.

More recently Ann Bradley a native of our neighbouring Maryland and now Inchicore, cared for so many families in our local areas of Crumlin, Drimnagh, Rialto and Inchicore.

After 37 years of service Ann is considered as another member of the Massey Bros family. Ann's dedication and experience have been optimized by Massey Bros in a new role that sees her covering more than one area for the families that seek her exceptional care and attention to detail.

As of February this year Peter Maguire, Freddie's eldest son, has proudly taken up the mantle at Massey Bros Crumlin having dedicated 15 years to working in the industry. 5 of those years saw Peter developing his wide ranging skillset by working for a large funeral director in the UK.

His return to Dublin in 2008 put him back



The Massey Bros family (left to right) Robert, Peter, Susan, Freddie, Aileen Andrew.

into the family business and led him to the happy meeting of his wife Erica with whom he shares two young children Freddie and Maud. Peter was instrumental in setting up one of Massey Bros newer branches in Blackrock in the past few years and brings his entrepreneurial flair to the Crumlin funeral home.

History repeats itself with Peter and his brothers, Robert, Andrew, William and Managing Director sister Susan. This 3rd generational family is just as keen as their Father before them to continue on their family tradition. Their parent's example of compassion, empathy and dignity run deeply through the heart of the business and are embedded in the exceptional service Massey Bros provides today. This younger generation of the family have funeral directing running through their veins. However they see the need to constantly evolve the business to always lead from the front. Technological advancements with live streaming are just one of the innovations that Massey Bros have added to their service. A shared vision of exceptional funeral care has brought about an exclusive partnership with Memorial Lane, one of Ireland's most experienced film makers.

Peter is joined in Crumlin by his brother-in-law, Shane Kenny, who has also enjoyed a long career with Massey Bros. The roots continue to entwine with this family of funeral directors as Shane's Mother, Maura Larkin was also born and bred in Drimnagh's Dublin 12. Her family ran Larkin's butchers on the Drimnagh road for many years.

30 years combined experience means that families receive a tailor made funeral celebration to honour the lives of their loved ones. Specially curated music playlists and streaming photos are all set in a beautifully designed interior. Families can take comfort in "a home away from home" when their loved ones are in our care.

Together this family duo are determined to strengthen

Massey Bros long standing position within Crumlin and its neighbouring districts of Dublin 12. They look forward to becoming more involved in the community as restriction's ease. Plans are afoot to set up a series of coffee mornings with neighbours and friends in support of local charities as soon as is permissible. "We hope we can learn all there is to know about the local community here in Crumlin and are excited at the prospects of collaboration with local groups and clubs alike" says Peter. "I'm excited by the challenge of keeping my family's business Massey Bros to the front of everyone's mind when they find themselves in need of our care and professional experience"



Peter Maguire Massey Bros. Eleanor Flew Our Ladys Hospice. Barbara Galvin singer. Simon Morgan singer. Little Flower event, Blackrock

Massey Bros "The Haven" is located at 177 Crumlin Road.
Available 24 hrs. Please call 01 454 1666
email peter@masseybros.com or shane@masseybros.com
For more info visit www.masseybros.com