

Nation's Stores Observe Simmons Week

Success of Co. Built On Integrity Of Father And Son

Leading Stores Of Nation Pay Tribute To Man Carrying On Simmons Co.

EDITOR'S NOTE—Commencing Friday, May 12th, and continuing thru Saturday of this week, Simmons Bedding Week is being observed by leading stores all over the Nation.

The story, reprinted below, is of particular interest to Roanoke Rapids people, since the Simmons Company are owners of the large textile mills here. It is taken from the special Simmons Section of the Richmond NEWS LEADER of May 11th.

When only 19 years of age, Z. G. Simmons, Sr., founder of the Simmons company, was both schoolmaster and farmer.

From blackboard to plow handle—his was a 'teen age teeming with activity—alive with interest and responsibility.

To young Simmons, the dual role of teacher and tiller of the soil was no mere routine. It was life experience, opportunity. And young Simmons was determined to make the most of it.

Home from the fields at dusk, a new "day" was dawning for the youngster. For others, a well-earned rest—for young Simmons a long evening of study and preparation for the morrow.

And so, early in life, the founder of the largest organization of its kind in the world was planning and building for the welfare of others.

At the age of 21, young Simmons elected to enter the business world, and went to work for Seth Doane at \$200 per year. This was in 1849. Two years later, in 1851, Mr. Simmons acquired the business for \$200 and \$14,000 in notes.

To many, this move, on the part of one who was but 23, may have appeared as a dangerous venture. But young Simmons was confident of his ground—knew the business—and had demonstrated a capacity for business leadership. The added responsibility of owner was exactly to his liking.

In 1856 Mr. Simmons was attracted to the utility field, and purchased a half-interest in a small telegraph company. He envisioned not several miles of wire to serve a few communities, but a vast network of communication spread out over many counties.

This dream was soon to become a reality. In the fifteen years that followed, he directed the movement of 20,000 miles of communication, which he finally sold for \$4,000,000.

Work, Not Man, Counts.

Throughout his entire lifetime of service, Mr. Simmons maintained that it was a man's work—not the man—that counted. In entering the utility field, he was determined to build a system of communication that would meet a definite need—that would endure—and one that would serve as a milestone in his business career.

That he successfully achieved this end is evidenced, not only by the vastness of the system developed, but by the huge sum of money which the sale of the property involved.

Possessed of great energy and with unbounded confidence in the future of America, it was but nat-

In Harwichport Kidnapping Drama



Here are the principals in the \$60,000 kidnaping of 10-year-old Peggy MacMath of Harwichport, Mass. (right) which stirred the nation, but was brought to sudden end when Kenneth Buck, 28 (upper right), and Cyril Buck, 41 (lower right), garagemen at that place, were arrested in less than 10 hours after the ransom money had been paid and Peggy returned to her parents. Under questioning, Kenneth Buck confessed, but tried to absolve his brother, who acted as go-between. Cyril Buck has been charged with extortion through ransom. An early trial is predicted.

ural that Mr. Simmons should turn to other fields. And so in 1871, he laid the foundation for the Simmons company.

The new Simmons venture called for the manufacture of wooden telegraph insulators, fanning mills and cheese boxes. There were nine persons employed in the small factory.

Like present-day manufacturers who continually seek new products to develop, Mr. Simmons studied the possibilities of bed manufacture, and shortly was ready to announce one of the most startling developments in the history of that industry.

The business of making insulators and fanning mills prospered, and in the early eighties, Mr. Simmons purchased the Western rights for a woven wire bed spring, and soon thereafter organized the Northwestern Wire Mattress Co.

Unerring Judgment

It was said of him by those who worked at his side that he possessed unerring judgment, coupled with vision and an unusual capacity for hard work. It was only a short time later that the company introduced a wooden folding bed—a distinct innovation—and in 1886 the McKinley tariff made possible the building of chilled cast iron beds on a profitable basis.

The first iron beds, of course had to be mounded and often weighed as much as 300 to 400 pounds. Their cost was many times that of the beautifully paneled, faithfully finished Simmons steel beds of today, which are built for a lifetime of service.

There followed in the course of a few years the addition of coil springs, link springs and other departments to the rapidly expanding business. In 1911, the company developed lock seam tubing, the square post and hand graining—features that permitted the building of attractive, light-weight, moderately priced metal beds.

Z. G. Simmons, Sr., passed away in 1910, at the age of 81 years. His was a full life, enriched by achievement in many fields of service. On the solid foundation which he builded, there has grown, under the direction of his son, Mr. Z.

G. Simmons, Jr., an organization whose products are known and accepted throughout the civilized world.

Some fifteen years ago the light steel bed by Simmons made its appearance and was heralded in the parts as a great stride forward in bed manufacture. It was a distinct improvement over the metal beds that preceded it, combining all of the practical utility and durability desired with beauty and grain and grace of line that quickly merited an almost universal approval.

Entered Mattress Business

About six years later the Simmons organization introduced steel bedroom furniture and in 1923 entered the mattress business on a national scale.

Up to that time mattresses had been manufactured locally and for the most part sold locally. There was no standard of quality—no fixed price. Mr. Simmons, Jr., envisioned the development of a mattress of outstanding quality that would gain national recognition as a standard of value.

The introduction of the Beautyrest mattress at a moderate cost, was a revolutionary step in the merchandising of sleep equipment. Again the Simmons organization had elected to pioneer a new development. The response from every section of the land exceeded every expectation.

The result is that today, in every city, town and hamlet in which Simmons products are sold, the Beautyrest quality is available at the nationally advertised price.

MRS. HAWLEY ENTERTAINS

Mrs. Frank Hawley was hostess on Monday evening to her bridge club. Lovely flowers were used with pleasing effect. Three tables were placed for players and a game of six progressions was played. The highest score for the evening was made by Miss Lucille Carlon. A salad course was served to the following: Mesdames Howard Pruden, Paul Heydenrich, Carroll Wilson, Julian Allsbrook, George Hayes, Cranford Hoyle, Clarence Grimmer, J. T. Alford, J. W. Ross, Misses Lucille Carlon, Margaret Clark and Ruth Transou.

ENTERTAINS WITH BRIDGE

Mr. and Mrs. Wm. Batton entertained the members of their contract club on Thursday evening. At the close of an interesting game Mr. Jeff Lassiter and Mr. Walter

Haggard tied for high score. The hostess served strawberry short cake and ice tea. Those playing: Mr. and Mrs. Gene Kimball, Mr. and Mrs. Walter Haggard, Mr. and Mrs. Jeff Lassiter and Mr. and Mrs. Batton.



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