

# Baumritters Employ 3,000 In 16 Plants

## N.Y. Firm Takes Over 3 Kling County Plants

MAYVILLE — "We're shirt-sleeve operators with everything based on merit," Nathan S. Ancell, president and treasurer of Baumritter Corp., told a small group of Mayville area business and civic leaders at a luncheon here yesterday.

The firm, which yesterday announced the acquisition of three Kling factories in this county, will now employ about 3,000 persons in 16 plants with an annual productive capacity of \$40,000,000.

Mr. Ancell said "ours is a decentralized business" with only financial, advertising and similar business activities handled out of the New York City office. "We don't try to run our factories," he said in declaring he was "real happy" that Chester O. Helgran, named president and treasurer of Kling Factories, Inc., had "agreed to stay in harness."

### Warns Against Pressure

In a comprehensive and rapidly delivered talk spelling out the makeup, aims and business demeanor of the firm, he warned against "the terrific pressure" that is now tightening in the furniture industry.

"Our race is against time," he said, and "we must invest, invest, invest in order to combat the South."

Mr. Ancell said that all the corporation's plants are in small towns "of this type," mostly in New England.

He cited an instance of the "spirit of mutuality" of company personnel when a flood caused a \$59,000 loss to the corporation's first plant in Beecher Falls, Vt. He said, "we had no insurance and we were nearly bankrupt."

People in town (330 population) said to "forget about the pay" and they "chipped in and cleaned up." He said, "We couldn't pay them at the time, but we kept track and paid them later."

"From key executives to sweepers, this same esprit de corps permeates the organization," Mr. Ancell told his guests.

### Devoted Employees

He said the firm has about 70

to 80 executives who are "devoted people. Many of these are young fellows in their 30s."

Mr. Ancell told the group that the Baumritter Corp. needed a cherry furniture and entered into negotiations "with others." At about this time, he said, he talked with Mr. Helgran and discontinued the other negotiations.

He said, "We want to develop a lovely line of cherry bed and dining room furniture to add to the Ethan Allen line, and we also want to continue the Kling name and have a second line."

He said the firm was shortly going to buy a modern casegoods plant and that it was "right in the throes of an \$800,000 expansion at the Eldred, Pa. plant." But, the Baumritter head said, "our objective is to decorate the homes of America and form a simple decorating theme." He added, "we fathered the whole development of specialty stores."

### Traces History

Mr. Ancell traced the history of the organization. He said he started as a lawyer in 1932 and entered the furniture business "by accident."

"In those years, Kling was a respected, dignified name in the industry, with a reputation for honest dealings."

This was one of the "most important" factors taken into con-

sideration when "we felt we had to make an expansion move of this kind."

He said the firm's first building was a 4,000-foot space loft in New York City. He said that from 1935 to 1941, "Only a little bit of progress" was made, then, during the war, "We kept body and soul together for five years."

In 1961, Mr. Ancell said, the company had 13 plants doing \$31 million.

He said, "We went into towns—communities of this type—where the people had a pride in the town, the product, the factory."

### Really Delighted

"We're real delighted. The town smells good, looks good, feels good."

Mr. Helgran, in introducing Mr. Ancell, told the group, "These new people are community-minded. We investigated them thoroughly. We not only checked their financial condition, but how they stood in the community and with their employees."

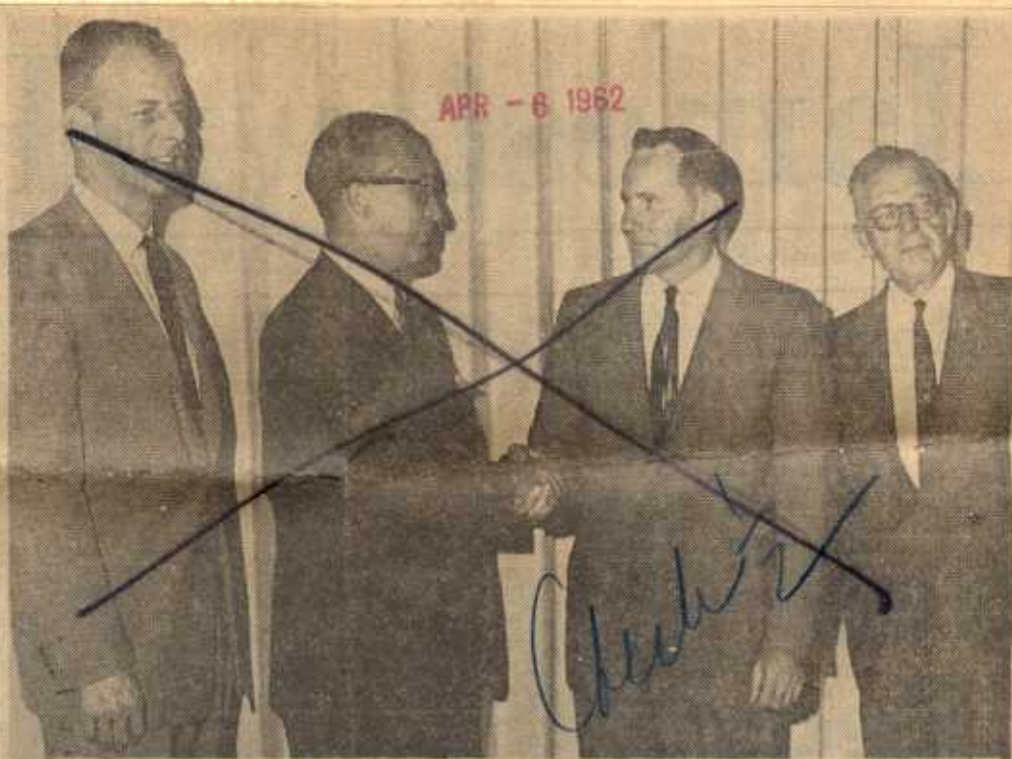
Walter Miller, Jamestown attorney of the firm of Price and Miller which has handled legal business for the Kling firm, will continue as attorney for Kling Factories, Inc.

Mr. Miller also spoke briefly prior to Mr. Ancell's talk and said that "Mr. Ancell will certainly bring a great deal of dynamic

ability to the firm." He added, "he will keep factories running to full capacity."

Mr. Ancell later listed the communities in which the Baumritter Corp. now has plants. He said they are Beecher Falls, Orleans and Randolph, Vt.; Burnham, Maine; Webster, South Ashburnham and Concord, Mass.; Boonville and Falconer, N.Y.; Eldred, Pa.; Maiden, N.C., and Bridgewater, Va.

Mr. Helgran said Mr. Ancell is not new to the area, as he has sold the furniture output since the 1930s of the American Manufacturing Concern, Falconer, a firm not owned by the Baumritter Corp.



**NEW KLING OWNERS WELCOMED**—Officials of Baumritter Corp., New York City, were welcomed to Mayville at a luncheon yesterday, following announcement of the purchase by Baumritter of the Kling Factories. From left: Paul B. Sullivan, president, Mayville Chamber of Commerce; Nathan S. Ancell, president, Baumritter Corp.; Mayor John Bertram, Mayville, and Chester A. Helgran, president and treasurer of Kling Factories, Inc. —Post-Journal Staff photo