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1969-07

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# SIMVIEW

Vol. 2, No. 2

July, 1969

SIMVIEW IS PUBLISHED AS A COMMUNICATIONS ORGAN BETWEEN ALL SIMPLICITY DEALERS AND OUR FIRM. PLEASE SEND US YOUR STORIES AND IDEAS FOR PUBLICATION.

## City Salutes W. J. Niederkorn On June 1

This Issue Of Simview Is Dedicated To Our Founder, Former President  
And Current Chairman Of The Board, W. J. Niederkorn

June 1, 1969 was "Niederkorn Appreciation Day" in the City of Port Washington. Here is the tribute paid to "Uncle Willie" by an editorial in the Milwaukee Sentinel, June 3, 1969.

### Hometown Hero

Testimonial dinners for prominent citizens are fairly common, but parades, ringing of church bells and sounding of factory whistles are usually reserved for returning war heroes or possibly movie stars returning to the old hometown. Such a tribute was paid Sunday to a local businessman, William J. Niederkorn, founder of the Simplicity Manufacturing Co., Port Washington. On his record, he deserved it.

Niederkorn is the personification of a hometown boy who made good without leaving town. No newspaper clippings from the big city were necessary to tell of Niederkorn's achievements. People in Port Washington could view his rise to the top.

He started as a \$3 a week department store delivery boy at 13, but by the time he was 24, he was sales manager of the Turner Simplicity engine line. When the firm was forced into receivership after World War I, he met the challenge and founded the Simplicity Manufacturing Co. in 1920, later building the firm into a success while weathering the depression of the 1930s. The company was sold to Allis-Chalmers in 1965.

At 81, he has been named the community's outstanding citizen, to go along with other unofficial titles such as "Mr. Port Washington" and just plain "Uncle Willie."

But the plaudits for Niederkorn are not for his personal success. Other men have done as well or better in the business field. Niederkorn's mark of distinction is that he has shared the fruits of his success with his community.

The W. J. Niederkorn library and countless gifts to religious and hospital groups attest to his generosity.

He also recognized the contributions of his employees by setting up a profit sharing plan in 1942. The company has never had a strike or work stoppage. In a recent interview, he modestly credited his company's success to the department heads, commenting that "we presidents don't amount to much."

Judging from the honor bestowed on him Sunday, his fellow citizens apparently don't agree.



Over twenty marching groups and floats made up the parade saluting Mr. Niederkorn. Parade is shown passing in front of the reviewing stand on the Niederkorn front lawn.



Enjoying the parade are W. J. Niederkorn, his wife Myra, Rev. E. J. O'Donnell S.J., Chancellor of Marquette University, and E. W. Passmore, former business associate.

Following the parade a special program of tribute was held.

W. J. NIEDERKORN DAY  
SUNDAY, JUNE 1, 1969  
PORT WASHINGTON HIGH SCHOOL GYM

MASTER OF CEREMONIES . . . . .	Tom Beilfuss Port Washington Jaycees
PRESENTATION OF COLORS . . . . .	American Legion Post 82
INVOCATION . . . . .	Rev. Philip J. Schowalter Friedens United Church of Christ
WELCOME AND KEY TO THE CITY . . . . .	Frank D. Meyer Mayor of Port Washington
COMMENTS . . . . .	William Steiger 6th District Congressman
LIFE HISTORY OF WM. J. NIEDERKORN . . . . .	Judge Charles L. Larson
COMMENTS . . . . .	Assemblyman Herbert Schowalter
COMMENTS FROM EMPLOYEE . . . . .	Walter Blumenburg
VOCAL SELECTION . . . . .	Chord Blenders of Port Washington
PRESENTATIONS TO MR. NIEDERKORN . . . . .	Religious, Civic and Social Organizations
RESPONSE . . . . .	Mr. Wm. J. Niederkorn
BENEDICTION . . . . .	Father Stanley B. Klauck St. Peter's Catholic Church
RETURN OF COLORS . . . . .	American Legion Post 82
INVITATION FOR REFRESHMENTS . . . . .	Served by Port Washington Jaycettes

We know you join us in wishing "Uncle Willie" many more healthy and successful years.



## You're Breaking My Heart

Being a "Good Little Credit Manager", our Merlin Mueller has had to learn to steel himself to many a sad, sad story. This must be a prize letter to a Credit Manager.

My Dear Sirs:

In reply to your request to send a check, I wish to inform you that the present condition of my bank account makes it almost impossible. My shattered financial condition is due to Federal laws, state laws, county laws, city laws, corporation laws, liquor laws, mother-in-laws, sister-in-laws and out-laws.

Through these laws I am compelled to pay a business tax, amusement tax, head tax, school tax, gas tax, sales tax, light tax and excise tax. Even my brains are taxed. I am required to get a business license, car license, hunting license and fishing license, truck license, not to mention a marriage license and dog license.

I am also required to contribute to every society and organization which the genius of man is capable of bringing to life, to woman's relief, the unemployed relief, and the gold diggers relief. Also to every hospital and charitable institution in the city, including the Red Cross, the Black Cross, the Purple Cross and the Double Cross.

For my own safety, I am required to carry life insurance, property insurance, liability insurance, burglar insurance, accident insurance, business insurance, earthquake insurance, tornado insurance, old age insurance and fire insurance.

My business is so governed that it is no easy matter for me to find out who owns it. I am inspected, expected, suspected, disrespected, rejected, summoned, fined, commanded, and compelled until I provide an in-

exhaustible supply of money for every known need of the human race.

Simply because I refuse to donate to something or other I am boycotted, talked about, lied about, held up, held down, and robbed until I am almost ruined.

I can tell you honestly that except for the miracle that happened, I could not enclose this check. The wolf that comes to many doors nowadays just had pups in my kitchen. I sold them and here is the money.

Yours faithfully,

Ralph B., Jr.

Thanks Ralph, for the letter ---- and the check.

## "Ice Cubes to Eskimos"



Then there's the old story about, "the salesman that was so good he could sell ice to an eskimo". From this picture it looks as though our "old friend Johnny Lenz" of Battle Creek, Michigan is a direct descendant of that fellow. John recently sold about a dozen new walk behind 21" rotary mowers to the City of Battle Creek. Great going John - especially since you Michigan eskimos still had some snow to look forward to.

## Wisconsin "Wonder Boys"



Al McGuire, coach of Marquette University's highly successful basketball team and "Wonder Boy" of Wisconsin college basketball, receives the first "Wonder Boy" 305 riding power mower produced by the Simplicity Manufacturing Company, Inc., Port Washington, Wisconsin. The new addition to the Simplicity power mower line was presented through the courtesy of Ron Kujawa, Cudahy Lawn & Garden Center (right), 3630 E. Munkwitz Avenue, Cudahy, Wisconsin, and William J. Niederkorn, chairman of the board, Simplicity Manufacturing Company. Simplicity reports that the new "Wonder Boy" unit was named after Niederkorn, the firm's founder, who is known in the outdoor power implement field as the "Wonder Boy" of that industry.

**Simplicity**  
POWER  
EQUIPMENT

**FIRST CLASS**