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**SALUTE TO WILLIAM J.
NIEDERKORN**

HON. WILLIAM A. STEIGER

OF WISCONSIN

IN THE HOUSE OF REPRESENTATIVES

Monday, June 30, 1969

Mr. STEIGER of Wisconsin. Mr. Speaker, recently Mr. William J. Niederkorn of Port Washington, Wis., received the very best kind of tribute when the Port Washington Jaycees organized Niederkorn Appreciation Day.

What Port Washington was appreciating is a most remarkable record of philanthropy, leadership, and financial help to schools, civic organizations and his home community by Mr. Niederkorn who is now 80 years old and the chairman of the board of Simplicity Manufacturing Co.

Mr. Speaker, I salute this singularly appropriate tribute and want to include as a part of my remarks the story of Niederkorn Appreciation Day as reported by the Port Washington Pilot:

[From the Port Washington (Wis.) Pilot
June 4, 1969]

**PAY TRIBUTE TO OUTSTANDING CITIZEN,
WM. J. NIEDERKORN**

"Uncle Willie Is The Greatest" said the sign on the Port Washington high school stage on Sunday afternoon—and all of Port Washington and a good share of Ozaukee county evidently agreed—for hundreds of residents filled the school gym to pay tribute to Port's outstanding citizen, William J. "Bips" Niederkorn, 80, chairman of the board at Simplicity Manufacturing Company. June 1 was named by the city as "Niederkorn Appreciation Day."

The day was sponsored by the Port Jaycees, joined by others, to pay tribute to Mr. Niederkorn on his many philanthropies, gifts and financial help to schools, churches, civic organizations and the community.

The day's program opened at 1 p.m. with sounding of the city fire siren and ringing of all church bells, followed by a mile-long parade with floats, bands, Scouts, baton twirlers, color guard—even a Sr. Citizen king and queen in a buggy.

ONLY PARTIAL PAYMENT

"This," said Mayor Frank Meyer at the program, is only partial payment for his many gifts to us in the past." He then presented Mr. Niederkorn with a flag from Luxemburg, the native country of his family, and a key to the city. He reported Simplicity grew from 10 employees to 600 today, with an annual payroll of \$5,500,000. Also, \$7,000,000 has

been paid to employees in a profit-sharing plan, up to \$30,000 a man.

Congressman Wm. Steiger congratulated

the Jaycees for having the foresight to undertake this program, and recognize Mr. Niederkorn during his lifetime, and added: "There are many cities that wish they had a man like Mr. Niederkorn."

Judge Charles Larson related that W. J. Niederkorn was born on a farm near Port, was a delivery boy at 13, later was sales manager at Turner Mfg. Co., and in 1922 borrowed \$10,000 to start Simplicity Co. The turning point came in 1936 when Montgomery-Ward asked his firm to build garden tractors, which were an immediate success, and the company today is a major producer in the United States.

ESSENTIAL INGREDIENT

Loyalty, said Assemblyman Herbert Schowalter, is an essential ingredient to community success, and Uncle Willie" has been very loyal to his community of Port Washington.

He presented a citation from the Wisconsin legislature, and Tom Beilfuss, master of ceremonies, read congratulations from Senator Gaylord Nelson and Gov. Warren Knowles.

Albums, plaques, books, a clock, silver bowl and other gifts were presented to Niederkorn by St. Peter's Men's club, Port Jaycees, Port high school, Thomas Jefferson school, St. Mary's school, St. Peter's school, Dunwiddie school, Lincoln school, Kiwanis club, St. Alphonsus hospital, Holy Name society, Port Business Women's club, Ozaukee County Historical Society, Senior Citizens, Port Woman's club, Rotary club, Knights of Columbus, Masonic Lodge, Port Assn. of Commerce, Union Local 1430, Simplicity Manufacturing Co., Library Board, Red Cross Blood Bank, Badger Outerwear, eight Port Washington churches.

STANDING OVATION

After a standing ovation, the guest of honor replied: "I am most grateful to the Port Jaycees for suggesting a Wm. J. Niederkorn Day, and for the city's proclamation. It was a magnificent parade and a fine program. My sincere thanks for all these gifts from the community. You cannot live as long as I have in Port Washington without having made many fine friends, and I wish to thank all of them for this tribute.

"I have not labored these many years just for profit or glory, but to do something for my fellow-man. I hope some young man of the future can stand in the place I am today. I urge all young people to help their community, and again, my sincere thanks to all."

In the evening there was a dinner for about 200 relatives, members of the city council, Simplicity officials, clergymen and others at Smith Bros. Fish Shanty.