



Simon's Furniture celebrates 100 years in Franklin

By **Anthony C. Fireman/Daily News correspondent**

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FRANKLIN — In 1911, Abraham Simon founded his furniture store in Franklin on a set of core values.

Simon insisted on persistent followthrough, strong fiscal discipline, community service and easy access to him personally. With these beliefs in tow, Simon traveled house to house collecting payments of just 50 cents a month from customers who couldn't pay the full amount upfront.

This year, the family celebrates the century mark in business thanks to its founder's doctrine. His principles contributed to surviving decades of real estate bubbles, hard-charging big box stores and manufacturers' flight from Massachusetts.

Simon, who started his career as a peddler, opened his furniture store with his sons, Harry, David and Maurice, and appropriately enough called it A. Simon & Sons.

Today, the business, now known as Simon's Furniture, is still a family affair. Since the 1981, Maurice's son George Simon, 75, and his son, Kirk Simon, 51, have been business partners. George takes the lead on advertising. Kirk manages the store's merchandising, sales and overall operations. Both men share in matters pertaining to finances.

In addition, Kirk's son, Jared Simon, 17, has piloted the company's Web development and social media initiatives. When asked about his son's future involvement in the company, Kirk says, "He has indicated that he would like to continue managing and operating the business some day. He is smart and hardworking. Those are two good traits for a potential partner."

In recent years, the Simons have expanded the store with new investments in an offsite 18,000-square-foot, state-of-the-art, warehouse and distribution center. Furthermore, since 1993, the store has been transformed, undergoing three expansions ending in 2004's 33,000-square-foot build-out.

Located at 8 Summer St. in downtown Franklin, Simon's Furniture sells bedroom sets, living room ensembles, home accessories and mattresses.

"We differentiate ourselves (from the competition) with better quality products and a focus on American-made goods," says Simon. Prices start at \$499 for a sofa and \$1,499 for a bedroom set. The store also carries a wide selection of brand-name appliances including Bosch, GE and Whirlpool.

Simon reports volume is picking up. He also sees a strong consumer preference for casual styling. As for color, he says, "If you are looking for color trends, look at women's apparel. That is usually on the cutting edge of color trends. Every other industry follows behind."

The company's website is www.simonfurniture.com.

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Nice to see a company around for 100 years but this reads a bit too much like an ad.

01701

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Congrats for a successful 100 years. This company has survived the Great Depression and several other recessions, proving once again that hard work and controlling costs is the key to success and not a handout from the government. Seems like when a business fails, the owners will always point fingers at the government, their help, their location, their competition, foreign competition, etc., but they never look in the mirror for the real cause. Kudos to this family for moving forward and surviving in business for so long. Remember, 100 is the new 90.....

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I'm glad to see a family business survive for so long, 100 years is amazing they've seen the rise and fall of many businesses over that time. Thats quite remarkable congrats to the company and their customers, in an age of box stores, and chain stores its nice to see a family business survive.

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Congrats to ALL the Simon Family Members.....Everyone has their niche in this Enterprise!!!!!!

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