

STYLE-LINE FURNITURE, INC.

On July 19, 1952, Billy Anderson, 17, joined the United States Navy; however, because of the untimely death of his father on January 19, 1955, he received an honorable discharge. After coming home, Billy began his career in furniture at Futorian/Stratford in New Albany, Mississippi. On April 21, 1956, Billy Anderson and Margie Scruggs were united in marriage and began their incredible journey together.

Between the years of 1957 and 1958, Billy worked for other furniture upholstery manufacturers, while he and Margie prepared to begin a family. With great joy, they welcomed the birth of their first son, Philip, in 1958. From 1959 to 1961, Billy worked for a commercial lighting company, while also working in the garage of their home at night, re-upholstering furniture and auto seats. After Philip's first birthday, Margie began her career in furniture at Futorian/Stratford, while continuing to sew upholstery for Billy during the late evening hours. Their second child, Tina,

A sample of the many fine pieces and styles of furniture that is manufactured by Style-Line Furniture, Inc.



Billy and Margie Anderson.

arrived on the scene in 1961. One year later, with great vision, they expanded to a small building next to their home, and produced brand new furniture.

In 1963 the Andersons took on a business partner and relocated to Tupelo, Mississippi. The following year, their third child, Mark, was born. In 1965 they bought their partner's interest, becoming the sole owners of Anderson Upholstery, with two employees. In 1969 the company became Anderson Manufacturing Inc., and moved into an 8,000-square-foot facility

with 20 employees. While purchasing frames and poly foam from an outside source, the company manufactured swivel rockers and chairs. During this time, they also did sub-contract work for Relax-O-Lounger.

In 1973 they purchased 7.8 acres in the Lee Industrial Park in Verona, Mississippi as a future building site. Realizing that their dream of a new manufacturing facility would have to wait a few years, they moved into a 33,000-square-foot temporary building in 1975. Two years later, they added an additional 33,000 square feet, and for improved quality, and to meet the needs of anticipated growth, they purchased \$60,000 worth of equipment for foam fabrication purposes in 1980.

The Anderson's dream became a reality in 1981 as construction began on a new facility. The 40,000-square-foot facility was built on the property purchased in 1973, with production beginning on March 8, 1982. Less than one month later, however, the Anderson family was given devastating news: their new building was on fire. This horrific fire caused a total loss of the building, as well as the loss of skilled production labor, equipment, and a growing customer base. In May 1982 they placed orders with another upholstery manufacturer to help their customers meet the demands of furniture sales. This was not in the best interest of Anderson Manufacturing Inc., because the furniture was not produced with the same quality. After all the insurance claims were settled and all outstanding accounts paid, there was no money left.

Undaunted, the Andersons would not let the fire destroy their "American dream." After hearing that a local company filed





The first shop next to the Anderson's home.

for bankruptcy, they purchased its equipment with the help of the local bank—and the bank loaned the Andersons enough money to rebuild. The company had only been out of business for nine months when, in February 1983, production resumed under the new name of Style-Line Furniture, Inc., in a new 40,000-square-foot facility. Billy and Margie felt the name change was necessary because of the change in the style and price line of their new products—which were moving up to the mid-price range.

By the end of the year, Style-Line Furniture, Inc., had sales of \$2,500,000, with 85 employees. Continued growth with double the amount of sales blessed the company in 1984. In 1987 sales had reached \$12,870,000, with a payroll of \$2,648,000. “With an eye to the future,” the Andersons purchased state-of-the-art equipment and built top-notch manufacturing facilities, the first of which was the Foam Fabricating addition in 1995. The year 2000 saw increased sales reach \$25,000,000, with a payroll of \$5,810,500. Over the years, there were eight additions made to the Style-Line Furniture facilities since re-opening in 1983, with a grand total of 360,000 square feet.

The Anderson's built the com-

pany with high standards of quality and integrity. While understanding the needs of busy families today, Style-Line continues to give great value, service and style in every piece. Their commitment to provide customers with a product of unsurpassed quality has paid off through repeat business. Style-Line takes great pride in providing its customers with a high-end look at affordable prices.

A strong sense of family is evident through the entire operation because of loyal, dedicated employees. Mark Anderson joined the Style-Line team in 1986. As vice president today, Mark carries on the legacy that began so many years ago, along with the help of his sister, Tina. Style-Line's greatest assets are its employees—and it makes sure that each one feels appreciated. If, for example, an employee suffers a devastating loss because of sickness or fire, the company steps in to help. It also throws annual picnics and holiday meals for its employees, and makes time for reflection, as when employees were moved to pray for the nation after the tragic events of September 11, 2001.

The hard work down through the years in making Style-Line what it is today paid off when it caught

the attention of Kathy Ireland Worldwide, which asked it to produce a home-collection brand. Style-Line, being a family owned-and-operated company, felt that partnering with Ireland was a great fit. Since Ireland is known to be a friend to families, Style-Line expects her home collection to be the most popular brand.

In the early days, when Billy and Margie worked late into the night to build their business, neither of them dreamed the company would become what it is today. The Andersons attribute their company's success to hard work and the grace of God. They realize how blessed they are and always give back to the community through charities such as Feed the Children, Habitat for Humanity, the American Cancer Society's Relay for Life—and scholarship programs such as the Mary Kirkpatrick Haskell Scholarship Foundation. They also contribute yearly to the local fire department, sheriff's department and the Verona Police Department.

Style-Line marches into the future with great anticipation and excitement, and expects sales to increase to \$40,000,000 in 2003.

Part of the Style-Line Furniture, Inc., manufacturing facilities. Missing from this photo is another 127,500-square-foot building completed in January 2002.

