

Arthur J. Hurley Company, Inc.

When visitors arrive at the Arthur J. Hurley Company's office on Boston's bustling Washington Street, they sense a unique energy. Employees of all ages, colors and backgrounds — some of them 15- and even 25-year veterans

of the firm — are busy processing wire and cable orders and helping customers on the telephone. Four descendants of the company's founder, the original Arthur J. Hurley, play key roles in the action. Arthur Hurley III serves as president, while Matthew, Drew and Lara Hurley orchestrate shipping, administration, customer-service and the company's many other functions. Behind the front office, an immense warehouse bulges with hundreds of reels of every kind of cable

electrical wholesalers and contractors, as well as power companies — throughout his five-state New England territory.

In 1929 Hurley decided to found his own manufacturing-representative business, housing it on the fifth floor of an old warehouse on Congress Street in Boston. His firm became the exclusive agent for Collyer Insulated Wire in all of New England except Connecticut. The newly minted Arthur J. Hurley Company — along with the many neighboring busi-

nesses along Congress Street — shared the narrow alleyways and streets that then characterized the area. They also struggled together to survive seven years of unprecedented economic hardship that followed the stock market crash of 1929.

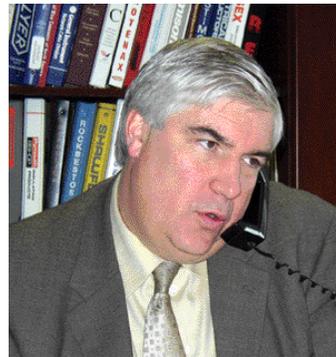
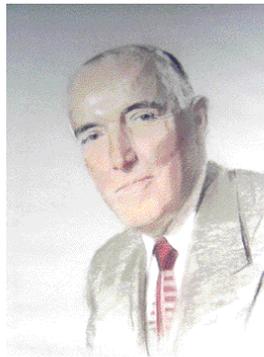
(From left to right)

Arthur J. Hurley Sr.,
company founder

Arthur J. Hurley, Jr.,
CEO

President
Arthur J. Hurley III

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Arthur J. Hurley
Company, Inc.



imaginable. There, workers cut and wind wire to customer specifications and load the giant wooden reels onto waiting Mack delivery trucks.

Visitors sense something else about the place besides the energy and unmistakable work ethic: a long history of family dedication and commitment to customers. These instincts are accurate: The Arthur J. Hurley Company's success today has roots stretching as far back as 1929, when a tall, soft-spoken Irishman launched the firm that still bears his name.

A FLEDGLING COMPANY

Hurley's first step toward entering the wire and cable business came in the pre-World War I days, when he worked for radio-parts manufacturer Frank W. Morse Company. After the war, the Morse Company became a sales representative to the Collyer Insulated Wire Company. Armed with his catalog and order book, Hurley called on wire and cable customers —

THE HURLEY CODE OF BUSINESS

Despite these early challenges, Hurley laid a solid foundation for success in his industry. He identified four fundamentals of doing business: (1) Know your product — understand what you're selling, what it will do, why customers should buy it; (2) Provide service — make sure customers get what they want, when they need it and at the right price; (3) Hard work — carefully choose accounts and then pursue them with persistence; and (4) Be pleasant — consistently work with people in a straightforward, friendly and cheerful way. He also made sure always to carry enough warehouse stock — two huge floors filled with Collyer wire of all kinds — to meet customers' needs on a moment's notice.

In the coming decades, Hurley had numerous chances to demonstrate his commitment to service — with memorable results. In 1938, for example, a deadly hurricane pulled down



utility lines throughout Boston. On a Sunday morning, Hurley dispatched a truck to Collyer's Providence, Rhode Island, plant and personally supervised the loading of 30,000 pounds of weather-proof wire onto the vehicle. With springs flattened and mudguards scraping tires, the truck made its uncertain way over the Providence Turnpike to Boston. Hurley's efforts helped restore power to the city in record time.

On another occasion, Hurley received a frantic phone call at 11 o'clock in the evening. The Concord Reformatory had suffered a breakdown in its power system. The prison needed 2,700 feet of wire — fast — if it hoped to maintain security. Within an hour, Hurley had the wire on its way and helped avert certain disaster.

A GROWING ECONOMY AND COMPANY

After World War II, the U.S. economy experienced astounding growth. Power needs soared beyond all previous expectations as the nation recovered from the devastating conflict and put a vast, modern transportation and communication infrastructure in place. Electric utilities and power generation expanded accordingly. At the same time, technological advances made cable easier to install than ever. The Arthur J. Hurley Company stood poised on the threshold of a new era.

It was during this time that Hurley's son, Arthur, joined the enterprise full time. Hurley Jr. had fought in the Battle of the Bulge as part of the 82nd Airborne Division and now was ready to help his father build the small but expanding company through an exciting and increasingly demanding period. As he did so, Arthur Jr. and his wife, Mary Beth, took on another building project of a different sort — restoring an 18th-century house in nearby Lexington, Massachusetts, and raising their family of seven.

In 1962 the Hurley Company moved to Heath Street, into an old ironworks shop at the base of Boston's Mission Hill

district. Business remained brisk, and during the building boom of the 1980s, the company outgrew its second home. Indeed, the warehouse at Heath Street bulged with so much inventory that the Hurleys struggled to merely close the doors at night.

■ Custom cutting and packaging of electrical cable

THE HUB OF THE NEW ENGLAND WIRE WORLD

Clearly, the Hurley Company needed even larger quarters if it hoped to meet its wire and cable customers' ever-expanding demands. In 1989 it moved again — this time to its current location on Washington Street, just off Dudley Square. The most recent generation of Hurleys today runs a successful company that still earns accolades for its unique approach to customer service.

HERE in its central location, the Arthur J. Hurley Company can look both backward at history and forward to the future.

Moreover, the company's location in Dudley Square once again ties its history to that of the nation. Back during the time of the American Revolution, when Boston was a peninsula, British soldiers trudged through Dudley Square on their way to Lexington. And just around the corner stands the building that served as the Continental Army's headquarters during the siege of Boston.

Here, in its central location, the Arthur J. Hurley Company can look both backward at history and forward to the future. The hub of the New England wire world, it stands ready to respond to its industrial, commercial and residential customers' changing needs.