

PERSONALITY PROFILE

BUILDER SUMNER HERSEY STARTS WITH \$200. RISES TO SUCCESS DESPITE CASE OF POLIO

A man whose many activities are an indication of his great energy is Natick Realtor Sumner D. Hersey, Eastern franchised, dealer for Hilco Homes.

During his life, Mr. Hersey's public and monetary motives have coincided happily in various ways. He is a self-made man. For nearly half a century this dynamic personality has been building a legend of showmanship, generosity and humility.

With \$200 he began his real estate and building career. Several crises, mergers, consolidations and 37 years later, Mr. Hersey emerged with the ever expanding Sumner D. Hersey Co., Inc., with an office at 1 North Main St. and a branch office at the corner of Oak and Worcester Streets in East Natick. He is also one of the founders and directors of the First National Bank of Natick.

Sumner Hersey is a smart, aggressive builder who sees the promotion of civic activity by his housing development owners as invaluable to the towns.

His successful career has followed his thirst for knowledge as is evident by his many years of study in various fields.

He was born in Boston on Sept. 27, 1903.

It was while he was in the service that he realized the importance and necessity of an education and he enrolled in a course offered by the armed services. After two years of service, he was given through the efforts of his cousin, General Mark Leslie Hersey, an opportunity to take the exams for Annapolis, which he passed. However, he chose the



SUMNER D. HERSEY

uncertainty of a civilian career.

For 15 years he took night courses and corresponding courses from Lasell University Extension; the Delmonte Staley School of Oratory, where he was a classmate and friend of the late James Michael Curley; Jack Lacey's School of Salesmanship; then courses in business administration and real estate at Boston University.

He has made complete use of trade periodicals and firmly believes that a man must become thoroughly familiar with all phases of his work.

Mr. Hersey was stricken with polio on his 30th birthday; for 7 years afterwards, by sheer tenacity of purpose, he kept up the treatment of rest, baths and exercise to enjoy a 99% recovery from the paralysis.

He holds membership in various organizations including the Natick Chamber of Commerce, the Boston Real Estate Board, the Mass. Board of Real Estate Appraisers, and the Broker's institute. From a wallet bulging with membership cards, he removed a small yellow one. "This is the one I'm really proud of," he said. "It's a license issued by the City of Boston after a written examination - a requisite of all builders in that city, before they can start construction."

"I firmly believe that all builders should have knowledge of all phases of building which they plan to attempt," Mr. Hersey said. "It would eliminate buildings falling apart as has been known to happen. In fact, I am a strong advocate of a State License for all builders in order to control their building operations, thereby giving buyers less trouble and complaints."

In July of 1961, Mr. Hersey started a Blue Law dispute which landed in Superior Court. He filed a petition for a declaratory judgment against the then Atty. Gen. McCormack and the police because of their enforcement of the Blue Laws. Hersey said in his petition that he and other Realtors in the Natick area had "kept their offices open for business on Sundays for the reason that it is the only day prospective purchasers with their families can and do examine property which is offered for sale through licensed Realtors." Closing would cause him serious loss and damage, he said since approximately 90 per cent of his business results from Sunday activities.

Sumner Hersey is a logical man.