

Daily Herald write-up August 22, 2003 with photo

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Funeral services for Walter Plass will be held at 10am Saturday at St Paul Evangelical Lutheran Church, 37 Army Trail Road, Addison. Family and Friends will meet at the church prior to the service. Interment will be in St Paul Lutheran Cemetery. Walter was the co-founder of Plass Appliance. He was the beloved husband of Eunice (nee Buck) ; devoted father of Carol (Douglas) Hancock, Harold (Mary Kay), Betti (Bill) Reutsche and Dale (Patti) Plass.; fond grandfather of Dana Hancock, Todd Dean, (Cathi), Chad, Jamie, Lindsay, and Cecelia Plass; Stacia (Jason) Owens, Alicia William; great grandfather of Alexander, Emily and Jonathan Plass,; brother of Arthur (Esther) Plass, Helen (Charles Burrell and Irene (Henry) DeBrock. Visitation will be held from 3-9 pm Friday at Salerno's Rosedale Chapel 450 West Lake Street.

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## **Daily Herald**

### **Founder of Plass Appliance dies at age 91**

He may have been a farmer at heart, but Walter Plass never shied away from modern conveniences. The patriarch of the Plass Appliance family died Wednesday at the age of 91. That he lived that long at all was a feat most thought impossible when he was born at his parents' Addison farmhouse. He weighed just 3 pounds. "They wrapped him in a towel and put him in a shoebox and put that on the stove to keep him warm," said his son, Dale Plass. "They baptized him two days later because they didn't expect him to live very long. They were only off by 91 years." Walter Plass founded the appliance store in 1938 with two brothers and kept the farm and the store operating during World War II while his younger brothers were serving in the military. His son said the brothers chose other careers when they returned from the war, while his father focused on operating the store full time. "He liked farming, but it came to the point where it wasn't viable any more and the land was better suited for homes," Dale Plass said. "He was just as proud to say he was a farmer as he was a businessman, though." Six generations of Plasses have been raised on the land where Walter was born. From its earliest days, Plass stocked the latest in electric appliances, Dale Plass said. Plass Appliance and Electronics still operates in Elmhurst, it's original home, but has since expanded to Geneva, Arlington Heights, Oak Lawn, Chicago and Highland Park. Its headquarters are in Addison, and Plass once also operated in Elgin. "My father was always kind of at the forefront," he said. "Anything that was new, he adapted to it, even though he considered himself this old-time farmer." In addition to Dale, Plass is survived by his wife, Eunice, son Harold, daughters Carol and Bette, and several grandchildren and great-grandchildren. Funeral services will be at 10am Saturday at St. Paul Evangelical Lutheran Church at 37 Army Trail Road in Addison. Visitation will be from 3 to 9 pm today at Salerno's Rosedale Chapel at 450 W. Lake St. in Roselle.