



To all of our customers,

As we gathered around for the holidays this year, we had really tough conversations and difficult questions to ask. We knew that the post pandemic era would raise these conversations, we just didn't know exactly when. As we talked, one theme continued to prevail and that was peace. We knew that whatever solution we came to had to bring peace, because it would likely change a family heritage that has been around for more than a century. As we approach our 108th year serving the Birmingham metro, the 3rd generation owner of Ensley Fairfield Mattress Company is ready to turn in their keys and finally enjoy a much deserved and earned retirement. As a family we had conversations of whether to keep stores open and continue to operate the traditional way that Birmingham has become so accustomed to, but the best party guest always knows the right time to leave. We know that in this transition it is the right time for our family close our final retail store in Alabama. We could focus on reasons like the economy, forced pandemic restrictions, increasing cost, administrations, or a plethora of other challenges that severely effects small businesses daily. Instead, we choose to look back at all of the positives we have had in our 107 years of operation.

We are proud that we started in a small warehouse in Avenue E in the Ensley/Fairfield area with a hope and dream that would continue on for a century. When our company was created on the old dirt floors of the factory, Louie and Dixie had no idea the legacy they were creating. All they had in mind was giving Birmingham the best options in sleep that were not common at the time. They focused on what the customer was telling them and less about what needed to be sold. Each generation continued that legacy all the way to the end. We are proud that our company laid the ground work for many companies around today and employed hundreds of citizens in the Birmingham metro. When World Wars and economic crashes happened along the way, the family rallied around to hold on to the thread of the American dream. We have logged over A million miles on our delivery trucks and can drive around to pretty much every single neighborhood knowing we delivered to a neighbor. We have faithfully served thousands of customers that continually come back to us year after year like an old friend. We share stories of the various locations or reminisce about remembering the first Ensley Fairfield store. There's not a day that goes by that someone doesn't recognize us out in the community and shares a story along with surprise that it is still being operated by the same Holtzclaw family that it always has been. We loved being a small part in people's lives at their happiest moments or moments of rebuilding. No matter who walked through our doors we thanked them for the opportunity to earn their business and thanked them for choosing to shop with a local company. Traditions that were formed at the factory of respect, honesty, dependability, and value were everlasting. We have had a stamp on the very first step into our doors at our Pelham location that said "Our hope is to be a blessing to you", and we hope that we fulfilled that promise.

So, as we put our final retail store to bed for one last time at the end of January 2023, we want to thank you for trusting us for generations. Our faithful customers have been such a joy to our family and we are honored that you have always supported our American dream. We pray this isn't the end, but a new beginning for the Holtzclaw family and the Ensley Fairfield legacy. Always remember, "the rest of your days depends on the rest of your nights."

Good night Birmingham, we love you all!

With love,
All 4 Generations of Ensley Fairfield Mattress Co, Inc.



Birmingham's oldest, most trusted, mattress company since 1915