

ORIGINAL PAWLEYS ISLAND ROPE HAMMOCK, TIMELINE, "COUNTRY LIVING," JUNE 2009



the good life



A Brief History of Pawleys Island Hammocks

In the past 120 years, not much has changed at Pawleys Island Hammocks. Created by a riverboat captain who couldn't get a good night's sleep on hot summer evenings, these breezy sailor slings are still made entirely by hand in South Carolina's Low Country. (The only machine in the factory is a radio, an employee once joked.) In fact, it takes one weaver three hours—and 1,200 feet of cotton rope—to complete a single hammock. (From \$97.95; hammockshop.com)

1889

Tired of his lumpy grass-filled mattress, Captain Joshua John Ward weaves himself a hammock out of soft cotton rope instead of the standard-issue hemp and canvas. He also adds wood spreader bars to double the width of the sling.

1935

After years of word-of-mouth sales, A.H. "Doc" Lachiotte, Ward's brother-in-law, makes the business official, opening the Original Hammock Shop on Pawleys Island, South Carolina, one of America's oldest summer resorts.

1954

South Carolina senator Strom Thurmond hand-delivers a Pawleys Island hammock to President Eisenhower. The senator continues this tradition with all incoming chiefs during the 48 years he's in office.

1983

Doc Lachiotte Jr. sells the company to Philip Prince, his old college roommate from Clemson University in South Carolina. Prince later becomes president of their alma mater.

1992

Bob Barker starts awarding Pawleys Island Hammocks to contestants on *The Price Is Right*, the longest-running game show in TV history.

2008

More than 30,000 of Pawleys Island's low-tech relaxation devices were sold just last year—to people we can only assume prefer napping to mowing the lawn.