

Alliance Furniture Revival Pondered

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Can Be Ready for Fall Show; Manager Lauds Cooperation

Should the Alliance Furniture Company decide to resume operations it will do so in time to begin production of its dining room furniture lines before the annual Jamestown Fall Furniture Market in October

This was indicated today by Stanley T. Anderson, general manager. He said that no decision has yet been made and probably won't be before the end of August. But, should the firm decide to resume operations it could begin production within six weeks, thereafter, he remarked.

The Alliance firm's Allen Street plant was destroyed along with all its stock and machinery in a \$500,000-damage fire which leveled it and buildings of the Creston Transfer Company, July 16.

Mr. Anderson declared that his firm would be able to take orders at the Fall Furniture Market and deliver goods within a reasonable time if the firm continues in business. He declined to discuss the company's future plans and said no final decisions have yet been reached by its directors or stockholders. The Fall Market is scheduled for Oct. 12-17.

The Alliance official, however, did have much to say about another subject—cooperation. He said that within hours after the Alliance plant was destroyed, offers of many types of help poured in from many area industrialists, both from furniture manufacturers and industrialists in other lines. He declined to name those who had aided Alliance, saying that it would not be fair to the many who had offered help which had not been accepted.

He termed the cooperation "a wonderful thing," and was lavish in his thanks to those who had offered help in getting the established firm back on its feet.

—Most of the plant's 65-odd employees were offered jobs with other firms within two or three days, he said. Some metal firms, who needed specialists for a temporary-type job, called in. Other furniture manufacturers took on the remainder of the workers. A good sign of the cooperative attitude, he remarked, was that all the firms told Alliance officials that the Alliance employees would be released to return to their former company, should the latter decide to resume operations.

Other manufacturers aided by offering to accept materials which had been ordered by Alliance and were in transit at the time of the fire. Alliance cancelled all its orders which had not yet been sent, but the remainder was accepted by others. This included finishing materials and