

Alliance Buys Sheffield Plant

Operations Shift Follows Big Fire

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The Alliance Furniture Company, whose Allen Street plant was destroyed by fire July 16, has purchased the Sheffield, Pa., plant of the former Penn Forest Furniture Company and will begin production there Feb. 1.

All stock in the company has been purchased by Stanley T. Anderson, former secretary-treasurer and general manager, and Axel Norberg, former superintendent. Mr. Anderson now will be president and Mr. Norberg, vice president in charge of production.

The firm will manufacture only its patented triplex cabinet at first. This is a combination desk, chest and table and will be manufactured in mahogany. Mr. Anderson said that the company eventually hopes to expand its production to a full line of dining room furniture.

Key personnel from the firm's Jamestown plant will be transferred to Sheffield. About 20 employes will be employed at the beginning of the renewed operations. The firm's new plant is of two-story concrete construction.

The firm will continue to exhibit at the Jamestown Furniture Markets and the American Furniture Mart in Chicago. Alliance also will remain a member of the Jamestown Area Furniture Manufacturers Association, Inc. It will retain its present sales force.

New orders of the triplex cabinet were booked at the Chicago Mart which closes Friday.

Former directors of the company were: Lester W. Berglund, Mr. Anderson, Arthur O. Morse, Ebert Sandberg, Mr. Norberg and Eric Erickson. Mr. Berglund was president and Mr. Morse vice president until the reorganization.