

High School in 1917 and from the University of Pennsylvania in 1921. From 1922 to 1925 he operated retail furniture stores, known as the Good Furniture Shops and then into the furniture manufacturing business with the family's acquisition of the National Furniture Company.

In 1924 he married Edith Eckvahl. They have two children, John A. Nord, 27, sales service manager of Union-National, who is following the family tradition and a daughter, Mary Carol, who is Mrs. Donald W. Haggerty, Bearfield, Ill. Her husband is midwest sales manager for Union-National.

Serving as president of the firm his father founded still leaves Alldor Nord time for varied civic activity. He is vice-president of Nord's, Inc., 318 N. Main St., director of the Bank of Jamestown; director of the Jamestown Mutual Insurance Co., former member of the Board of Public Utilities, active in the Red Cross and Y.M.C.A.; a trustee of Epworth Methodist Church and a former director of the National Furniture Manufacturers Association.

Wesley A. Nord was born in 1907, graduated from Jamestown High School in 1925, Dartmouth College (Pack School of Business) and in 1932 married the former Margaret Randell. They have one son, Rendell K. Nord, a consulting engineer. Wesley Nord likewise is active in community affairs. He is a past president of the Jamestown Area Chamber of Commerce; vice president of the Jamestown Manufacturers Assn., president of the Prendergast Library Association; board of trustees First Congregational Church; board of trustees, Citizens Public Expenditure Survey of New York State and the board of directors of the Chautauqua Region Hospital Service Corp.

The two sons charged with perpetuating the family heritage know they face challenges far different from those their fathers encountered 60 years ago. Free enterprise is challenged on many fronts and only those who can shift with the changing times that accentuate automation, government regulation and every mounting production costs can survive.

But the 1963 management knows its product is the finest and is constantly alert to find more ways to emphasize the fact before the nation's dealers and customers. To this end five showrooms have been established. Two of them are in New York City, in the New York Furniture Exchange at 200 Lexington Ave. and at the Decorator's Mart in East 53d St. for dealers and customers; one in Philadelphia for dealers and customers at the Furniture Manufacturers Mart in Second St.; one in the Merchandise Mart in Chicago for dealers and customers and a fifth in Jamestown at the Jamestown Furniture Mart.