



Southern Showroom

OCT 22 1979

Jamestown Mayor Steven B. Carlson opened a new showroom for Jamestown Lounge at High Point, N.C., in a ribbon carving ceremony on Saturday. Participating in the ceremony were, from left,

Carlson; Paul H. Combs, president of Jamestown Lounge; Gus Haglund, master carver of Jamestown Lounge; and Mayor Roy Culler of High Point, N.C.

City Firm Opens N.C. Location

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At a ribbon "carving" ceremony on Saturday evening, Jamestown Mayor Steven B. Carlson officially opened a new showroom for Jamestown Lounge at High Point, N.C. Mayor Roy Culler welcomed Carlson to High Point and presented him with a key to the city as a part of the grand opening ceremonies.

The solid oak ribbon used for the ceremony was a copy of an original motif from a Jamestown Lounge credenza. It was carved for the occasion by Gosta Haglund, Jamestown's master carver, and measured 60 inches in length.

In remarks to an audience of furniture dealers attending Southern Furniture Market in High Point, Carlson noted that since 1888 Jamestown Lounge has established itself nationally as a maker of fine furniture. "Today is the launch point propelling Jamestown Lounge aggressively into the 80s under new management headed by Paul H. Combs, president. The people of Jamestown,

N.Y., are strongly behind this renewed effort," he said.

The mayor was accompanied to High Point by his wife and David Dawson, director of Chautauqua County Industrial Development Agency, and his wife; Assemblyman Rolland Kidder and his wife; and Senator Jess J. Present and his wife, and Mr. and Mrs. Combs.

Jamestown Lounge was recently sold to new interests headed by Combs. The Company states that over the years it has been a leader in originating important design trends. The most recent was a sophisticated-country style. The trend started with innovative designs created more than 15 years ago by one of Jamestown Lounge's designers, who made a thorough study of English and French styles and adapted them for the American home.

Another innovation was decorator chairs. This was a collection of small-scale chairs with elegant wood details

and high fashion fabrics. The concept gained national recognition and was well known as a Jamestown Lounge first.

The company manufactures a feudal oak line adapted from early English country styles and a line of regional country French. According to Combs, "Both styles are designed for today's homeowner who desires fine craftsmanship in carvings, finishing, and tailoring with a casual atmosphere."

At the High Point market, Jamestown Lounge is introducing a number of pieces extending the choices of the two basic style lines. They will include an office desk and office seating. In addition, the company will reintroduce a new line of Decorator Chairs. "These new chairs," Combs said, "are designed to meet another current home decorating trend. Today's homeowners are more at ease with the idea of mixing styles and furniture periods. These elegant chairs give them a high degree of flexibility to establish their own individuality in a period of eclectic setting."

Jamestown Lounge employs 135 people at its Jamestown facility. With the success of its new programs, Combs anticipates the need for at least 15 new jobs. According to him, sales have gained in 1979 and are running ahead of last year.