

Jamestown Lounge Co. Can't Fill Those Orders Fast Enough

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Jamestown Lounge Co. President Paul H. Combs admits the entire durable goods industry has a problem but the one facing his company is one many others undoubtedly would welcome.

Combs said the furniture firm is having problems financing its backlog of orders which he said now are about the biggest in the company's history. The industrial leader said arrangements now have been worked out for additional bank financing to help the company meet its commitment to customers.

Combs said the company is getting "a tremendous amount of contract business." He explained that in addition to its regular furniture lines, Jamestown Lounge has established a number of showrooms nationally that have recorded turnover rates much higher than furniture salesrooms.

He said the showrooms are intended primarily for architects, designers and interior decorators and to illustrate the company's ability to meet their varied needs. Combs noted that considerable contract work is being done for hotels, hospitals, churches and country clubs as a result of this new approach to merchandising the company's products.

The Jamestown Lounge official said business began breaking in October and the company has received numerous orders since then. He said the local firm recently shipped 114 doors to a big Florida country club. All the woodwork there will have originated in Jamestown.

Combs said the way things are developing at present, he foresees 1982 sales as doubling those of this year. He said about 19 persons have been called back from layoff and the company presently is seeking additional employees to help meet the order backlog.

The Jamestown Lounge executive said a nationally recognized observer of the furniture scene sees 1982 generally as "flat" during the first half for most of its industries but with business possibly picking up during the year's second half. Combs said 1983 is seen as being "a phenomenal year" in the furniture industry with demand outstripping production capacity.

He said that Jamestown Lounge executives held Saturday morning "brain storming" sessions for several months to establish the company's new direction. Combs noted they also put in extremely long hours to reach the point the firm now is at, with himself once logging a 119-hour week on the job.

He explained that the furniture industry in general is experiencing a de-

pression. Combs commented, "If we had been dependent on regular business alone, instead of going out after new business, we would really be hurting."

The furniture executive observed, "The only durable good product that's being postponed is furniture." He explained that Jamestown Lounge's primary customers are those with incomes in the top 2 percent of the population. Combs said that as such they invested in high interest yielding loans but as soon as the interest rates dropped, incoming business orders increased.

The Jamestown Lounge president concluded, "I am really delighted with where we are and see business increasing steadily as a result of our new direction."