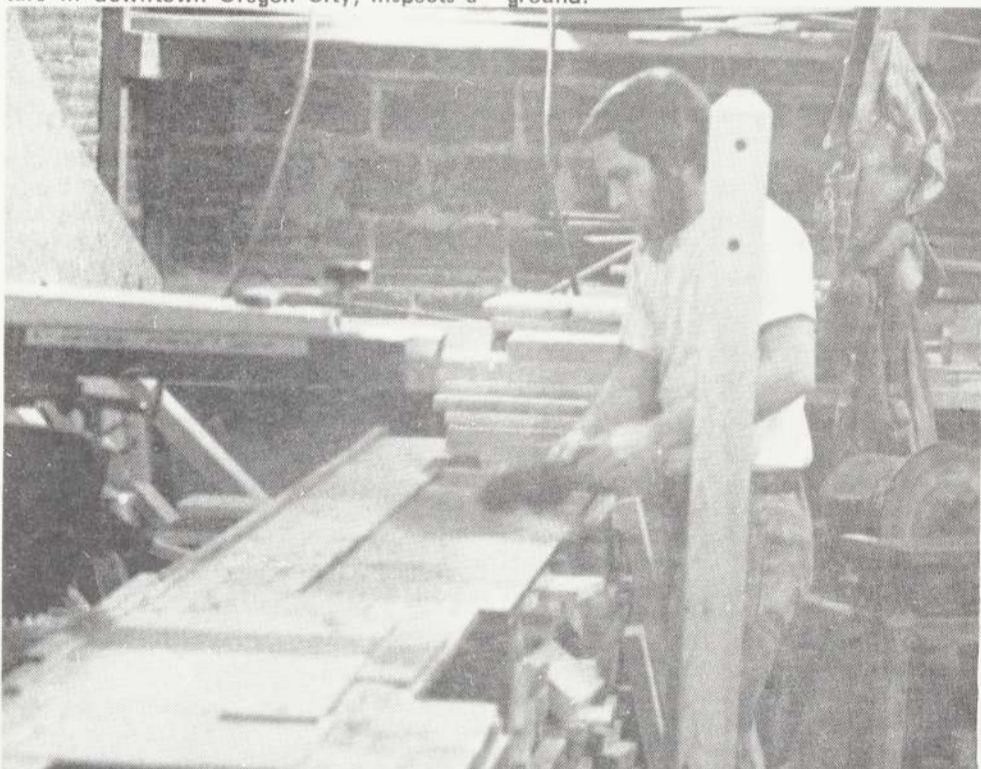


Furniture from the customer's mind custom built by New Era's hands

By Cindy Ralston
Staff Writer



Jim Davis, manager of New Era Furniture in downtown Oregon City, inspects a bolt of cloth to be used on the bed in background.



Barry Jones, employe of New Era Furniture, creates hand-crafted heavy wood furniture designed by customers.

Tired of the same style of furniture not design your own furniture and New Era Furniture store build it?

Managed by Jim Davis and located on Main St. in Oregon City, the New Era Furniture store builds beds, davenports, chairs, diningroom sets, bar stools, or whatever a customer requires.

"We like to build furniture that comes out of our customer's minds," said Davis. "People feel more comfortable in an environment where they had part in designing."

Davis said many people come in with a design already drawn or they can describe what they would like and he will design it.

Davis has had his business for two years but has been building furniture for five years.

"Looking forward to the past" is the store's motto and it is an appropriate one because after studying 150 year old furniture to see why it lasted so long, Davis discovered the reason was because it had been put together with inlaid and dowel joints.

Dowel joints are wooden pegs which are secured into drilled holes and Davis decided to use this method in building his furniture.

"Our furniture is built to stay together for five to six generations rather than to six weeks," said Davis.

Davis said the types of wood used are hemlock, mahogany, southern maple, western red oak, and walnut because they are hard types of wood and are economical.

The stains used on the furniture were developed by the present foreman and Davis also uses a marine grade finish which protects the wood from warping.

Davis said he stands behind his work and will repair furniture if needed, but the method has proved quite successful when compared to furniture assembled with staples and nails.

"Our basic concern is that we don't spend too much money on advertising said Davis because the money that would be spent on advertising is spent making our customers satisfied."

Davis said customers from the age of 15 to 65 and over come to his store.

"The interesting part," said Davis, "is that I sell to people on welfare and to doctors. The spectrum is very wide."

So if you like antique-looking furniture and want to see a unique store that gives its customers a chance to design their own furniture, go to the New Era Furniture store.

Marijuana seized

Marijuana was confiscated from two male students in separate incidents on the Clackamas Community College campus last week.

Those involved were referred to the CCC Dean of Students for questioning. In each case the student had in his possession less than an ounce of marijuana.

There were 14 traffic tickets given out last week. Eight tickets were issued for parking on the grass, four for parking illegally in the handicapped zone, and two for blocking the roadway.

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