

WHITE SWAN PRESS RELEASE

Jerry Goldstein
Jerry Goldstein, President
December 9, 1966

Jerry Goldstein, President of White Swan Industries, Inc., today revealed additional details concerning the furniture manufacturing facility now being constructed at Wapato approximately twelve miles from Yakima, Washington.

The initial phase of the construction program calls for a single level building of 110,000 square feet, to be located on a thirty (30) acre parcel of ground on the Yakima Indian Reservation. The size of the plot will allow for further expansion as the progress of the business may make desirable. Completion of the first building is scheduled for April 30, 1967, with actual production to start immediately thereafter, initial construction started November 1, 1966. Temporary manufacturing space has been leased in the City of South El Monte, California at 2440 No. Rosemead Blvd., for the purpose of developing a complete sample line prior to moving into the new facility at Yakima. It is contemplated that the White Swan factory will produce on a mass production basis a variety of furniture items starting with a complete line of recliners, rockers and occasional chairs in the popular price range. Mr. Goldstein also stated that there would be some items manufactured for the commercial trade.

Mr. Goldstein explained his selection for the factory site by stating that it represents an excellent combination of factors, such as proximity to raw materials, the most important of which is lumber with a large available timber stand as well as a saw mill located on the reservation. Excellent rail and trucking facilities with a 500 foot rail siding adjacent to the plant. Heavy electric power and gas as well as a good labor market and the economic benefits of operating in a rural area. He indicated the company would operate a fleet of trucks so that those customers requiring time scheduled deliveries would be serviced to their satisfaction.

White Swan Industries, Inc., is planning to concentrate on distribution within the 11 Western States, with the expectation that distribution may be broadened at a later date as the manufacturing facility is expanded.

Key personnel are now being interviewed, and it is anticipated that the new enterprise will be completely staffed at the executive level with a combination of eastern and western talent within the immediate future.