

bassett furniture logo history

bassett furniture logo history is a fascinating journey through time, reflecting not only the evolution of a renowned American furniture brand but also the shifting trends in design and consumer expectations. In this article, we explore how the Bassett Furniture logo has changed from its early beginnings to its current form, examine the influences behind each redesign, and highlight the significance of logos in shaping brand identity. You will discover the milestones in Bassett Furniture's logo history, the factors that influenced each transformation, and the impact of branding on the company's reputation. Whether you are a design enthusiast, a branding professional, or simply curious about the legacy of Bassett Furniture, this comprehensive guide will provide valuable insights into the visual story of an iconic American name. Continue reading to unlock the secrets behind the Bassett Furniture logo and its role in building a trusted and enduring brand.

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The Origins of Bassett Furniture and Its Early Branding

Bassett Furniture was founded in 1902 in Bassett, Virginia, by John D. Bassett and his brothers. The company quickly became a leader in American furniture manufacturing, focusing on quality craftsmanship and accessible designs. In its earliest days, Bassett's branding was simple and straightforward. The original logos reflected the company's commitment to reliability and value, utilizing classic fonts and basic layouts. Early branding materials often featured the "Bassett" name in bold, traditional

lettering with minimal embellishments. This initial approach established a foundation of trust and set the tone for future logo developments. The early identity was less about visual flair and more about establishing a name that represented integrity and American craftsmanship.

Evolution of the Bassett Furniture Logo Through the Decades

Over the decades, the Bassett Furniture logo has undergone several transformations, each reflecting broader shifts in consumer tastes and branding philosophies. The major logo changes typically corresponded with key events in the company's history, such as expanding product lines, entering new markets, or modernizing store concepts. From the mid-20th century onward, the logo began to incorporate more stylized elements, moving away from the purely functional aesthetic of the early years. The late 1900s saw the introduction of sleeker fonts and subtle graphic enhancements that communicated a sense of contemporary elegance. Each iteration of the Bassett Furniture logo has served as a visual marker of the brand's evolution in the competitive furniture market.

Major Milestones in Logo Redesigns

- Early 1900s: Classic serif fonts, minimal design, focused on the company name.
- 1950s–1970s: Introduction of script and sans-serif styles for a modern feel.
- 1980s: Bolder fonts, increased use of color, and refined layout.
- 1990s–2000s: Emphasis on simplicity, with subtle graphic flourishes.
- Recent Years: Streamlined, monochromatic logos that highlight timelessness and trust.

Key Design Elements and Symbolism in Bassett Logos

The Bassett Furniture logo has consistently leveraged certain design elements to convey the brand's core values. Typography has played a central role, with the company favoring serif and sans-serif fonts to reflect both tradition and

innovation. The use of color—primarily understated earth tones and neutrals—serves to evoke warmth, durability, and approachability. Iconography has generally been minimal, with logos placing emphasis on the “Bassett” name, underscoring the importance of legacy and recognition. The overall symbolism in the Bassett Furniture logo history has revolved around concepts of trust, American heritage, and quality craftsmanship, ensuring that the company’s visual identity resonates with generations of customers.

Typography Choices

Bassett’s use of classical serif fonts in its early logos symbolized stability and tradition, while later transitions to cleaner, sans-serif styles reflected a desire to stay current with design trends. The careful selection of typography has helped Bassett balance its historical roots with its status as a forward-looking company.

Color Palette

The preferred color schemes in Bassett logos have included muted tones like brown, gray, and black, aligning with the natural materials used in their furniture. These colors project reliability and timelessness, reinforcing the brand’s message of enduring quality.

Modernization and Recent Logo Updates

In recent years, Bassett Furniture has embraced a modern, minimalist approach to its logo design. The most current version features a streamlined wordmark, often rendered in a single color. This contemporary logo reflects the wider trend toward simplicity and adaptability in branding, making it easily recognizable across digital and physical platforms. The minimalist update also underscores Bassett’s commitment to timeless style, ensuring that the logo remains relevant in a rapidly changing retail environment. Modern iterations of the Bassett Furniture logo are designed for versatility, appearing consistently on signage, advertising materials, and digital assets.

Reasons for Logo Modernization

- To improve brand recognition across online and offline channels.
- To support a cohesive and contemporary visual identity.
- To enhance logo scalability for use on multiple platforms.

- To align with evolving consumer preferences in design.

The Impact of Logo Changes on Brand Identity

Every change in the Bassett Furniture logo history has had a direct impact on the brand's identity and market positioning. Each redesign has allowed Bassett to stay aligned with consumer expectations and design trends, while still honoring its legacy. Logo updates have helped the company attract new audiences, reinforce trust among loyal customers, and differentiate itself from competitors. The consistent use of core elements—such as recognizable typography and a focus on the brand name—has helped Bassett maintain a strong connection to its heritage, even as it evolves to meet contemporary demands.

Logo Design Trends Reflected in Bassett's Visual Identity

Throughout its history, Bassett Furniture's logo has reflected broader design trends in the furniture and retail industries. The move toward cleaner lines, simplified layouts, and versatile wordmarks parallels shifts seen in other major brands. As consumer tastes have become more sophisticated, Bassett's logo has evolved to embody clarity, authenticity, and approachability. These trends are evident in the company's adoption of minimalist design principles, which prioritize legibility and visual harmony. The Bassett Furniture logo history thus serves as a case study in how brands can adapt their visual identities while remaining true to their roots.

Influence of Modern Minimalism

The rise of minimalism in branding has played a significant role in recent Bassett Furniture logo updates. By stripping away unnecessary ornamentation, the company can better communicate its focus on quality and style, appealing to today's design-conscious consumers.

Notable Features of the Bassett Furniture Logo

The Bassett Furniture logo stands out for its emphasis on legibility, timelessness, and adaptability. Key features include a strong, recognizable wordmark, carefully chosen fonts, and a neutral color palette that complements a wide range of marketing materials. The logo's simplicity makes it highly versatile, working equally well in print, digital, and physical

formats. This consistency has helped Bassett maintain a cohesive brand image throughout its long history.

Distinctive Characteristics

- Wordmark style with no complex iconography.
- Elegant, professional typography reflecting the brand's values.
- Neutral and earthy color choices for broad appeal.
- Designed for clarity at any size, from business cards to storefronts.

Conclusion

The journey of the Bassett Furniture logo history encapsulates more than a century of adaptation, innovation, and commitment to quality. From its initial, straightforward designs to its current minimalist form, the logo has mirrored the company's evolution and the changing landscape of American furniture design. By understanding the story behind the Bassett Furniture logo, one gains insight into the broader principles of branding, the importance of visual consistency, and the power of a well-crafted identity in building lasting consumer trust.

Q: When was the first Bassett Furniture logo created?

A: The first Bassett Furniture logo was introduced shortly after the company was founded in 1902, featuring a simple wordmark with classic serif lettering that reflected the brand's emphasis on tradition and quality.

Q: How has the Bassett Furniture logo evolved over time?

A: The Bassett Furniture logo has evolved from traditional serif fonts in its early years to more modern, minimalist wordmarks. Each redesign has aligned with changing design trends and shifts in consumer preferences, while maintaining the core identity of the brand.

Q: What are the main characteristics of the modern Bassett Furniture logo?

A: The modern Bassett Furniture logo is characterized by a clean, streamlined wordmark, neutral color palette, and professional typography. It is designed to be versatile, timeless, and easily recognizable across various platforms.

Q: Why did Bassett Furniture modernize its logo in recent years?

A: Bassett Furniture modernized its logo to improve brand recognition, adapt to digital and print environments, and reflect contemporary design trends favored by today's consumers. The update ensures the logo remains relevant and effective.

Q: What role does typography play in the Bassett Furniture logo history?

A: Typography has been a central element in the Bassett Furniture logo history, with the company using font styles to convey tradition, stability, and modernity at different stages of its evolution.

Q: Has the Bassett Furniture logo ever included images or icons?

A: The Bassett Furniture logo has primarily focused on wordmark designs, with minimal use of icons or graphics. The emphasis has consistently been on the brand name for easy recognition and legacy-building.

Q: What influences the color choices in Bassett Furniture logos?

A: Color choices in Bassett Furniture logos are influenced by the desire to project reliability and timelessness. Neutral and earthy tones, such as brown, gray, and black, have been commonly used to reflect the brand's heritage and product materials.

Q: How do logo changes impact Bassett Furniture's brand identity?

A: Logo changes impact Bassett Furniture's brand identity by allowing the company to stay relevant, appeal to new audiences, and reinforce trust. Each update balances modern appeal with respect for the brand's history.

Q: Are there any unique features that distinguish the Bassett Furniture logo from other furniture brands?

A: Unique features of the Bassett Furniture logo include its focus on a strong, legible wordmark, elegant typography, and consistent use of neutral colors, all of which set it apart from more elaborate or icon-focused competitors.

Q: What lessons can other brands learn from the Bassett Furniture logo history?

A: Other brands can learn the importance of maintaining visual consistency, balancing tradition with innovation, and adapting logo designs to meet evolving consumer and market demands, as demonstrated by Bassett Furniture's logo history.

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Bassett Furniture Logo History: A Visual Journey Through Time

Bassett Furniture, a name synonymous with American-made quality and craftsmanship, boasts a rich history reflected not only in its furniture but also in its evolving logo. This in-depth exploration delves into the Bassett Furniture logo history, tracing its visual transformations through the decades and uncovering the stories behind the design choices. We'll examine the symbolism, the stylistic shifts, and the overall evolution of this iconic brand mark, revealing how the logo has mirrored the company's growth and adaptation to changing market trends. Prepare for a fascinating journey through time, uncovering the fascinating evolution of a design that represents a legacy of enduring style and quality.

The Early Years: Simplicity and Strength (Pre-1950s)

Pinpointing the very first Bassett Furniture logo proves challenging due to limited archival records. However, early representations likely focused on a straightforward, typographic approach, emphasizing the "Bassett" name. This era reflects a period of foundational growth for the company, prioritizing functionality and a clear brand identification above all else. The design likely mirrored the robust and reliable nature of its furniture, employing a classic, perhaps serif typeface that conveyed stability and tradition. Imagine a simple, bold lettering, devoid of elaborate embellishments – a testament to the company's focus on the quality of its product over flashy branding. This minimalist approach was typical of the early 20th-century business landscape.

Mid-Century Modern: A Refined Aesthetic (1950s-1970s)

As the mid-century modern design aesthetic gained traction, Bassett's logo likely underwent a subtle but significant shift. The typography may have become more streamlined, perhaps embracing a sans-serif font that reflected the era's clean lines and emphasis on functionality. This era witnessed the company's expanding reach and market penetration. The logo's evolution, therefore, might have incorporated subtle changes aimed at enhancing brand recognition and appealing to a broader audience receptive to the modern design movement. While specific imagery from this period remains scarce, we can infer a move towards a more refined and sophisticated visual identity.

The Rise of Branding: Incorporating Visual Elements (1980s-2000s)

The late 20th century saw a surge in the importance of branding and visual identity. Bassett Furniture, like many other established companies, likely incorporated visual elements beyond mere typography into its logo during this time. This might have involved the addition of a stylized graphic element, perhaps a symbol subtly representing craftsmanship, home, or family – concepts deeply associated with the furniture industry. The color palette might also have been refined, perhaps introducing a key color that became synonymous with the brand. This phase represents a conscious effort to solidify Bassett's brand identity in a more competitive and visually saturated market.

The Modern Era: Streamlining and Digital Adaptation (2000s-Present)

The 21st century demanded adaptability, and Bassett's logo likely underwent further refinements to better suit digital platforms and contemporary design trends. This could include a simplification of

the logo, making it more versatile across different media. The typography might have been modernized once again, possibly transitioning to a more contemporary font that seamlessly integrates into websites, social media, and marketing materials. The color palette might have been refreshed or subtly adjusted to enhance its appeal to modern consumers. This era emphasizes flexibility and consistent brand messaging across various platforms. The goal: a timeless yet contemporary identity capable of enduring in the ever-evolving digital landscape.

Symbolism and Underlying Messages

Throughout its evolution, the Bassett Furniture logo has likely conveyed subtle yet consistent messages. These messages often speak to the brand's core values: quality craftsmanship, timeless style, family heritage, and the creation of comfortable and beautiful homes. Whether through the choice of font, color palette, or the incorporation of graphic elements, the logo has served as a visual representation of the Bassett brand promise. Understanding this underlying symbolism is key to comprehending the logo's design choices across different eras.

Conclusion

The Bassett Furniture logo history is a fascinating case study in brand evolution. From its likely humble beginnings as a simple typographic mark to its current, likely more refined and versatile design, the logo has mirrored the company's growth and adaptation. Each iteration reflects the prevailing design trends and the company's conscious efforts to build and maintain a strong brand identity. The lack of readily available historical logo imagery prevents a precise, image-by-image reconstruction, but analyzing the broader context provides valuable insights into the strategies employed by Bassett Furniture over the years.

Frequently Asked Questions (FAQs)

1. Where can I find images of all the Bassett Furniture logos throughout history? Unfortunately, a complete visual archive of every Bassett Furniture logo is not publicly accessible. Research in company archives might yield more information.
2. What font(s) has Bassett Furniture used in its logo over the years? Pinpointing the specific font names used requires access to the company's design documentation. However, based on the eras, we can infer the general styles used (serif, sans-serif, etc.).
3. Has the Bassett Furniture logo ever included a mascot or other recognizable image? Based on available information, it's unlikely Bassett's logo incorporated a mascot. The focus has consistently been on typography and possibly subtle graphic elements.

4. How often has the Bassett Furniture logo been redesigned? Exact dates for each redesign are unknown without access to internal company records. However, significant changes likely coincided with major shifts in marketing strategies or design trends.

5. What are the key elements consistently present in the Bassett Furniture logo throughout its history? The most consistent element is likely the "Bassett" name itself, written in various typographic styles over the years. The underlying message of quality and craftsmanship has also remained constant.

bassett furniture logo history: History of Virginia , 1924

bassett furniture logo history: A History of American Furniture Marta Katrina Sironen, 1936

bassett furniture logo history: Factory Man Beth Macy, 2014-07-15 The instant New York Times bestseller about one man's battle to save hundreds of jobs by demonstrating the greatness of American business. The Bassett Furniture Company was once the world's biggest wood furniture manufacturer. Run by the same powerful Virginia family for generations, it was also the center of life in Bassett, Virginia. But beginning in the 1980s, the first waves of Asian competition hit, and ultimately Bassett was forced to send its production overseas. One man fought back: John Bassett III, a shrewd and determined third-generation factory man, now chairman of Vaughan-Bassett Furniture Co, which employs more than 700 Virginians and has sales of more than \$90 million. In *Factory Man*, Beth Macy brings to life Bassett's deeply personal furniture and family story, along with a host of characters from an industry that was as cutthroat as it was colorful. As she shows how he uses legal maneuvers, factory efficiencies, and sheer grit and cunning to save hundreds of jobs, she also reveals the truth about modern industry in America.

bassett furniture logo history: Sawdust in Your Pockets Eric Medlin, 2023-10-15 During the twentieth century, three industries—tobacco, textiles, and furniture—dominated the economy of North Carolina. The first two are well known and documented, being the subject of numerous books, movies, and articles. In contrast, the furniture industry has been mostly ignored by historians, although, at its height, it was nearly as large and influential as these other two concerns. Furniture companies employed thousands of workers and shaped towns, culture, and local life from Hickory to Goldsboro. *Sawdust in Your Pockets: A History of the North Carolina Furniture Industry* is the first survey of the state's furniture industry from its cabinetmaking beginnings to its digital present. Historian Eric Medlin shows how the industry transitioned from high-quality, individual pieces to the affordable, mass-produced furniture of High Point and Thomasville factories in the late nineteenth century. He then traces the rise of the industry to its midcentury peak, when North Carolina became the largest furniture-producing state in the country. Medlin discusses how competition, consolidation, and globalization challenged the furniture industry in the late twentieth century and how its businesses, workers, and professionals have adapted and evolved to this day.

bassett furniture logo history: Hey, America, Your Roots Are Showing: Megan Smolenyak, 2011-10-24 The acclaimed genealogist and New York Times-bestselling author reveals how she solved some of the most fascinating mysteries of family lineage. Part forensic scientist, part master sleuth, Megan Smolenyak has a unique way of digging up our historical roots. She discovered Barack Obama's Irish ancestry—and his relation to Brad Pitt. She revealed the true story of Ellis Island's first immigrant, Annie Moore. And she shed light on a startling link between politicians Al Sharpton and Strom Thurmond. In *Hey America, Your Roots Are Showing*, the "Indiana Jones of genealogy" reveals how she cracked these and other news-making cases. Along the way, she shares her own story of becoming genealogy's celebrity face. She even explains why her name is squared (Buzzy Jackson, author of *Shaking the Family Tree*). Whether she's scouring websites to uncover the surprising connections between famous figures or using cutting-edge DNA tests to locate family members of fallen soldiers dating back to the Civil War, Smolenyak's historical sleuthing is as provocative, richly layered, and exciting as America itself. "Megan is a genealogist's dream, a

forensic investigator who can also tell a great story.” —Sam Roberts, *The New York Times*

bassett furniture logo history: High Point University and the Furniture Industry Richard R. Bennington, 2021-07 High Point University was founded in 1924 as a small liberal arts college. The High Point Furniture Market was founded in 1909 and has grown to be the largest wholesale furniture market in the world. Over the past century, the furniture industry and the university have developed an ongoing, mutually beneficial partnership that has resulted in industry-specific programs for students. Discover the history of this relationship and the impact that real-world exposure has had on the students and the industry. Read the stories of several High Point University graduates who are successfully employed in various positions throughout the furniture business. High Point professor Richard Bennington unearths the history of a dynamic partnership.

bassett furniture logo history: History of Virginia , 1924

bassett furniture logo history: *Get Out of My Room!* Jason Reid, 2017-01-19 Everybody has a teen bedroom story. The teen bedroom has universally been regarded as a safe haven for adolescents from all classes and backgrounds, and a near-sacred space that is basically off-limits to everyone but its teenage occupants (and their invited guests). But it is a relatively recent Western phenomenon that assumed a prominent role in socializing teens and shaping their identities during the years following World War II. As part of the identity-shaping process, the teen bedroom became a safe space for teens to express their growing consumer power, parallel to the emergence of youth subcultures after the War. Reid tracks the history of bedrooms for children back to the Civil War period, though the bulk of his research stretches from the late 1950s through the beginning of the 21st century. The rock posters, stuffed animals, and record players that found their way into teen bedrooms during this period represent ways in which trends became major contributors to the postwar consumer economy. Reid by no means neglects popular culture, in the meantime, detailing the ways in which the teen bedroom appeared in song, film, television, and literature. It was often portrayed as a space of personal development and self-expression, but also as a site of profound loneliness and romantic longing. To quote the Beach Boys 1963 hit song *In My Room*, the postwar teen bedroom featured just as much sighing and crying as it did scheming and dreaming.

bassett furniture logo history: A Cultural History of Furniture in the Modern Age Claire I. R. O'Mahony, 2022-02-24 Furniture is a unique witness to the transformations of private and public experience amidst the upheavals of the 20th century. How we work, rest and play are determined by the embodied encounter with furniture, defining and projecting a sense of identity and status, responding to and exemplifying contrasting social conditions, political and economic motivations, aesthetic predilections and debates. Assessing physical and archival evidence drawn from a spectrum of iconic and under-represented case studies, an international team of design historians collaborate in this volume to explore key methodological questions about how the production, consumption and mediation of furniture reveal shifting cultural habits and histories across diverse contexts amidst modernity. Drawing upon a wealth of visual and textual sources, this volume presents essays that examine key characteristics of the furniture of the period on the themes of Design and Motifs; Makers, Making, and Materials; Types and Uses; The Domestic Setting; The Public Setting; Exhibition and Display; Furniture and Architecture; Visual Representations; and Verbal Representations.

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bassett furniture logo history: Showers Brothers Furniture Company Carrol Krause, 2012-05-22 "A history of Bloomington itself, telling the story of how an industry helped drive the development of one of the Midwest's most vital university towns."—Bloom When the Showers family arrived in Bloomington, Indiana, the railroad had only recently come to town and a modest university was struggling to survive. Having spent the prior 18 years moving from place to place, the family decided to settle down and invest its modest resources to start a furniture company. The business proved to be extremely profitable and a stroke of good fortune for the small community. The company's success strengthened Bloomington's infrastructure, helping to develop new neighborhoods, and the philanthropic acts of the Showers family supported the towns continued development. The family's contributions helped Indiana University through difficult times and paved the way to its becoming the largest university in the state. In this detailed history of Showers Brothers, Carrol Krause tells the story of a remarkably successful collaboration between business, town, and gown. "Author Carrol Krause has chosen a very interesting subject and writes with an especially good eye for 'telling detail' and for imagining sounds, images, and smells of long ago. The illustrations combined with the engaging style will attract an enthusiastic local audience."—James H. Madison, author of *Hoosiers: A New History of Indiana* "This once dominant and still prominent

building houses the story of a city's past manufacturing prowess, a downtown in decline, and an urban renaissance. The roots of that important story are now available in this written history of Showers."—Mark Kruzan, former mayor of Bloomington, Indiana

bassett furniture logo history: *Summary of Beth Macy's Factory Man* Everest Media,, 2022-06-21T22:59:00Z Please note: This is a companion version & not the original book. Sample Book Insights: #1 The impact of globalization on southwest Virginia was not being documented by other media outlets. It was up to writers and photographers like Jared and me to paint the long-view picture of what had happened when, one after another, the textile and then the furniture factories closed and set up shop in Mexico, China, and Vietnam. #2 The town of Galax, about seventy miles away from Rocky Mount, had a man who had bucked the trend of unemployment. He was from the family that had once run the largest furniture-making operation in the world. #3 I would meet Wanda Perdue, a former Stanley Furniture worker, outside a community college computer lab. She had traveled to Myrtle Beach three years before, her first time seeing the ocean. She wanted me to see what happened in Indonesia and explain to her why we couldn't do that in America anymore. #4 The globalization of manufacturing has brought many benefits, but it has also displaced many workers. I remember riding with my sister to pick up my mom from work at Grimes, the aircraft-lighting factory in Urbana, Ohio.

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bassett furniture logo history: Finding Your Roots, Season 2 Henry Louis Gates Jr., 2016-01-28 Who are we, and where do we come from? The fundamental drive to answer these questions is at the heart of Finding Your Roots, the companion book to the hit PBS documentary series. As scholar Henry Louis Gates Jr. clearly demonstrates, the tools of cutting-edge genomics and deep genealogical research now allow us to learn more about our roots and look further back in time than ever before. In the second season, Gates's investigation takes on the personal and genealogical histories of more than twenty luminaries, including Ken Burns, Stephen King, Derek Jeter, Governor Deval Patrick, Valerie Jarrett, and Sally Field. As Gates interlaces these moving stories of immigration, assimilation, strife, and success, he provides practical information for amateur genealogists just beginning archival research on their own families' roots and details the advances in genetic research now available to the public. The result is an illuminating exploration of who we are, how we lost track of our roots, and how we can find them again.

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individuals whose names are found on today's popular products.

bassett furniture logo history: Henry County Thomas D. Perry, 2009-03-02 Formed in January 1777, Henry County was named for the Commonwealth of Virginias first governor, Patrick Henry, who lived in the county from 1779 until 1784. Located along the border of North Carolina, the county was once home to the famous antebellum Hairston family. In the 20th century, textiles, furniture, and the chemical manufacturer DuPont made up the large industrial base of the county. With the recent outsourcing of jobs, the county has turned to other economic sources such as the Martinsville Speedway, Virginia Museum of Natural History, and the Bassett Historical Center, which provided most of the photographs in this book.

bassett furniture logo history: No Compromise Ana Araujo, 2021-06-22 Florence Knoll (1917-2019) was a leading force of modern design. She worked from 1945 to 1965 at Knoll Associates, first as business partner with her husband Hans Knoll, later as president after his death, and, finally, as design director. Her commissions became hallmarks of the modern era, including the Barcelona Chair by Mies van der Rohe, the Diamond Chair by Harry Bertoia, and the Platner Collection by Warren Platner. She created classics like the Parallel Bar Collection, still in production today. Knoll invented the visual language of the modern office through her groundbreaking interiors and the creation of the acclaimed Knoll look, which remains a standard for interior design today. She reinvigorated the International Style through humanizing textiles, lighting, and accessories. Although Knoll's motto was no compromise, ever, as a woman in a white, upper-middle-class, male-dominated environment, she often had to make accommodations to gain respect from her colleagues, clients, and collaborators. No Compromise looks at Knoll's extraordinary career in close-up, from her student days to her professional accomplishments.

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