

*Four  
of the World's  
Finest*  
**WOODS**

DOUGLASS FIR

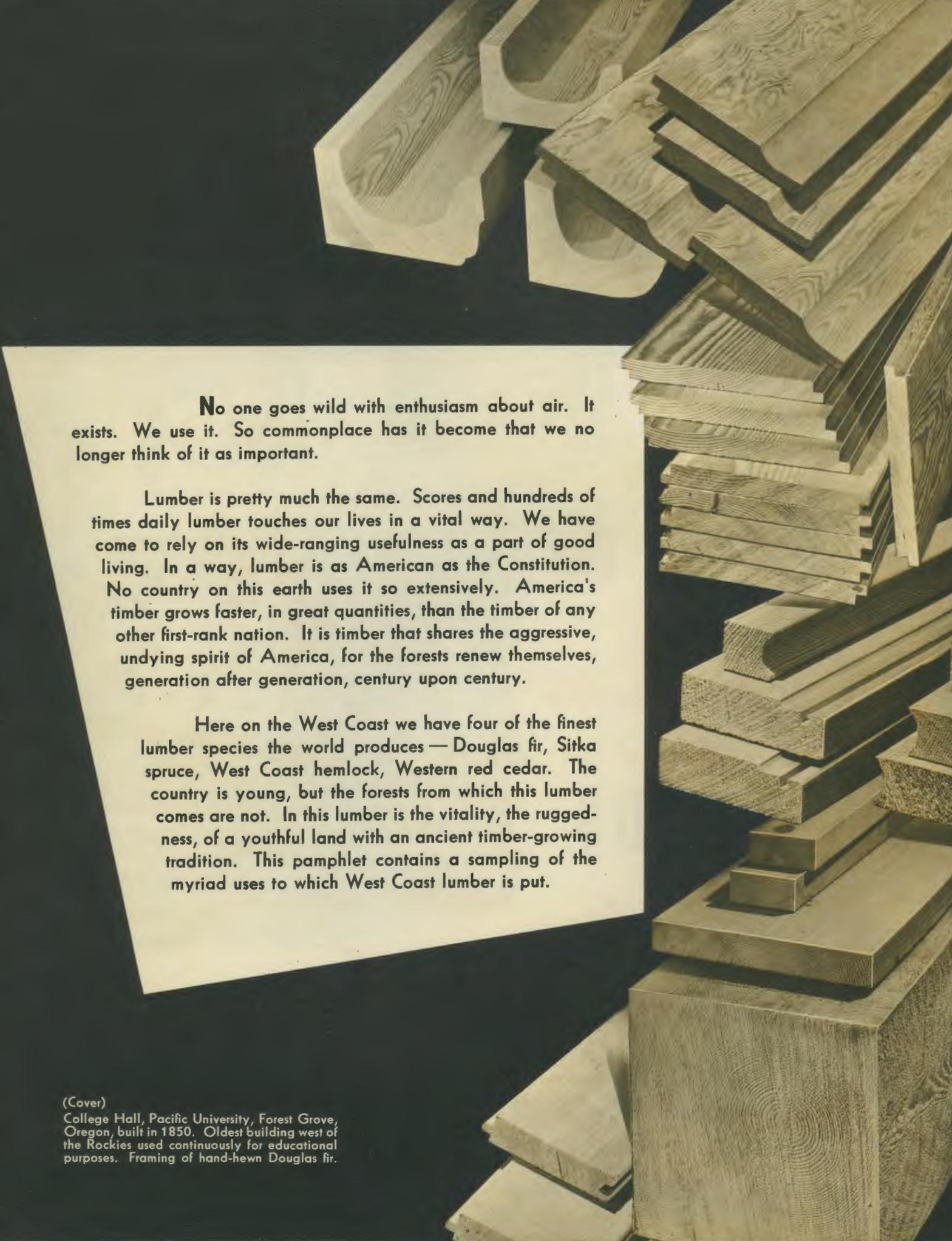
WEST COAST HEMLOCK

WESTERN RED CEDAR

SITKA SPRUCE

COME TO YOU FROM THE  
FORESTS OF AMERICA'S

*West Coast*



**No** one goes wild with enthusiasm about air. It exists. We use it. So commonplace has it become that we no longer think of it as important.

Lumber is pretty much the same. Scores and hundreds of times daily lumber touches our lives in a vital way. We have come to rely on its wide-ranging usefulness as a part of good living. In a way, lumber is as American as the Constitution. No country on this earth uses it so extensively. America's timber grows faster, in great quantities, than the timber of any other first-rank nation. It is timber that shares the aggressive, undying spirit of America, for the forests renew themselves, generation after generation, century upon century.

Here on the West Coast we have four of the finest lumber species the world produces — Douglas fir, Sitka spruce, West Coast hemlock, Western red cedar. The country is young, but the forests from which this lumber comes are not. In this lumber is the vitality, the ruggedness, of a youthful land with an ancient timber-growing tradition. This pamphlet contains a sampling of the myriad uses to which West Coast lumber is put.

(Cover)

College Hall, Pacific University, Forest Grove, Oregon, built in 1850. Oldest building west of the Rockies used continuously for educational purposes. Framing of hand-hewn Douglas fir.

**WOOD ANSWERS**  
*America's*  
**REQUIREMENTS**

**EFFICIENTLY ...  
ECONOMICALLY ...  
PERMANENTLY!**

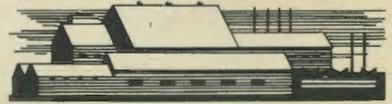
**IN AMERICA'S HOMES**



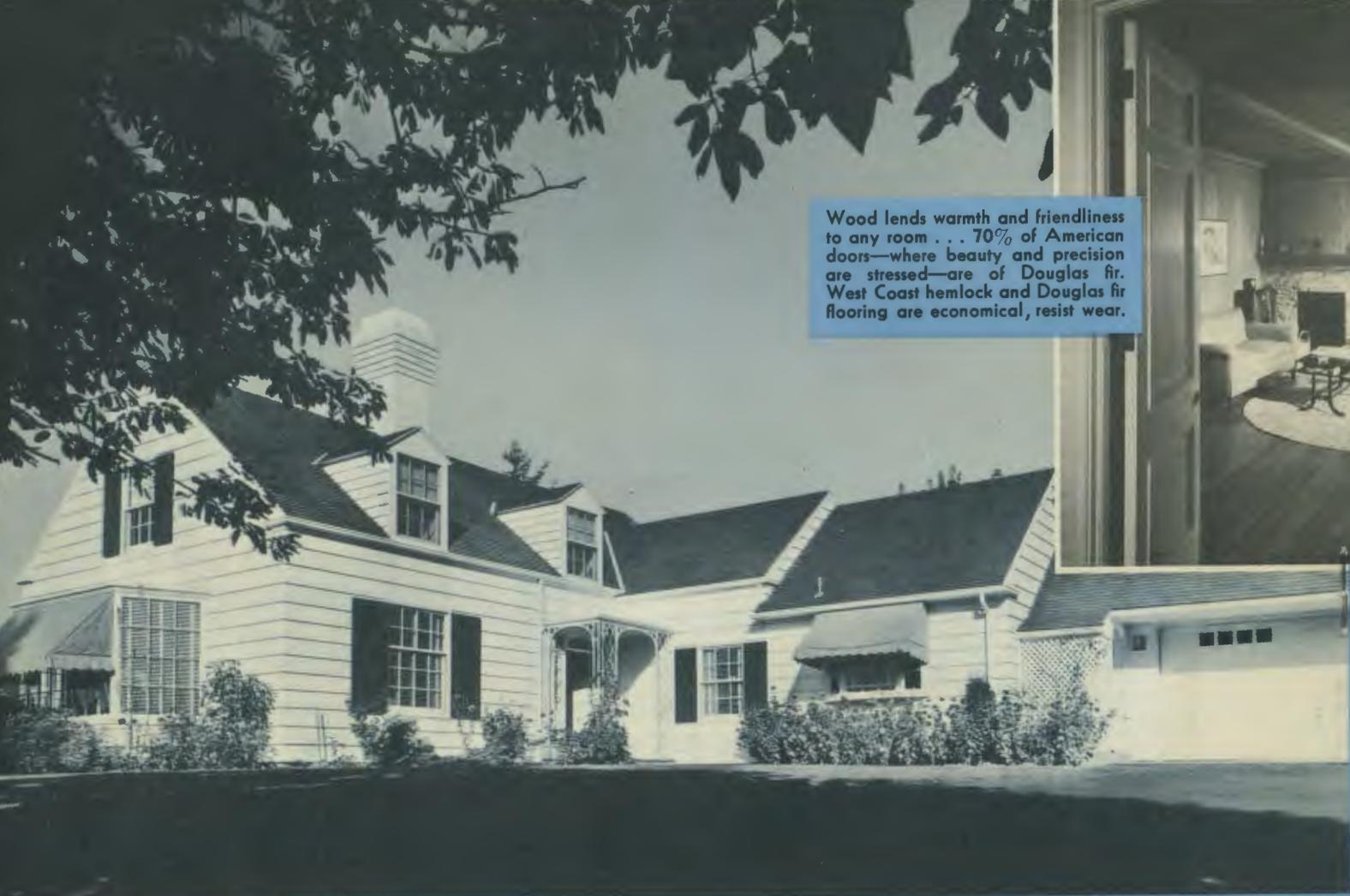
**ON AMERICA'S FARMS**



**IN AMERICA'S INDUSTRIES**



*Douglas Fir  
West Coast Hemlock  
Western Red Cedar  
Sitka Spruce*



Wood lends warmth and friendliness to any room . . . 70% of American doors—where beauty and precision are stressed—are of Douglas fir. West Coast hemlock and Douglas fir flooring are economical, resist wear.

**The American home is a wood home.** This is a distinguished tradition, for such examples as Mount Vernon and Monticello are part of our national heritage. Here is a home of today, framed with Douglas fir, sided with Western red cedar. These woods, together with Sitka spruce and West Coast hemlock, have provided fine housing for more than a century.



Striking and graceful effects are obtained when wood is coupled with the simplicity of modern design. This attractive study-dressing room, designed by Klaus Pfeffer, is paneled in vertical grain Douglas fir.

If there's an end to the uses of West Coast woods, it hasn't yet been found. Furniture making represents another large group of West Coast products.

Trim wood fencing adds to a home's charm and distinction. The long-lasting qualities of Douglas fir and Western red cedar make them preferred for this use.



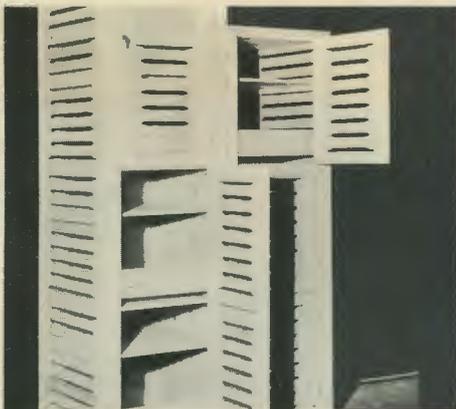
American industry depends on many ways—communication is only one—on unusual strength and high insulation. Fir is a favored material for crossarms and power lines. For poles and red cedar and Douglas fir are widely used.



Most American homes are of frame construction. Billions of feet of West Coast lumber go into framing to insure rigidity and strength.



Sleek beauty and strength are combined in famous racing shells—built of Western red cedar—a lightweight and pliable wood.



Tasteless and odorless, Sitka spruce and West Coast hemlock are prime woods for frozen food lockers and for shipping of many foods.



America's first school houses were wood. Engineering and research have enabled wood to "keep pace" with progress. This modern school, rating high in utility and appearance, employed West Coast woods extensively.



Glued-laminated Douglas fir can be engineered for strength and designed for beauty. As the framework of this Southern California church indicates, it can be fabricated into a wide variety of sizes and shapes.



Use of wood for farm buildings has become a custom made popular by performance. New designs, new ideas, are making structures built of West Coast woods more profitable to farmers than ever before.



s on lumber in many  
ly one. Its long life,  
sulation make Douglas  
crossarms in telephone  
s and piling, Western  
re widely used.



Nine out of ten farm buildings are built of wood. For a century farmers have relied on West Coast woods for everything from

a saw horse to a modern dairy barn. Buildings of West Coast woods are durable and economical, easy to alter and repair.



**Industrial innovations are steadily expanding the uses for West Coast Woods.** The eye is caught by streamlined examples of timber engineering such as this Lamella roof, one of several types of roof construction using Douglas fir. Wood is economical and long spans are possible.



On modern drafting boards are being created imaginative new commercial structures such as this one. The framing is Douglas fir. Exterior walls are of vertical tongue-and-groove Western red cedar boarding. Designed by Pietro Belluschi, architect.



Structural engineers specify Douglas fir timbers, graded for strength and available in long lengths. This Teco ring-connected, arch-type bridge of treated Douglas fir has a 135-foot span.



Listed high among the important uses of Douglas fir and other West Coast species is car material. For many decades the far-flung railroad systems of America have relied on them for car construction and repair.



Sitka spruce is a unique wood with a multitude of specialized uses. It is used for propellers in all large wind tunnels and provides virtually all piano sounding boards produced in this country.



Texture and straight grain are "musts" in battery separators. Port Orford cedar and Douglas fir supply large quantities of this industrial item.



Wood pallets are a key link in commerce. From versatile West Coast woods, strong and serviceable, thousands are made every year.



Ladders must be light, unfailingly strong. Home, industrial and fire extension ladders are made of selected West Coast hemlock, Sitka spruce and Douglas fir.



If it's a woodstave pipe it may be Douglas fir, treated or untreated, or Western red cedar. Both are widely used for flumes, water and septic tanks—wherever strength and durability are required.



Ever been inside a dairy churn? Here's one, built of selected vertical grain Douglas fir, designed to meet rigid demands of continuous service.



No substitute has ever been found for wood cross ties. Millions across the land are of West Coast woods, chiefly Douglas fir.



Wood engineering produces spectacular results. The Radar Test Laboratory, Dayton, Ohio, used glued-laminated Douglas fir lumber for stability and permanence.



Another American tradition is the famous Hollywood Bowl. Its seats are made of durable, weather-resistant Douglas fir, which is widely used in stadiums and grandstands.



**DOUGLAS FIR • WEST COAST HEMLOCK  
WESTERN RED CEDAR • SITKA SPRUCE**

**O**ut of the permanent forests of the Pacific Northwest are coming vast quantities of West Coast lumber. The workers who produce it are the most skilled, the highest paid, in the industry. A growing force of technically-trained foresters is managing the industry-wide tree farm program to see that the supply does not cease — now or in the foreseeable future. This lumber is manufactured and graded by experts to meet the requirements of specific uses. Ask your retail lumber dealer for it.

**WEST COAST LUMBERMEN'S ASSOCIATION  
1410 S.W. MORRISON ST., PORTLAND 5, OREGON**

