

NEW SLIDING PANEL MAY CRACK BIG PLYWOOD MARKET

TACOMA, Wash.—Western fir plywood manufacturers have come up with a high style, low-cost outdoor building panel made with 100 per cent waterproof glue that looks like the blue-chip answer to a market the industry has long been trying to corral—siding in all

types of homes, offices, shops and other commercial buildings.

Called Texture One-Eleven, the new plywood meets the decided architectural trend toward textured, vertical-patterned wood surfaces indoors and out. The face of the new panel is marked by deep parallel grooves providing a line pattern beautifully enhanced by light and shadow. The surface is textured—a slightly rough face characterized by attractive natural wood markings of grain, small knots and restricted knot holes.

TUNED TO THE TREND

This combination of line and texture, the industry says, is in perfect tune with today's fashions in the building field.

A survey of representative architects around the country made by Douglas Fir Plywood Association indicates the industry is betting on a winner. The association says 167 of the 179 architects interviewed expressed genuine enthusiasm. Even the dissent-

ers tended to be encouraging. One of these ruefully admitted, "I don't think I like it, but I suppose it will sell like hotcakes because that's the trend nowadays."

Although developed initially for siding, the manufacturers contend that Texture One-Eleven will be highly salable for dozens of other uses such as gable-ends, carport and porch ceilings, fences, windbreaks, patio enclosures, office paneling, living room accent walls and other paneling jobs.

Better yet, the product offers other advantages to gladden the heart of the merchant builder who is finding it increasingly difficult to build a good-looking home at minimum cost. Texture One-Eleven is made in two standard widths, either one of which fits over standard stud spacing, giving the builder the benefit of economies inherent in panel construction.

LOW IN-PLACE COST

The edges of the panel are ship-

lapped so that vertical joints are completely hidden in the continuous surface pattern of the material. That's a cost-cutter in itself but finishing procedures with Texture One-Eleven open the way to further economies. Because of its textured surface, the manufacturers recommend the use of low-cost opaque oil stains on the panel rather than more expensive conventional exterior paint finishes.

Development of Texture One-Eleven reflects the fir plywood industry's readiness to meet the conditions of a changing market with products tailored to current building styles and buyers' needs. Although the use of exterior plywood with waterproof glue for siding is not uncommon, the industry hopes that by offering a new panel more closely keyed to present fashions in the building field it will multiply the volume of plywood used for siding of homes.

QUALITY PRODUCT

Texture One-Eleven is a quality product. It is exterior type fir plywood; the wood is durable Douglas fir, and the 100 per cent waterproof glue used in its manufacture is the same as that used in hundreds of thousands of boats. It bears the registered industry

Letter To Editor

(Note—Letters to the editor should be brief and concise in order to avoid needless monopolization of space. This letter has been cut.—Editor).

... Most people "rate" organizations according to their own criteria. I also "rate" organizations and I use *Good Works* as a criterion in evaluating group or or-

trade-mark EXT-DFPA signifying that it is made under the manufacturers' joint program of continuous testing and quality control for outdoor plywood administered by Douglas Fir Plywood Association.

Firms now manufacturing Texture One-Eleven include Northwest Door Co., Tacoma, Wash.; St. Paul & Tacoma Lumber Co., Tacoma, Wash.; and Simpson Logging Co., Seattle, Wash. Other firms expected to be in production soon include: Associated Plywood Mills, Inc., Eugene, Ore.; Cascades Plywood Corp., Portland, Ore.; Harbor Plywood Corp., Aberdeen, Wash.; The Long-Bell Lumber Co., Longview, Wash.; Roseburg Lumber Co., Roseburg, Ore.; and Vancouver Plywood Co., Vancouver, Wash.

Brookings Harbor Pilot 5
THURSDAY, DECEMBER 3, 1953

ganizational activity.

... I rate the newly formed chapter of Beta Sigma Phi—a new academic sorority—here in Brookings among the highest of the service clubs and organizations. ... These good ladies no more than got their chapter organized here than they started casting about for a "project" to sponsor; and lo and behold, in no time at all they came up with a project for the youth of Brookings. (this means girls too, not just boys).

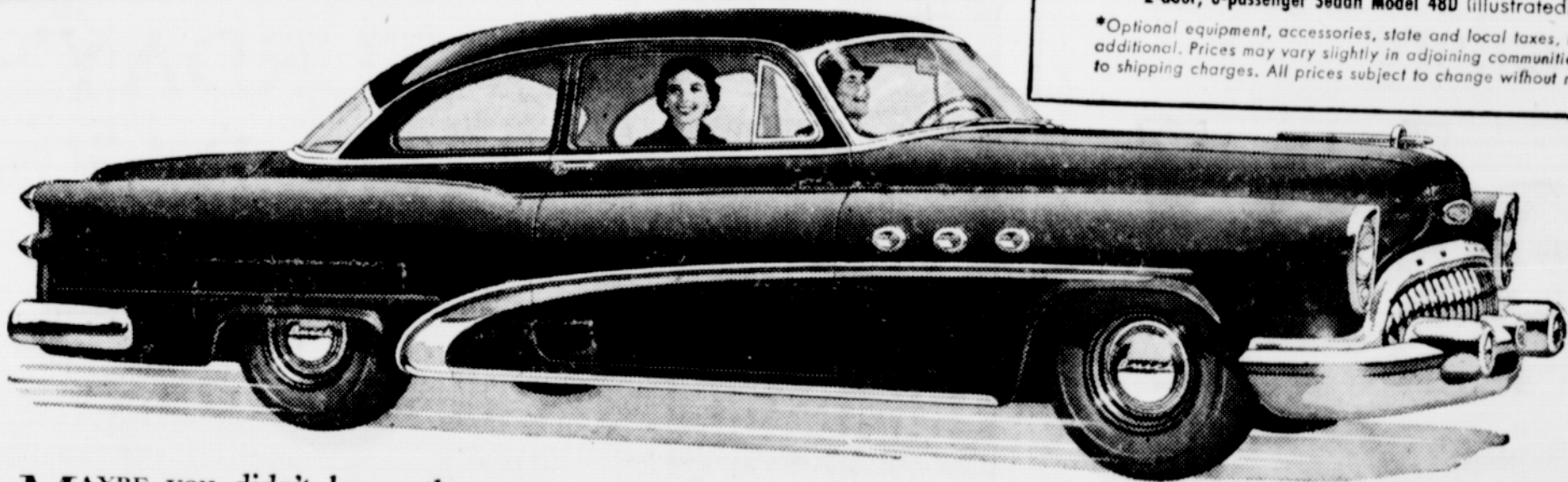
... The important thing here, folks, is that the proceeds—that's the money to be taken in from the sale of these tickets—will go into Beta's service fund to be used in the interests of ALL the children in the area.

So all you good people of Brookings and Harbor, let's get behind this to the hilt.—Let's buy up all the tickets. ... Let's show the world that we "Go" for this sort of thing. Let's help Beta Sigma Phi help Brookings do something for the youth of the area for a change.

AUGUST DE PHILLIPS.

Buy U. S. Savings Bonds!

Ever boss
BIG POWER at this price?



\$2596 *

Today's Local Delivered Price of the
BUICK SPECIAL

2-door, 6-passenger Sedan Model 48D (illustrated)

*Optional equipment, accessories, state and local taxes, if any, additional. Prices may vary slightly in adjoining communities due to shipping charges. All prices subject to change without notice.

MAYBE you didn't know that you can get yourself a bundle of big and able Buick Fireball 8 power at the "6-cylinder" price shown here.

But that's only the beginning of the bigger things you get in this eye-catching Buick SPECIAL for the low figure it carries—a figure that's just a few dollars more than that of the so-called "low-priced three."

Take a quick roll call.

In this Buick you get more room than those few extra dollars can buy elsewhere.

You get more comfort—comfort that a lot more money can't buy anywhere else—the comfort of the Million Dollar Ride, with coil-spring cushioning on all four wheels, torque-tube steadiness,

Safety-Ride rims, the firm solidity of a massive X-braced frame.

You get more satisfaction—more of that good and happy feeling that comes from traveling in a car of ample road-weight, of brawny structure, of impressive styling.

And you get more fun, more thrill—from bossing the walloping, silk-smooth power thrust of the highest-powered, highest-compression Fireball 8 engine ever placed in a Buick SPECIAL.

What it all sums up to is this straight fact: you get far more automobile in this Buick for just a few more dollars.

Better look into the matter if it's a real deal you want for your money. We're ready when you are.

IT'S TRADE-IN TIME FOR A BETTER DEAL

Want the top allowance on your present car? Come in and see us for the happy news—now. You save money when you trade with us.

THE GREATEST BUICK IN 50 GREAT YEARS

MILTON BERLE stars for BUICK—in The Buick-Berle Show on TV Tuesday evenings. Also, every Saturday, tune in The TV Football Game of the Week—a "GM" Key Event

WHEN BETTER AUTOMOBILES ARE BUILT BUICK WILL BUILD THEM

MENNING BUICK

Highway 101

BROOKINGS, OREGON

North End of Town