



## SHOW, OPEN HOUSE, TO HIGHLIGHT 50 YEARS OF PLYWOOD PROGRESS

### MENAGERIE

"We have here the most dangerous collection of gen-u-line plywood animals ever held in captivity! These are the most ferocious creatures outside of the deep fir jungles!"

That's the barker's spiel at the Fir Plywood Jubilee free show which comes here November 4th for a one-day stay, hours 2 to 3 p.m. The show will be located at the Brookings Plywood parking area.

The "animals" the barker's talking about are actually constructed of fir plywood as part of the show theme: "You Can Build Anything With Fir Plywood."

Some of the creatures are close to life size. They include a lion, tiger, hippopotamus, giraffe, fish and exotic birds.

When not on display at the show entrance, the plywood's menagerie circus caravan wagons which house the varied displays telling the west coast industry's story. It's a show that will go to every milltown where fir plywood is manufactured in Washington, Oregon and Northern California.

The menagerie was assembled at the Lindstrom Cabinet Shop in Tacoma. All of the animals are sturdy and will "permit" little children to climb on them. They are just one element of a show designed to interest every member of the family.

Behind the scenes in the Fir Plywood Jubilee free show which comes here November 4th for a one-day stay is ample proof of the show theme: "You Can Build Anything With Fir Plywood."

You'll be able to see the show

lot, hours 2 to 9 p.m. but you won't be able to see all of the fir plywood which has gone into "workhorse" areas of the two circus wagons carrying the displays.

Among these uses of the versatile building panels are wheels for an endless belt carrying animated sections of the displays, and strong shelves for the musical equipment, supports for industry displays. All of these are uses suggested in the industrial section of this industrial show.

The Douglas Fir Plywood Association, trade promotion body for the west coast industry, has merely taken a leaf from its own notebook in these uses of the modular panels in the all-industry show.

### Historic Model Seen In Plywood Golden Jubilee Traveling Show

The Fir Plywood Golden Jubilee traveling show opening here on November 4th is highlighted by an unusual miniature reproduction of the fir plywood industry's birthplace.

It is a plywood "nativity scene" depicting the plant where the first panels of fir plywood were made on the Pacific Coast in St. Johns, Oregon in 1905.

These humble beginnings were in a little box and drum factory on the banks of the Willamette River. Since then the industry has burgeoned into a \$400 million annual business employing 24,000 workers in more than 100 mills in the Pacific Northwest.

The first plant, known as Portland Manufacturing Co. made half a dozen panels for display at the Lewis and Clark Exposition. The

model of this plant, shown in the heart of the colorful Jubilee plywood industrial exhibit, shows clearly the fascinating but primitive methods that were used to make the first fir plywood. The show is free and will be located at the Brookings Plywood parking area.

Along with the model are a number of other exhibits dramatizing the meaning of the plywood industry to this region today. These include the highlights of a whole new series of design ideas for plywood unveiled at the industry's historic Golden Jubilee Annual Meeting in Portland in June.

### MOKE'

One of the most exciting items to emerge from the new design and construction developments of the fir plywood industry's 50th anniversary celebration this year will be on display here November 4th.

This is "Moke'"—a simple idea with a big future—and it's included in the Fir Plywood Jubilee free show coming to Brookings for a one-day stay, from 2 to 3 p.m.

"Moke'" is a dramatic new way of decorating, fir plywood, an entirely new design principle that combines striking patterns and textures with bold, colorful finishes and lighting effects. The brain child of Architect Whitney R. Smith of Pasadena, California, Moke' is actually a new art form pointing the way toward limitless applications in design effects in building.

Even more than that, Moke' has applications in stiffening light

plywood panels—applications which may be combined with artistic design—that may well lead to entirely new architectural and construction methods.

The Moke' patterns to be seen at the Jubilee show are only part of an industrial exhibit designed to attract every member of the family. The show is going into plywood mill towns of the Pacific Northwest and Northern California.

The name Moke' is based on a seldom used English word: moke. This means "to weave" and that literally describes some of the effects created when fir plywood is cut into patterns in such a way that dowels or other inserts form an attractive third dimensional relief effect. The visual pattern is made even more dramatic by unusual lighting effects.

Specifically, this is what you do to create Moke' patterns:

Trace a pleasing design on the surface of a fir plywood panel in such a way that cuts along the design will permit you to bring spring sections of your pattern away from the panel proper. Cut along your design with a saw. Spring the design sections outward and hold them with an appropriate dome or other piece of wood.

That's Moke'.

### TOPFLIGHT PERSONALITIES SPARK JUBILEE SHOW

The fir plywood Golden Jubilee traveling industrial show which will play here on November 4th, is the brainchild of a topflight collection of fir plywood promotion specialists. The show is free and open to the public as well as the



VISITORS FLOCK to the Fir Plywood Jubilee free show at one of its stops in the tour of plywood milltowns in the Pacific Northwest and Northern California. The show, built on a circus format, tells industry story spiced with entertainment to attract every member of the family. The show will be here Friday, November 4th, 2 to 9 p.m. to be located at the Brookings Plywood Parking lot.

families of employees of the fir plywood mills here. It opens at 2 p.m. at the Brookings Plywood parking area and will run to 9 p.m.

The basic conception behind this off-brand industrial exhibit keyed to the fir plywood industry's 50th anniversary is that of W. E. Difford, managing director of Douglas Fir Plywood Association.

In his capacity as managing director, Difford originated an industry promotion and quality control program that has sparked the greatest burst of growth in the industry's history. The idea for a traveling show designed to tell the story of this growth and the story of the part the plywood plays in the communities of the Pacific Northwest where manufacturers' plants are located is his conception.

It was executed by another outstanding plywood man. He is Joseph Weston, field promotion director for the plywood industry's trade association. Weston, a licensed architect with a national reputation for a number of notable "firsts" in the construction and design field and a former builder, heads up a staff of 25 trained specialists who render field assistance to plywood users—the major marketing centers of the nation.

Weston has turned his talent in to producing a show that has the color and drama of

the circus and carnival. The artist who added the fanciful decor for the exhibit under Weston's direction is Sted Wood—former topflight Tacoma commercial artist and advertising executive now serving a consulting capacity from his home in Carmel, California.

The show developed by Weston includes the highlights of a striking

collection of Golden Ideas in Architecture developed by five topflight architects for the association. The ideas were unveiled at the industry's historic Jubilee annual meeting in June of this year. They are shown in a series of dramatically lighted color boxes located in the center of the exhibit.

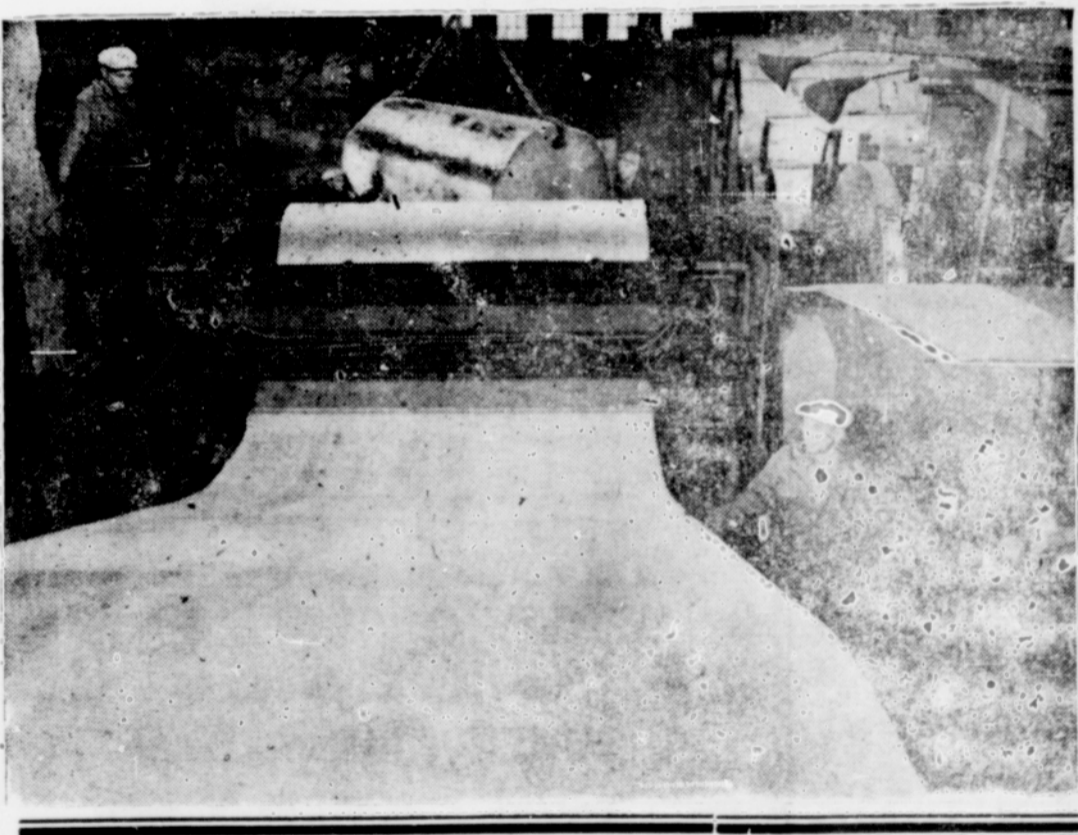
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