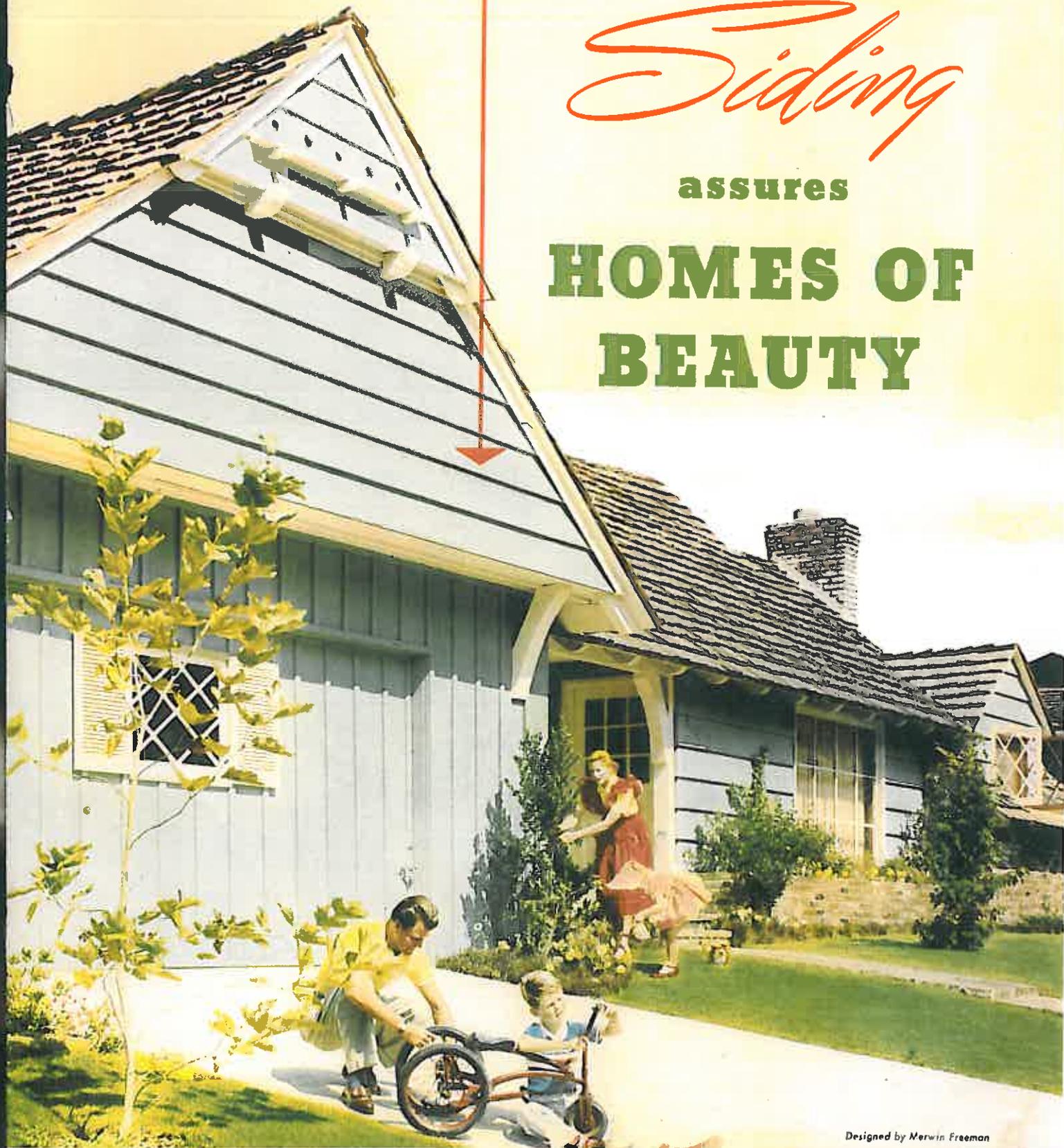


Wood Siding

assures

HOMES OF BEAUTY



Designed by Merwin Freeman

SUPERIOR WOOD SIDING: WESTERN RED CEDAR, SITKA SPRUCE, WEST COAST HEMLOCK, DOUGLAS FIR



Roy Lund, Architect

Bright and cheerful, distinctive in color, this ranch style home shows one of the many variations it is possible to achieve with combinations of wood siding.

WOOD SIDING is America's

THE BEAUTY OF WOOD SIDING has been a distinguishing feature of American homes for generations. And the beautiful homes of today continue to use wood in new and intriguing ways, for there is more than beauty in this siding material. To the charm of wood's appearance is added its individuality, its adaptability to any style of architecture, its long-established dependability. In these pages are a few examples which indicate why homes of wood are the choice of eight out of ten American builders.

An inviting doorway to a friendly home. The natural warmth of wood siding says "Welcome" to friends and guests. Note the interesting combination of horizontal and vertical siding.





Designed by Clyde Simmons

An interesting example of variety in both color and pattern. Vertical siding is used in combination with wide horizontal siding to give a warm "homey" effect.

Horizontal siding enhances the classic lines of this lovely colonial home. Shadow lines on the wall form a perfect background for the gracious entryway and formal bay windows.

Max Drebin, Architect

Contrasting red and white painted wall areas of vertical boards and battens, and the interesting recessed terrace create a colorful exterior, forming a home for comfortable living all year around.



Favorite



WOOD



Designed by W. I. Turner

This charming home, built around an open court, utilizes vertical boards and battens for informality in keeping with the setting. Individual treatment of trim and doorway gives the home a "personality" all its own.

Use of wood for exterior walls and all trim, including awnings, makes this home a study of interesting contrasts in pattern and color.

Rambling ranch style homes, with emphasis on outdoor living, are becoming increasingly popular. The prominent shadow lines of horizontal siding give a restful effect and a feeling of spaciousness.



J. J. Yerplank, Architect

SUPERIOR WOOD SIDING: WESTERN RED CEDAR, SITKA SPRUCE, WEST COAST HEMLOCK, DOUGLAS FIR

SIDING adds *beauty* and **individuality...**

Designed by R. W. Norman

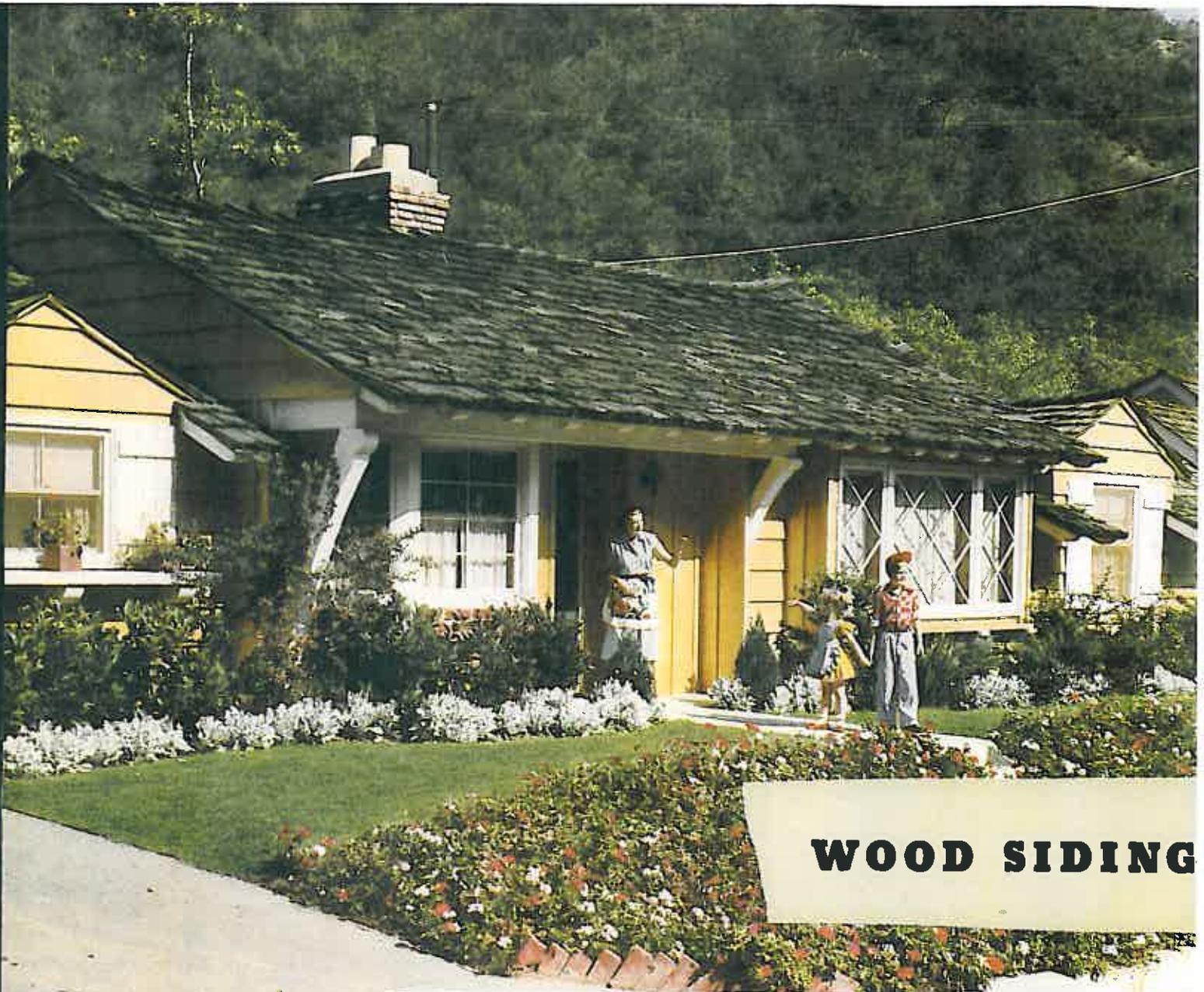
The numerous patterns of wood siding available, and the different methods of application, make it easy to achieve a variety of beautiful effects. Wide bevel siding, for example, creates a long "ranch style" impression; vertical siding emphasizes the height of a home; while distinctive patterns such as drop siding or rustic siding add individual interest, used either alone or with other types of siding. It is the versatility of a naturally warm and friendly material, plus unlimited range of color possibilities, which makes American homes of wood so attractive and inviting.



Boards overlapped vertically with rough side out, then stained, give this modern home a rustic appearance...painted trim emphasizes the simple planes of contemporary design.

Day W. Hilborn, Architect





WOOD SIDING

Larry Franz, Architect

A story book cottage come to life, this enchanting home, with its warm sunlight color, gains distinction from the combination of vertical and horizontal siding.

Here an inviting wall pattern of wide horizontal siding is given additional interest by vertical lines of the wood lattice trim.



Ralph Panhorsl, Architect



Horizontal siding, painted a pleasing yellow tint, adds charm and simple beauty to this modest size home.

means *better* homes

The natural insulating qualities of wood walls assure comfortable living — warmth in winter, coolness in summer. Home exteriors of wood are easy to maintain, and the color scheme can be easily changed when desired. Important, too, is the fact that a home of wood can be readily enlarged or remodeled to meet future needs. For outstanding value be sure to build your home of frame construction with siding of West Coast Woods.



Easy to keep clean and readily "custom-built" to fit the individual needs, natural finish wood is being used more and more in today's modern kitchens.

THE MODERN TREND is toward interiors of wood, too

Wood's natural beauty and individuality, plus its ease of maintenance, makes it ideal, too, for interior walls and trim. Used either painted or with a natural finish, wood lends an atmosphere of charm to any room. And, as with exteriors of wood, the color scheme can be changed at any time in keeping with new decorating plans.

The paneled walls and built-in bookcases of this colorful room are of painted wood, contrasting beautifully with the fireplace and floor covering.

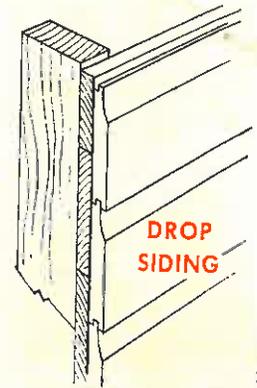


FOR SUPERIOR WOOD SIDING *Specify* WEST COAST WOODS

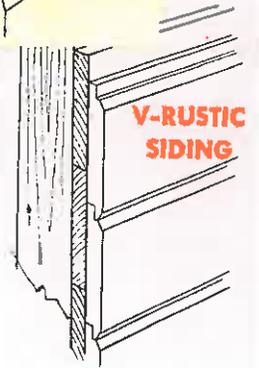
The WEST COAST WOODS—sturdy, long-lasting lumber from the extensive forests bordering the Pacific Ocean—are ideally suited for exterior siding and interior trim. West Coast Woods are easy to work and familiar to craftsmen throughout America. Admired for their fine painting qualities, these woods are equally beautiful in natural finish.

Start planning that new home of yours now . . . and see your retail lumber dealer for helpful advice. He is familiar with building conditions in your community; will point out the advantages of building with these time-tested West Coast Woods:

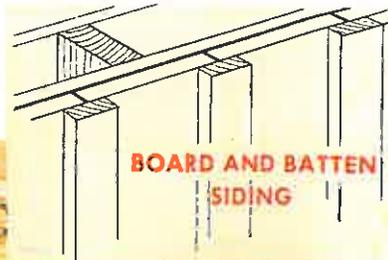
**Western Red Cedar, Sitka Spruce,
West Coast Hemlock, Douglas Fir.**



**DROP
SIDING**



**V-RUSTIC
SIDING**



**BOARD AND BATTEN
SIDING**



**BEVEL OR
BUNGALOW
SIDING**



Wood siding is available in a wide variety of patterns and sizes. Shown above are just a few of the more common of these patterns. Your retail lumber dealer can help you in your final selection.

**WEST
COAST
WOODS**

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

Additional copies of this booklet may be obtained
without charge from the
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