

WESTERN WOODS
PRESENT

10 CANADIAN

TREND HOUSES



SEE OUR EXHIBIT

BE

NOV. 16-30

building
exhibition
olympia london

A small rectangular sticker with a blue and yellow color scheme. It features the text 'SEE OUR EXHIBIT' at the top, a large yellow 'BE' logo, a small architectural floor plan diagram, and the dates 'NOV. 16-30' on the left side. At the bottom, it reads 'building exhibition olympia london'.



Gracious Living

The warm, appealing beauty of Western Woods creates an atmosphere of charm and friendliness that transforms a house into a truly gracious home. And the outstanding durability and easy upkeep of Western Woods offer you lifetime economy of maintenance. This lovely room, with its handsome, panelled fire-place wall and beamed ceiling reveals some of the countless imaginative effects you can achieve easily and economically when you build or remodel with Western Woods.

MODERN USE OF VERSATILE WESTERN WOODS CREATES NEW TRENDS IN GRACIOUS LIVING

Canadians from coast to coast are discovering a new trend in modern living. They're discovering a new flexibility of home design that means easier, healthier, more gracious living than ever before. They're discovering a new ease and economy of home building—and home maintenance.

It's a trend made possible by the exciting, modern use of Western Woods—Pacific Coast Hemlock and Western Red Cedar Lumber, Douglas Fir Plywood, Red Cedar Shingles and Sidewall Shakes.

You'll see this new trend reflected at its best in the ten beautiful Trend Houses constructed across Canada and illustrated in this booklet. They have been designed to spark your own ideas and imagination . . . to show you the versatility, beauty and practical advantages of building with Western Woods.

Canada's famous Western Woods blend perfectly with the natural surroundings of any locality

. . . suit any climate. They allow you freedom for individuality and "personality" in your home unequalled by other building materials. They are adaptable to every style of architecture and interior design. And Western Woods are as construction-sound and weather-resistant as they are decoratively beautiful—your guarantee of strength and permanence throughout the years.

No other building materials give you all the advantages of Western Woods. If you're planning a new home, they make it easy for you to build on your present budget . . . and to enlarge your home as your income and family grow. If you're remodelling, Western Woods give you unmatched scope for design and enable you to do much of the work yourself. Important too—your home of Western Woods will have good resale value. There's always a demand for fine homes of wood.

Your retail lumber dealer, architect and contractor are ready to show you how a lifetime of better living can be yours with Western Woods.



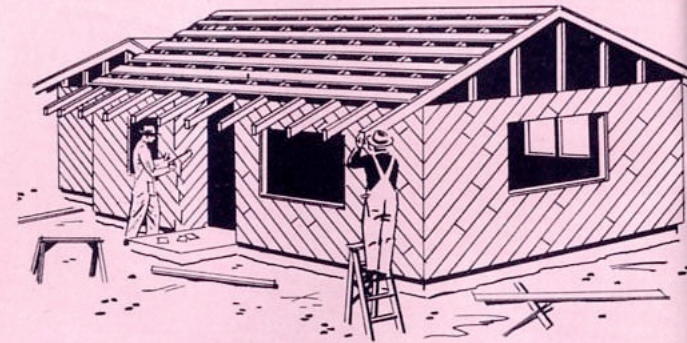
WESTERN RED CEDAR

...for Everlasting Beauty



OUTSIDE - - Lifetime Durability and Charm

Western Red Cedar is supreme when used as siding. In any climate, in any weather, its extreme durability means year after year of maintenance-free comfort and service. So easy to finish too. Western Red Cedar contains no resin or pitch . . . offers a smooth silky surface that takes paint or stain perfectly.



BEHIND THE SCENES . . . Sound, Economical Construction

As framing lumber, economical construction grades of Western Red Cedar can be successfully used for studding, plates and fire stops and for rafters and joists on short spans. Western Red Cedar nails well, fits smoothly, tightly at joints . . . assures you a soundly built home.

OUTSTANDING INSULATION: Used for sheathing or roof boards, Western Red Cedar offers valuable insulation—helps keep your home comfortably cool in summer, warm in winter.

Few building materials so beautifully express the individuality, livability and true character of your home as Western Red Cedar. And it is wood that's unsurpassed for durability.

A natural preservative oil in cedar gives it outstanding protection against the most severe conditions of moisture and weather . . . constantly helps safeguard it against deterioration.

Western Red Cedar's rich, natural reddish brown color, its delicate fragrance and smooth, clean silk-soft texture provide a warm, friendly charm that enhances any architectural design.

Light, easy to work, handle and install, it enables your architect and contractor to build you a better, longer-lasting, more beautiful home at moderate cost.

All that's best in modern building—and modern living—can be yours with Western Red Cedar . . . "the wood everlasting."

INSIDE - - - Natural Beauty and Originality



Walls of warm, Western Red Cedar paneling create an excitingly different background for modern living . . . and save you money on upkeep. For playrooms, dens and cosy kitchen nooks —knotty cedar readily supplies the cheerful, friendly atmosphere you want. The smooth, flat grain surface of Western Red Cedar makes it ideal for built-ins, closets and other utility features throughout your home.



Seasoned **PACIFIC COAST HEMLOCK**

Every piece of wood going into your home — from basement lining to roof sheathing, can be Pacific Coast Hemlock. Its superior construction strength, stiffness and workability are perfectly complemented by its weather resistance and snug fit when used for exteriors, and by its uniform grain and texture when used indoors. Ranging in tone from a pleasing off-white to faint reddish brown, Pacific Coast Hemlock has the rare quality of growing harder with age, yet scarcely darkening in color. Its smooth, clear, pitch-free surface makes it extremely “paintable”, and receptive to a wide variety of distinctive stains and finishes. Strong, yet light. Tough, yet easy to work. Pacific Coast Hemlock adds charm and strength to any architectural design. Whether you’re building or remodeling, you’ll find it meets your demand for handsome appearance, sound construction and lasting economy.



PACIFIC COAST HEMLOCK



EXTERIOR SIDING

Any home design you choose—from ultra-modern to traditional—can be skillfully interpreted in the various widths and patterns of Pacific Coast Hemlock siding. Its ability to take paint perfectly makes possible a wide choice of colors to express your individuality—and Pacific Coast Hemlock keeps its beautiful appearance always. It fits tightly, lies flat, is free from internal stresses that often cause warp.

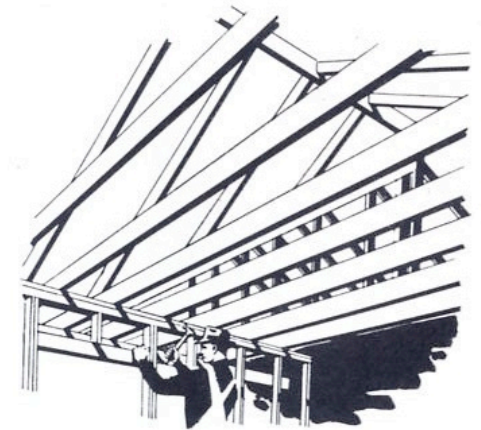
KITCHEN AND SERVICE CABINETS

Clean, odorless, strong enough to take heavy loads without sagging, Pacific Coast Hemlock is ideal for shelving. Its excellent joining qualities and freedom from warp make it especially suitable for drawers and doors; its smooth surface makes it particularly receptive to paint and enamel.



INTERIOR WALL PANELING, BUILT-INS, FLOORS

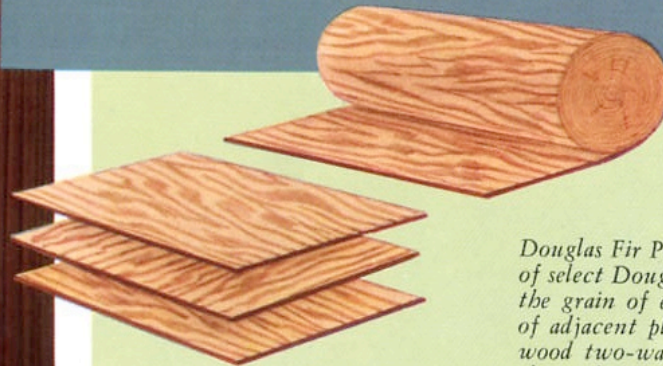
Durable and beautiful in grain, tone and texture, Pacific Coast Hemlock offers economy minded builders the luxury of fine wood paneling. For handsome floors, it provides a hard, even-wearing surface, uniform in texture and color. Use seasoned Pacific Coast Hemlock for built-ins and cabinets. Stained, waxed, bleached, varnished or painted—this versatile wood runs the gamut of decorative ability—and possibility!



SOUND AND STURDY FRAMEWORK

For studding, joists, rafters, sheathing, sub-flooring, construction grades of Pacific Coast Hemlock assure you of quality construction with ample strength and economy. Splinter-free seasoned Pacific Coast Hemlock nails firmly without splitting, cuts sharp, smooth edges—stays firmly in place wherever it is put.

DOUGLAS FIR PLYWOOD



Douglas Fir Plywood is made from an odd number of select Douglas Fir veneers, bonded together with the grain of each ply at right angles to the grain of adjacent plies. This cross lamination gives plywood two-way strength . . . across the panel and along the panel.

WARM, LIVABLE ROOMS OF WOOD

The universal appeal of natural wood is recognized by the many attempts to imitate it. Douglas Fir Plywood, with its broad, unbroken surfaces, permits a more extensive use of wood throughout your home, bringing a note of warmth and charm to every room. Notable among homes of today are walls of smooth, crack-proof Douglas Fir Plywood, the grain softly subdued by a finish of rubbed-down paint. For kitchen cabinets, built-in storage units, sliding door panels and custom-built furniture, Douglas Fir Plywood is a natural choice. Wherever it is used, Douglas Fir Plywood makes your home more livable, permanent and easy to maintain.

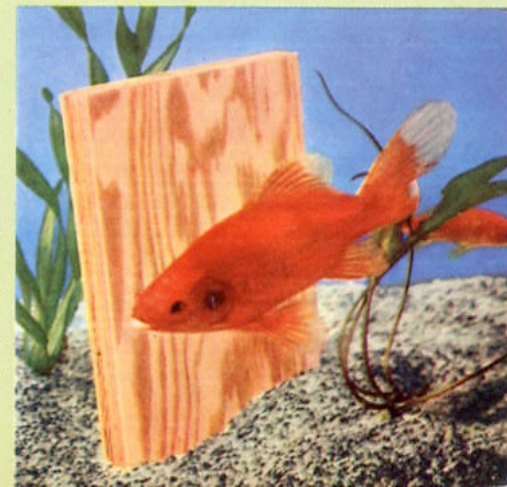
VERSATILE MODERN WOOD OF PROVEN STRENGTH AND DURABILITY

In Canada, the term "dry built" has become almost synonymous with Douglas Fir Plywood. Dry built homes utilize the superior performance qualities of Douglas Fir Plywood for wall sheathing, roof decking, sub-flooring, floor underlay, interior and exterior wall paneling, doors and built-in-cabinets. They are a standing tribute to the beauty, strength and versatility of this scientific wood product.

As a building unit, the Douglas Fir Plywood panel is unequalled. It is light and easily handled—yet it builds into your home a structural "core" of remarkable strength and rigidity, greatly increasing resistance to such hazards as wind racking and non-uniform settling. A Douglas Fir Plywood home is a draft-proof home. Each 4' x 8' panel covers 32 square feet with no shrinkage, which means fewer and tighter joints, less air infiltration. The large panels of Douglas Fir Plywood go up faster, require fewer nails and reduce time and labour costs. Add to this the distinctive beauty of a natural wood, with its soft, warm tones and attractive graining, and you have the ideal paneling unit for both interior and exterior walls. None other responds so readily to your own ideas and imagination.

COMPLETELY WATERPROOF GLUE-LINE

All Douglas Fir Plywood produced in Canada is bonded with completely waterproof phenolic formaldehyde resin glue, and is identified by the edge-mark "PMBC EXTERIOR". This ensures that even under extreme moisture conditions the plywood glue-line remains intact. Use it for sidewalls, sheathing, roof-decking, breeze-ways, car ports, garages, outdoor storage units and fences.



DOUGLAS FIR PLYWOOD

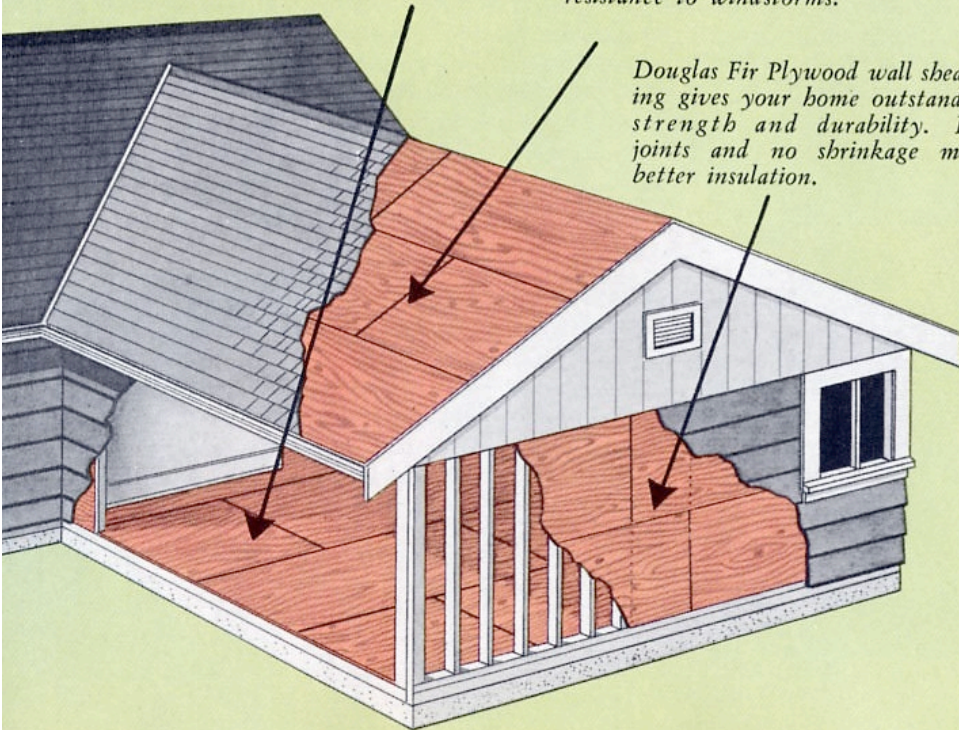
FOR WALL SHEATHING, ROOF DECKING, SUB FLOORING

In the hidden structural parts of your home, strength and rigidity are all important. And here's where Douglas Fir Plywood's unique two-way strength does a better job. Important savings too! By actual test, plywood sheathing goes up 29% faster because the big, easy-to-place panels cover large areas quickly . . . cut down labor costs . . . eliminate waste.

Speed and economy of application make Douglas Fir Plywood one of the most desirable materials for sub-flooring or floor underlay. The large panels quickly cover open areas . . . leave a smooth, perfect surface for wall to wall broadloom, linoleum or finished flooring.

For roof decking, Douglas Fir Plywood's smooth, flat surface furnishes an excellent base for finished roofing. Its exceptional nail-holding power assures higher resistance to windstorms.

Douglas Fir Plywood wall sheathing gives your home outstanding strength and durability. Less joints and no shrinkage mean better insulation.



Whether you plan a classic Colonial mansion, a cosy Cape Cod cottage, or a rambling ranch house—a roof of Red Cedar Shingles and walls of luxurious Cedar Shakes offer a combination that will make your home one of the loveliest in your community . . . and keep it that way always. Cedar's outstanding durability, weather-resistance and warm, real wood beauty are fully manifested in these modern materials.

Add the fact that Red Cedar Shingles and Shakes offer maximum service with minimum upkeep expense, and you can count on a lifetime of carefree comfort. Original cost? Get your architect, builder or retail lumber dealer to show you how modern construction methods have made building with Red Cedar Shingles and Shakes amazingly economical.



Red Cedar Shingles and Shakes are graded and trademarked for your protection. Only when they meet the rigid requirements of the Red Cedar Shingle Bureau do they receive the Certigrade label—your guarantee of quality.

CEDAR SHINGLES PERMIT SPACED SHEATHING . . . FOR REAL ROOF ECONOMY

The only true way to measure roofing costs is to include the cost of *roof sheathing*. While most roofing materials require solid sheathing, Red Cedar Shingles, because of their great strength and rigidity can be applied over *spaced* sheathing. That means you can save up to 50% on roof sheathing costs . . . fewer nails, half the sheathing lumber, half the labor. Just one more reason why a Red Cedar Shingle Roof is always your best buy.



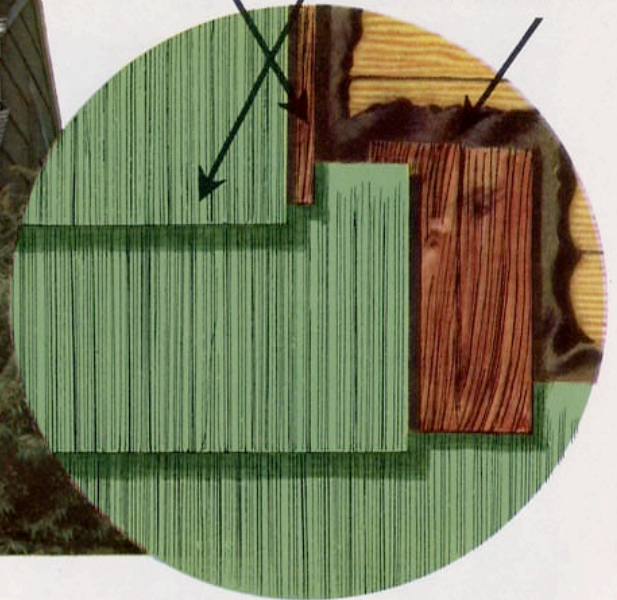
RED CEDAR SHINGLES *and* SIDEWALL SHAKES



ECONOMY—Hidden courses are low cost cedar shingles.

BEAUTY — Double thickness creates heavy, graceful shadow line.

INSULATION—Two layers of cedar give extra insulation.



A roof of Red Cedar Shingles can't be duplicated for strength, beauty and durability. Each shingle is impregnated with natural oils that safeguard against deterioration. Unlike ordinary roofing materials, which merely impose a dead load, Red Cedar

Shingles are the only roofing material that actually adds strength to your roof . . . a factor that means superior resistance to windstorms, hail and snow loads. The tight fit and high insulating qualities of cedar shingles offer "just-right" comfort year 'round. Modest in first cost, they provide long service with minimum upkeep . . . the actual cost per square per year of life of a cedar shingle roof is less than any other roofing material.



The graceful shadow lines cast by wide, double rows of Red Cedar Shakes, their warm, colorful texture, offer luxurious, interesting sidewall effects that make your home truly distinctive. Cedar shakes act as valuable insulation . . . banish worries over structural repairs . . . and provide superior weather resistance. Available with natural, primed or pre-stained finishes in beautiful modern tones, Red Cedar Shakes actually mellow with each passing season. Yet should you desire a change in color . . . restaining is easy and economical.

DOUBLE-COURSED SIDEWALLS

Each horizontal row of shingles or shakes consists of a double layer, every row backed by another hidden row of economy grade shingles. By doubling the rows and spacing them wide distances apart, your architect or builder can create this beautiful modern appearance at low cost.

REMODELING? Homes of worn or out-moded brick, composition, stucco or wood may be beautifully rejuvenated by laying new double-coursed walls of cedar shingles or shakes right over the old walls. For roofs, new shingles applied over the old ones, give double insulation and extra strength.

DIRECTORY OF PRODUCTS & SERVICES FEATURED IN TREND HOUSES

For free literature on products featured in the Trend Houses, write directly to the manufacturer. Please state the title of each booklet you wish.

APPLIANCES

Canadian General Electric Co. Ltd.
212 King Street, West,
Toronto, Ontario.

Descriptive Folders on General Electric Appliances may be obtained from your local G.E. dealer. Products used in 'Trend Houses' include refrigerators, push-button ranges, automatic washers and dryers, disposal units, automatic dishwashers, radios, television sets, cleaners and many small appliances.

COPPER PIPE & SHEET METAL

Anaconda American Brass Ltd.
New Toronto, Ontario.

Write for free literature:
"Copper Protects Your Home"

COUNTER TOPS

Arborite Co. Ltd.
385 Lafleur Avenue, Ville La Salle,
Montreal, Quebec.

Write for free literature:
"The Trend is to Arborite"
"How to apply Arborite"

FLOORING

Dominion Oilcloth & Linoleum Co. Ltd.
2200 St. Catherine St. E.,
Montreal, Quebec.

Write for free literature:
"Colour Guide to Better Flooring"
"Care of Linoleum"

FINISH HARDWARE

Schlage Lock Co. of Canada Ltd.
1292 West Georgia Street,
Vancouver 5, B.C.

Write for free literature:
"Home Planners Guide"

GLASS AND MIRRORS

Pilkington Glass Ltd.
165 Bloor Street, E.,
Toronto, Ontario.

Write for free literature:
(General) "New Charm In Your Home"
(Mirrors) "Pilkington Mirror Catalogue"
"Perfection in Reflection"
(Thermopane) "Happier, Healthier Living"
"The Biggest Selling Feature"

HEATING

Canadian General Electric Co. Ltd.
212 King Street, West,
Toronto, Ontario.

Write for free literature:
"G.E. Oil Boilers"—No. PM3-0003
"G.E. Warm-Air Oil-Fired Furnaces"—No. PM4-0004
"Gas Boilers"—No. PM12-0002
"G.E. Warm-Air Gas-Fired Furnaces"—No. PM13-0005
"Home Heating Catalogue"—No. SP00-2104
"Year Round Air Conditioner"—No. PM25-0202

INSULATION

Fiberglas Canada Ltd.
50 St. Clair Ave., West,
Toronto, Ontario.

Write for free literature:
"Sure Sign of Comfort Economy"
"Some Things to Remember"
"The Things They Do With Glass"
"Many Forms for Many Uses"

INTERIOR DECORATING

Eaton's of Canada

LIGHTING

Canadian General Electric Co. Ltd.
212 King Street, West,
Toronto, Ontario.

Write for free literature:
"How to Light Condition Your New Home"
—No. LAD-00909

LUMBER

Member Mills,
B.C. Lumber Manufacturers Association
550 Burrard Street,
Vancouver 1, B.C.

Write for free literature:
"Homes of Charm"

PAINTS

Sherwin-Williams Co. of Canada Ltd.
2875 Centre Street,
Montreal, Quebec.

Write for free literature:
"Home Decorator"

PLUMBING FIXTURES

Standard Sanitary &
Dominion Radiator Mfg. Corp.
Dupont Street,
Toronto, Ontario.

Write for free literature:
"Standard Plumbing Fixtures"

PLUMBING SUPPLIES

Empire Brass Manufacturing Co. Ltd.
London, Ontario.

Write for free literature:
"Emco Plumbing & Heating Equipment Styled for Modern Homes"
"Magic Action at last. A Tap that can't drip . . . can't leak"
"Plan to install Emco Everlasting Copper Piping"
"Duro Water Softeners Perform Miracles"

PLYWOOD

Member Mills,
Plywood Manufacturers Association of B.C.
550 Burrard Street,
Vancouver 1, B.C.

Write for free literature:

SHINGLES & SIDEWALL SHAKES

Member Mills,
Consolidated Red Cedar Shingle Association of B.C.
550 Burrard Street,
Vancouver 1, B.C.

TEMPERATURE CONTROLS

Minneapolis-Honeywell Regulator Co. Ltd.
Vanderhoof Avenue, Leaside,
Toronto, Ontario.

Write for free literature:
"Electronic Moduflow"

WIRING

Canadian General Electric Co. Ltd.
212 King Street, West,
Toronto, Ontario.

Write for free literature:
"G.E. Remote Control Wiring System"—No. 16-330-1
"Getting the Most from Your Home's Electric System"
—No. 16-330-1

THE TEAM

that makes your building
dream a livable reality...



EACH grade of Western Woods is designed to meet certain requirements. Each piece has a function to perform. Herein lies the key to economical construction. And here is where your lumber dealer, architect or contractor can guide you to lower costs. Remember—for beauty or durability, you can build best with Western Woods. For true economy—use the right Western Wood in the right place.



ARCHITECT

The experienced "planner" . . . trained to translate your individual tastes, needs and wants into a livable, lifetime home. Through his design and direction, the beauty and durability of Western Woods can be brought into full play. He will show you how any architectural style can be interpreted in Western Woods . . . how their extreme flexibility allows interesting effects unobtainable with other building materials. He will show you how your demand for comfort, convenience, beauty and economy is completely satisfied when you build with Western Woods.



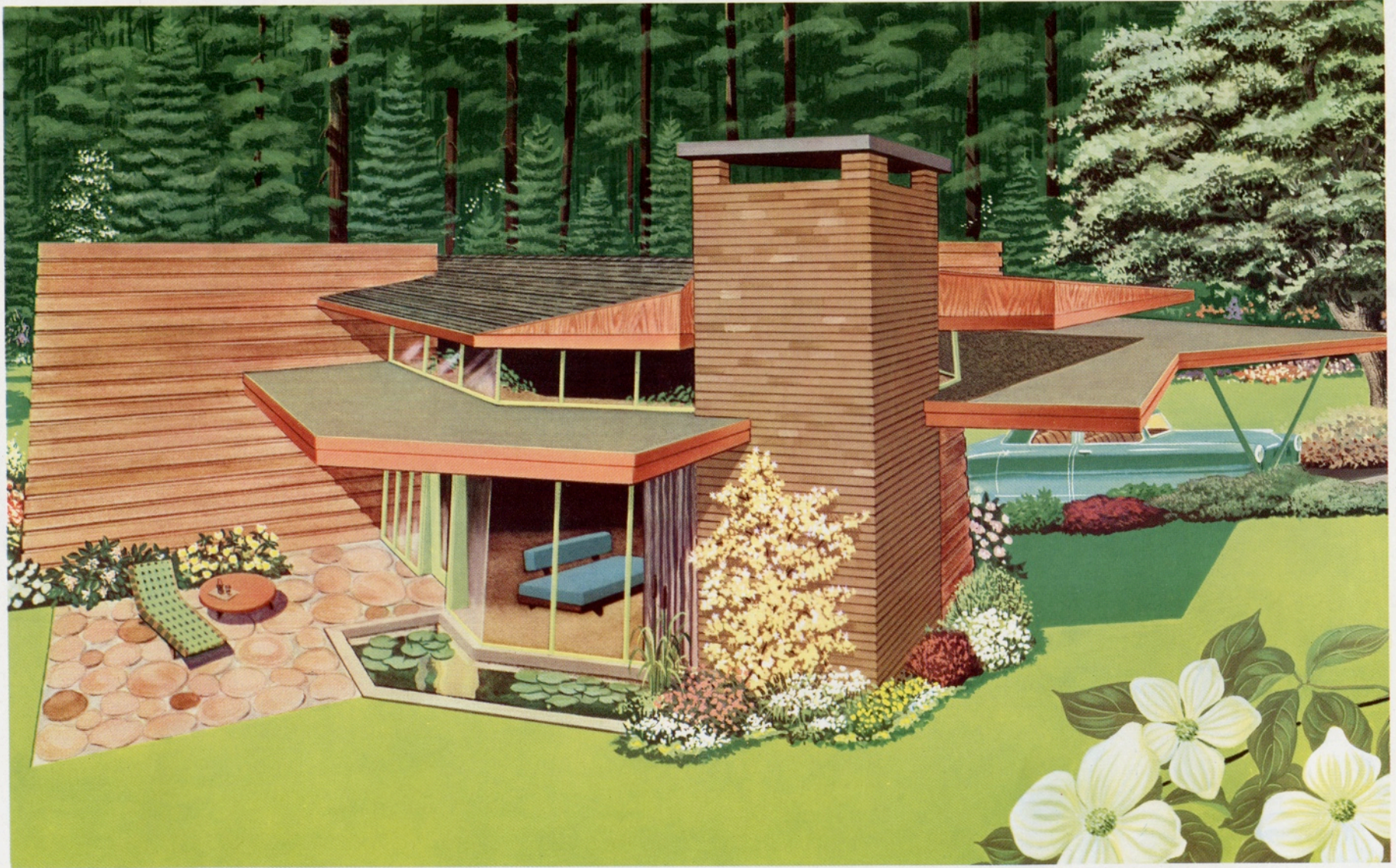
CONTRACTOR

In the step by step construction of your home, your contractor will sanction your selection of Western Woods. With their ease of workability and finishing, their strength, tight-fit, cleanliness and freedom from pitch and warp—Western Woods enable him and his men to do a better job of building for you. Skillful builders and carpenters have long favored Western Woods as ideal building materials for sound, sturdy and beautiful homes.



LUMBER DEALER

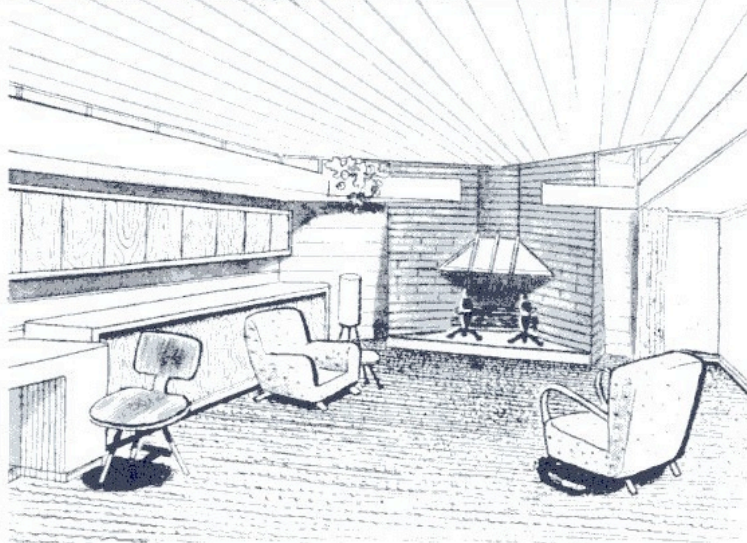
Whether you're building or remodeling—consult your retail lumber dealer as your building specialist. He stocks all Western Woods in various grades and sizes . . . is ready to help you with sound advice that can save you money. He's familiar with building regulations in your area. He can direct you to responsible architects and contractors, or supply you with plans suitable for Western Woods' construction. Drop in and see your retail lumber dealer soon . . . let him show you the different Western Woods.



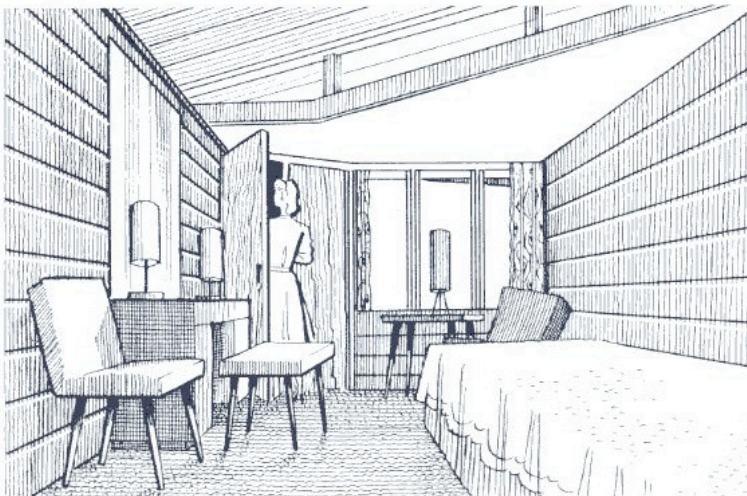
Victoria

TREND HOUSE

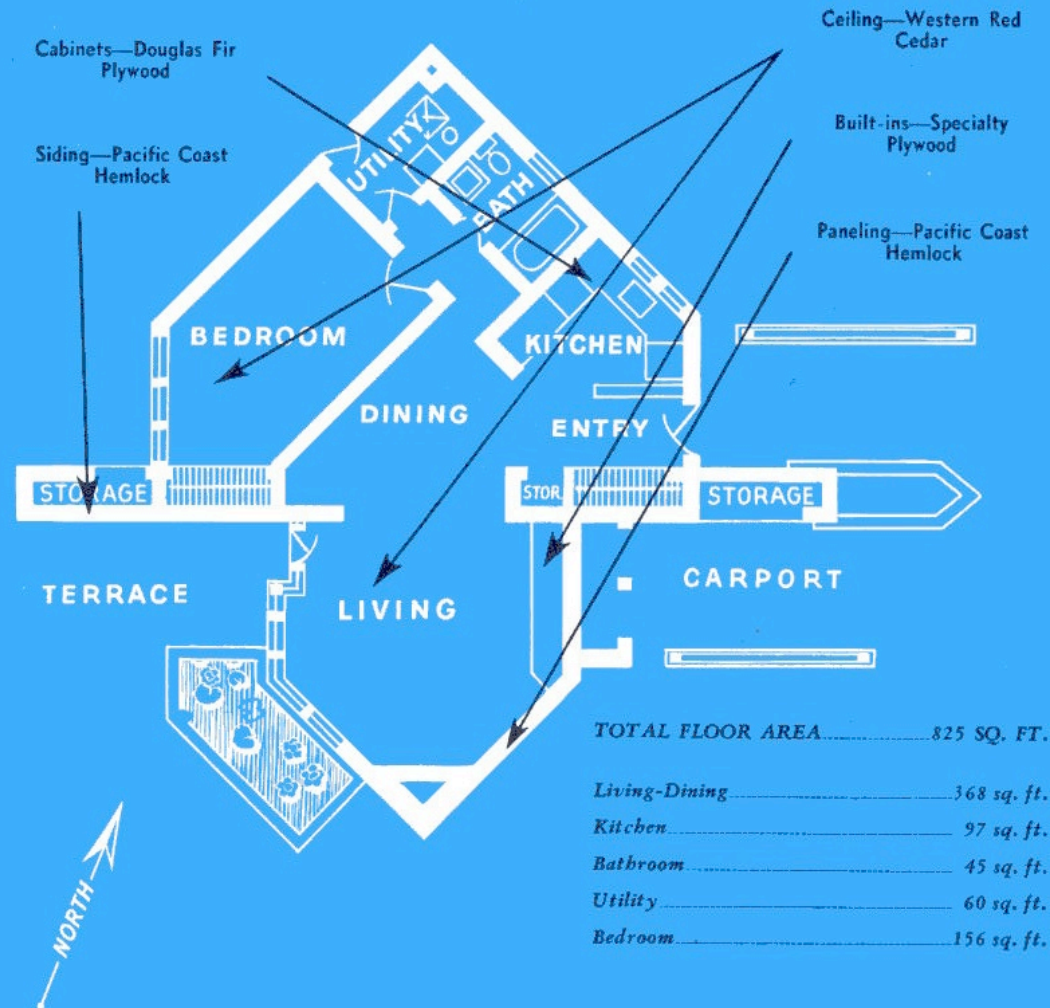
A lovely wooded section of Saanich provides the attractive setting for this unique and compact home at 3516 Richmond Road. Here, you see versatile Western Woods used in perfect harmony with areas of glass and brick. Exterior walls of natural stained Pacific Coast Hemlock drop siding illustrate the modern beauty and appeal of this traditionally practical material. The deep, parallel shadow lines of the handsome Red Cedar Shingle roof are achieved by double coursing every fourth row of shingles.



High, open living room features a ceiling of natural finished, bevelled Western Red Cedar siding. Friendly, "indoor-outdoor" atmosphere created by full length windows facing pool and terrace is emphasized by using Pacific Coast Hemlock drop siding on interior and exterior walls. Specialty plywood cabinets have been painted gray-green, then wiped down to reveal the wood's natural beauty.



Compact and cozy. Here too, walls of natural Pacific Coast Hemlock drop siding add warmth, texture and interest. The generous closet is Western Red Cedar. Unusual shape of the bedroom, together with two-level ceiling and clerestory windows make it appear larger than it is. Floors in bedroom, living room and entry hall are Pacific Coast Hemlock.



CONSTRUCTION DETAILS:

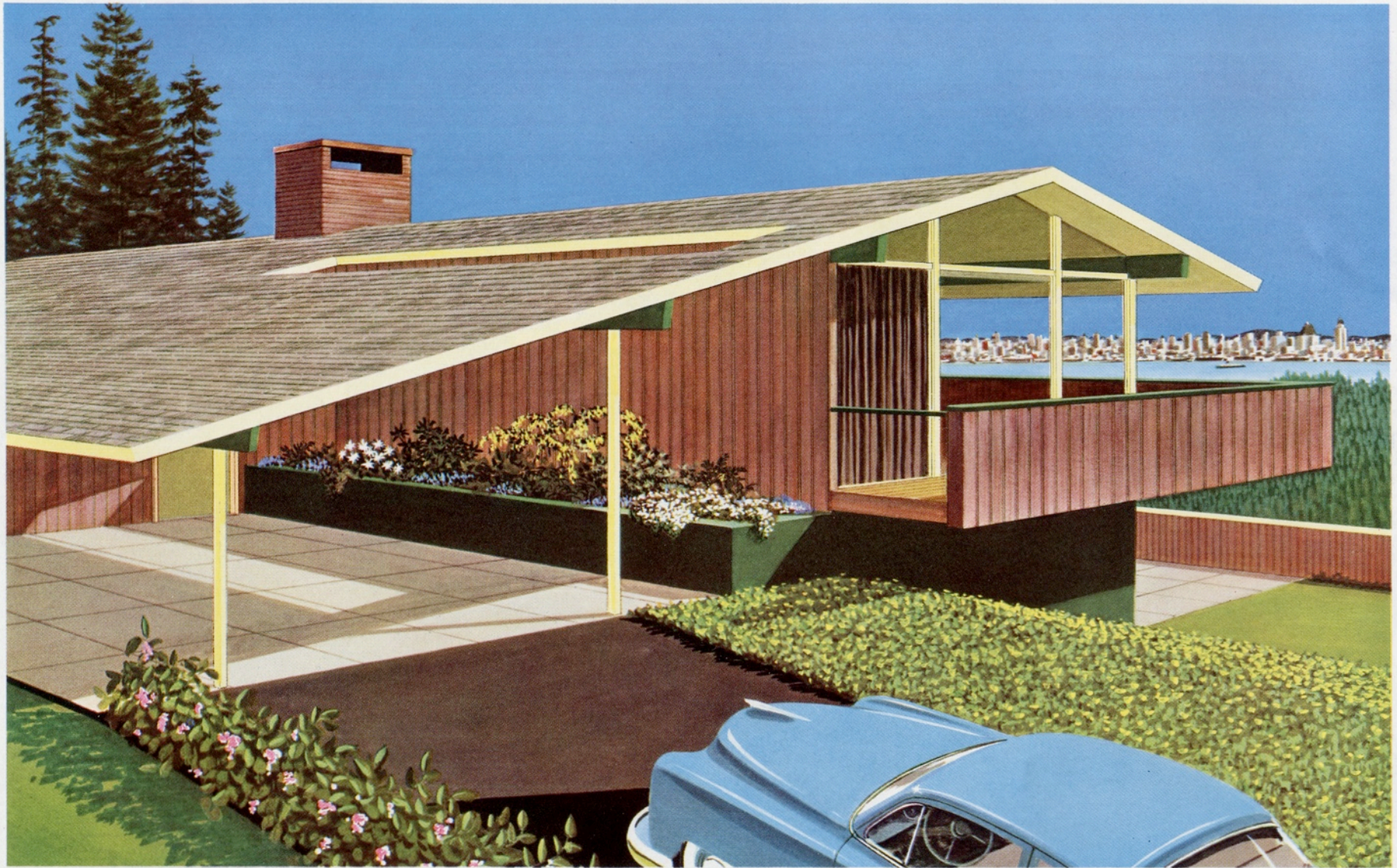
Framing	P.C. Hemlock
Joists	Fir/Hemlock
Floor Sheathing	P.C. Hemlock
Wall Sheathing	P.C. Hemlock
Roof Sheathing	P.C. Hemlock
Soffits	D.F. Plywood

COMPLETE PLANS AND SPECIFICATIONS AVAILABLE FROM THE ARCHITECT FOR \$25.00

ARCHITECT

JOHN A. DiCASTRI
1112 LANGLEY STREET - VICTORIA, B.C.

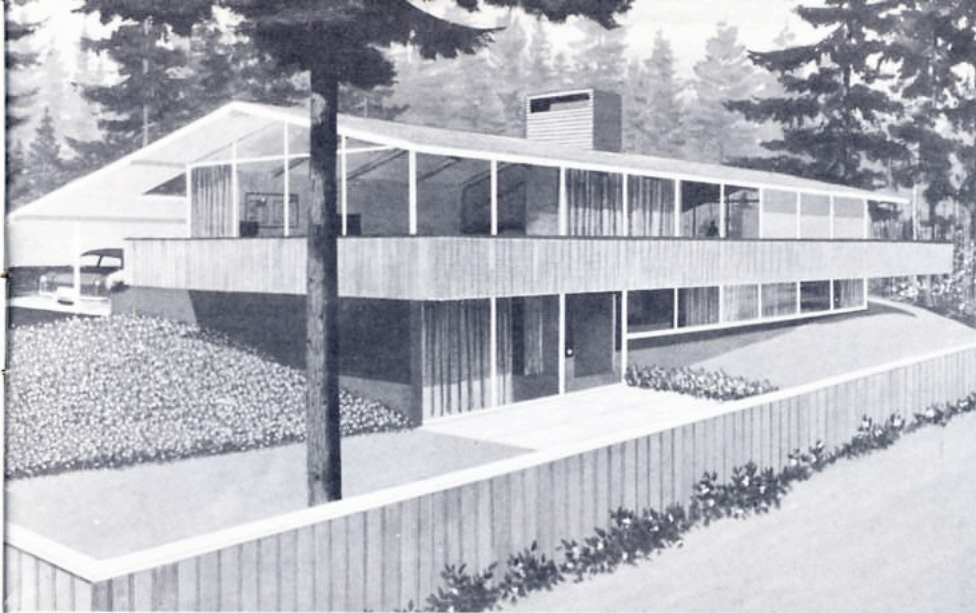
CONTRACTOR—L. A. D'ARCY, 2 BRIAR PLACE, VICTORIA, B.C.



Vancouver

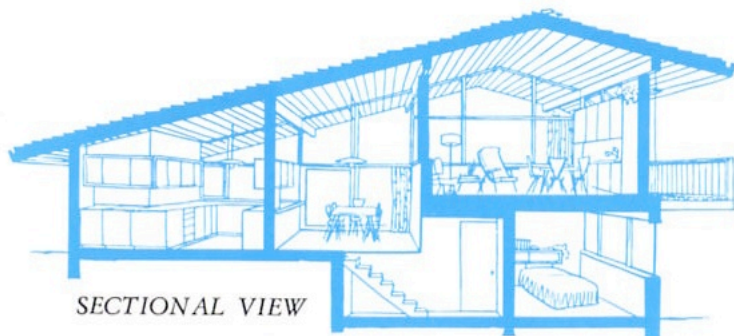
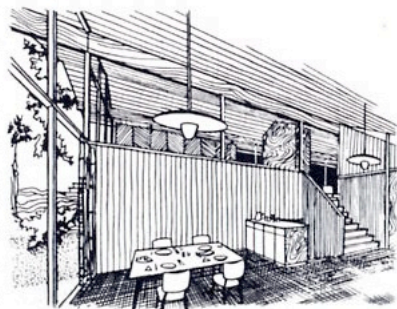
TREND HOUSE

Situated overlooking Vancouver harbor at 4342 Skyline Drive in the mountainside suburb of Forest Hills, this spacious home of Western Woods blends perfectly with its natural surroundings. The attractive, split-level plan provides an ideal separation of relaxing, sleeping and working areas that means maximum space for active family-living. Vertical Western Red Cedar boarding with extended shiplap joint is used for all exterior siding and for much of the interior paneling . . . establishing a continuity of texture and color inside and out. The beautiful Red Cedar Shingle roof is designed with wide overhangs to give maximum protection from the elements.

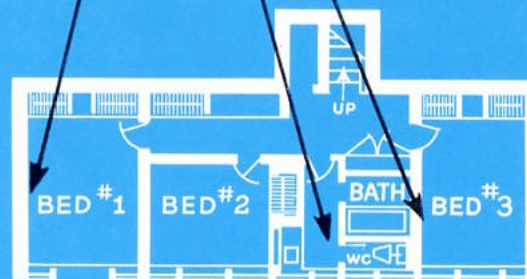
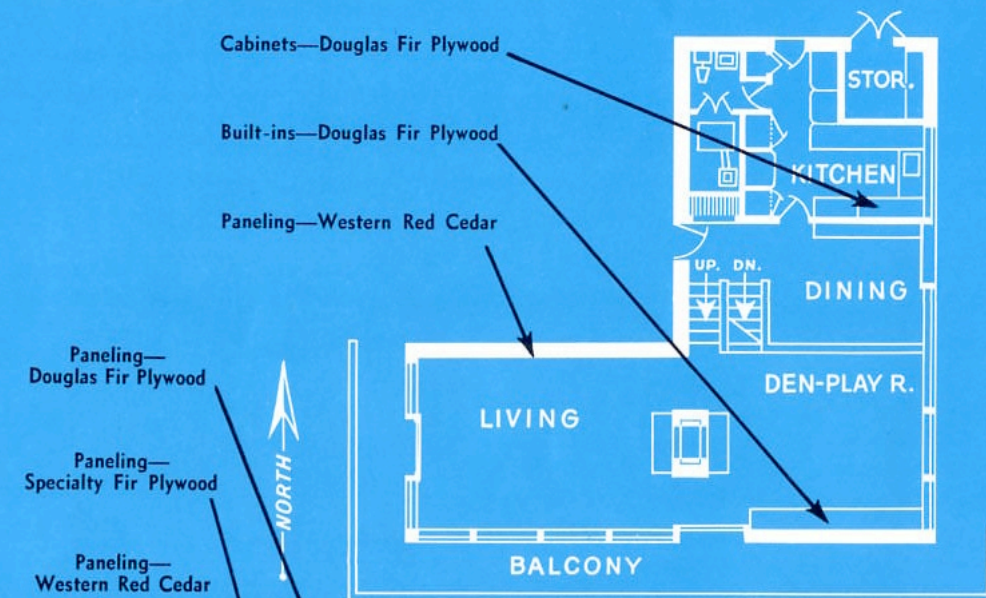


Floor-length windows across side of house allow full enjoyment of sweeping view . . . and show off the colorful warm beauty of the Western Woods used inside. Unique feature is the free-standing fireplace and chimney structure, which is entirely covered by Pacific Coast Hemlock Paneling.

View across dining room to den-living room level reveals the bright, airy spaciousness created by open-wall planning. Dining room and stairway walls are Western Red Cedar. Sloping ceiling and exposed structural beams, which extend through entire house are Pacific Coast Cypress. Both painted and natural finished Douglas Fir Plywood paneling and built-ins are featured throughout the interior.



SECTIONAL VIEW



CONSTRUCTION DETAILS:

Framing	W.R. Cedar
Joists	Fir/Hemlock
Beams	P.C. Cypress
Floor Sheathing	D.F. Plywood
Wall Sheathing	W.R. Cedar
Roof Sheathing	W.R. Cedar
Soffits	P.C. Cypress

TOTAL FLOOR AREA 1880 SQ. FT.

Living Room	15'3" x 21'0"
Den-Playroom	13'3" x 18'0"
Dining Room	10'3" x 13'6"
Vestibule Area & Stairs	7'6" x 10'6"
Kitchen	8'6" x 15'3"
Utility	5'0" x 5'3"
Wash Room	5'3" x 5'0"
Bedroom No. 1	13'0" x 9'9"
Bedroom No. 2	9'3" x 10'3"
Bedroom No. 3	13'0" x 9'0"
Bathroom	8'0" x 9'0"

COMPLETE PLANS AND SPECIFICATIONS AVAILABLE FROM THE ARCHITECTS FOR \$25.00

ARCHITECTS DAVISON AND PORTER
1509 W. 7th AVE. - VANCOUVER 9, B.C.

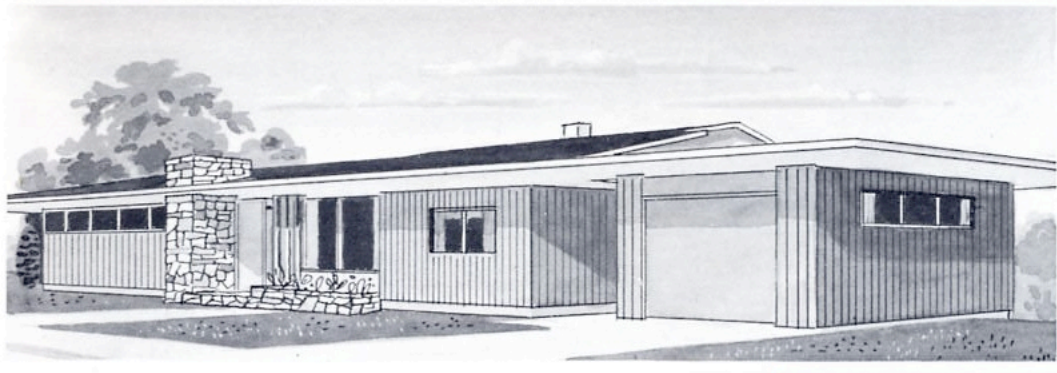
CONTRACTOR—E. W. DIFFNER, 3230 NANAIMO ST., VANCOUVER 12, B.C.



Calgary

TREND HOUSE

The natural beauty and individuality of Western Woods is expressed to the full in this distinctive home at 4738 Elbow Drive (at S.W. Forty-Seventh Avenue) in Elboya. This view from the rear reveals functional, split-level design which takes full advantage of lot contours and gives spaciousness and privacy to all living areas. Natural finished, knotty Western Red Cedar siding gives character to the attractive exterior. Pitched roof is Red Cedar Shingles, while one-storey wing is spanned by solid Western Red Cedar plank to form the sloping roof-ceiling. Yellow window panels and door to balcony are plastic-surfaced Douglas Fir Plywood.



FROM THE STREET—Clean, straightforward design enhances the rich, natural beauty of the knotty Western Red Cedar, which provides warm contrast to the cut stonework of the gracious entranceway.

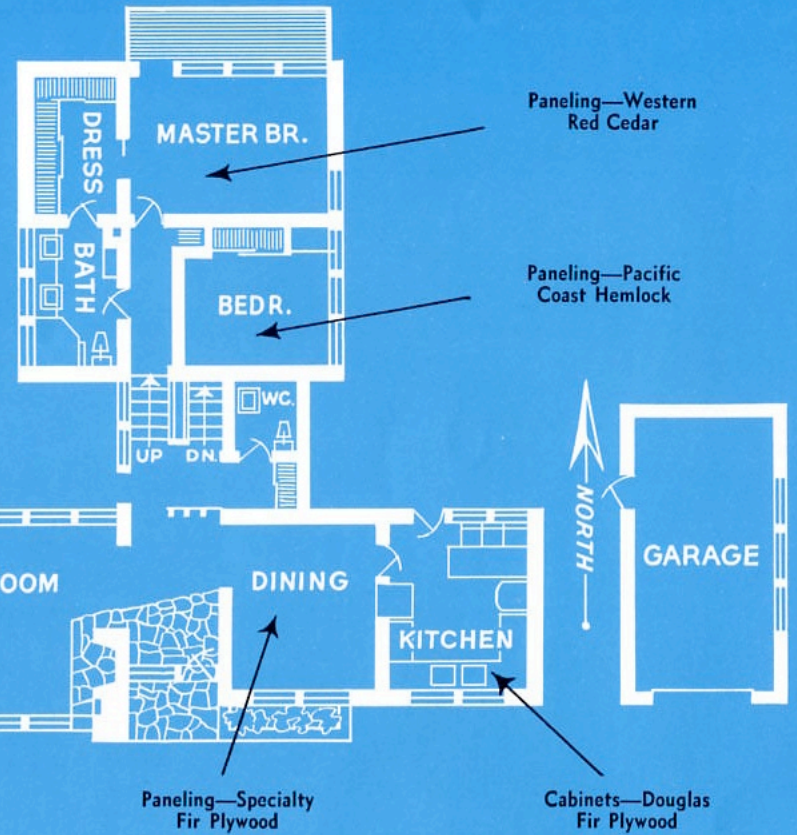


Looking from living room to entrance hall. Roof construction of Western Red Cedar planking and glue-laminated fir joists makes the interesting sloping ceiling. Wall at right is Douglas Fir Plywood. Planting box, which separates stairway hall and entrance hall and extends into built-in buffet, is made of specialty fir plywood.

COMPLETE PLANS AND SPECIFICATIONS AVAILABLE FROM THE ARCHITECTS FOR \$25.00.

ARCHITECTS

RULE, WYNN & RULE
513 - 8th AVE. WEST CALGARY, ALBERTA



TOTAL FLOOR AREA	1516 SQ. FT.
Living Room	21'0" x 15'6"
Dining Room	11'6" x 13'6"
Kitchen	11'6" x 13'6"
Master Bedroom	15'6" x 11'6"
Bedroom	11'6" x 9'6"
Bathroom	7'6" x 11'6"
Dressing Alcove	7'6" x 11'6"
Playroom	11'6" x 23'6"

CONSTRUCTION DETAILS:

Framing	W.R. Cedar
Joists	Fir/Hemlock
Floor Sheathing	D.F. Plywood
Wall Sheathing	W.R. Cedar
Roof Sheathing	Cedar Planking/D.F. Plywood
Soffits	D.F. Plywood

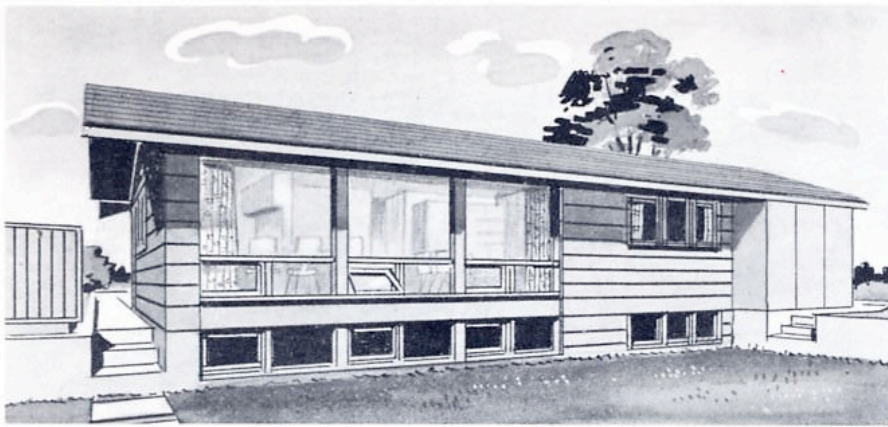
CONTRACTOR—C. L. BROWN, 2042 - 10th AVE. WEST, CALGARY, ALBERTA



Edmonton

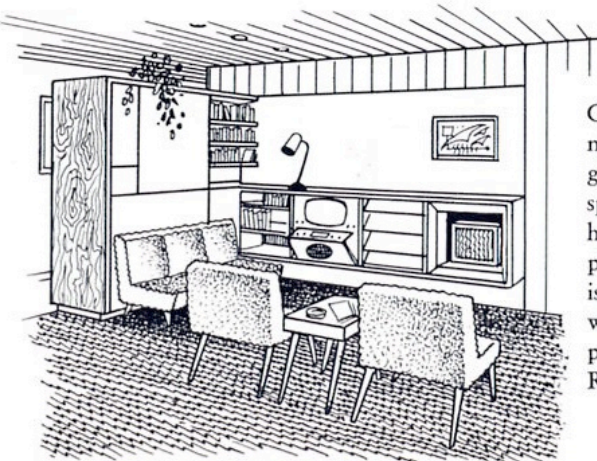
TREND HOUSE

An attractive combination of Western Woods is featured in this charming home at 8331 - 120th Street in Windsor Park. Double-coursed walls of handsome Red Cedar machine-grooved shakes, harmonizing in color and texture with a roof of Red Cedar Shingles, create an inviting exterior that's as durable as it is beautiful. Gray panels above and below windows and on garage door are plastic-surfaced, waterproof-glue Douglas Fir Plywood. The lattice treatment of the entranceway and the overhang above the garage are interesting features of the design.

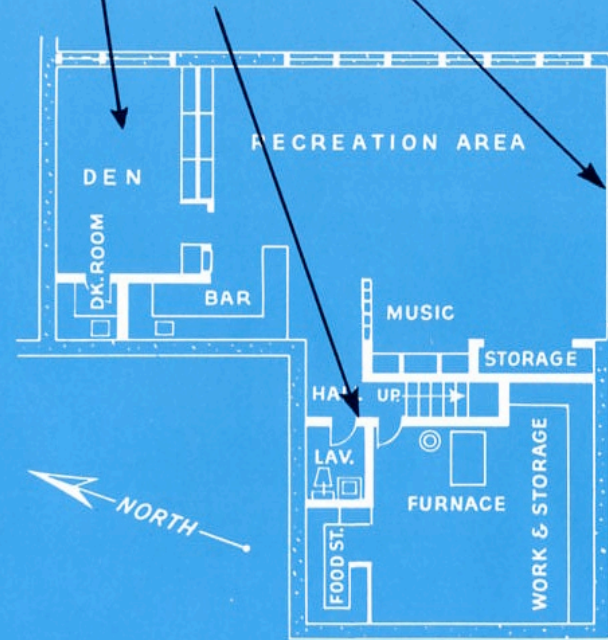
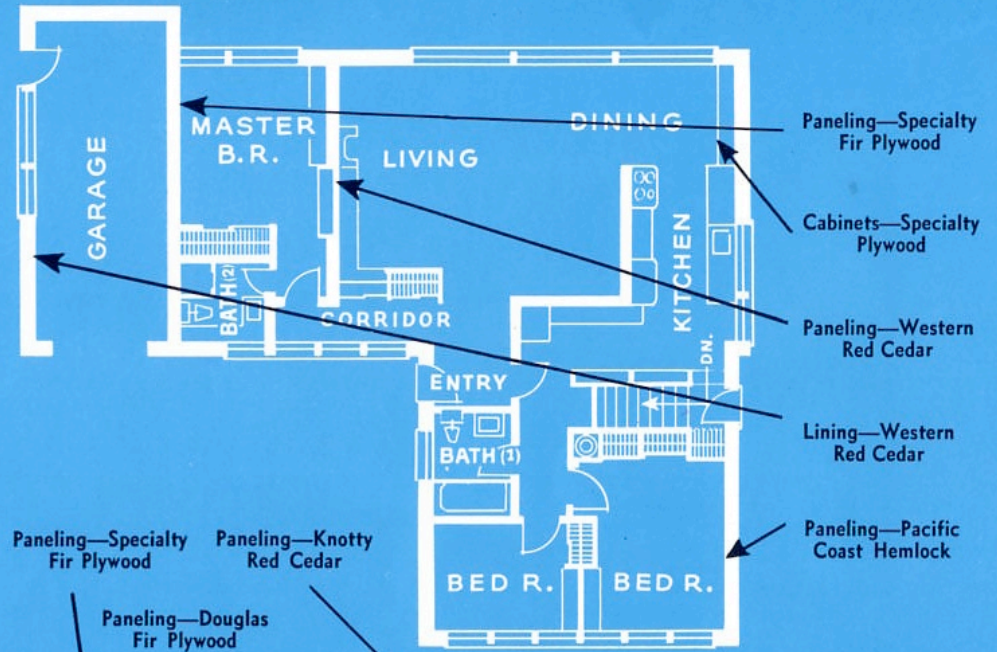


From the rear: Floor-to-ceiling windows provide attractive "framed" view of flower garden for living-dining-kitchen areas. A recess in the yard allows maximum light for basement. Vertical panels on garage wall are plastic-surfaced Douglas Fir Plywood.

No shortage of cupboard space here. Contrasting types of specialty plywood on sliding doors and drawers give the dining area an attractive background of warm, natural-wood beauty. Kitchen cupboards are specialty plywood.



Generous use of built-in furniture and storage cabinets gives the house maximum space for family living. This handsome TV-radio and fireplace unit and storage wall is built of Douglas Fir Plywood. The wall behind is panelled with clear Western Red Cedar.



TOTAL FLOOR AREA
1280 SQ. FT.

Living	20'0" x 16'0"
Dining	8'6" x 7'10"
Kitchen	8'0" x 9'0"
Utility	16'0" x 6'0"
Master Bedroom	11'0" x 12'0"
Bedroom	9'0" x 12'6"
Bedroom	9'6" x 9'0"

CONSTRUCTION DETAILS:

Framing	P.C. Hemlock
Joists	Fir/Hemlock
Floor Sheathing	D.F. Plywood
Wall Sheathing	D.F. Plywood
Roof Sheathing	W.R. Cedar
Soffits	D.F. Plywood

COMPLETE PLANS AND SPECIFICATIONS AVAILABLE FROM THE ARCHITECTS FOR \$25.00

ARCHITECTS DEWAR, STEVENSON & STANLEY
618 NORTHERN HARDWARE BUILDING EDMONTON, ALBERTA

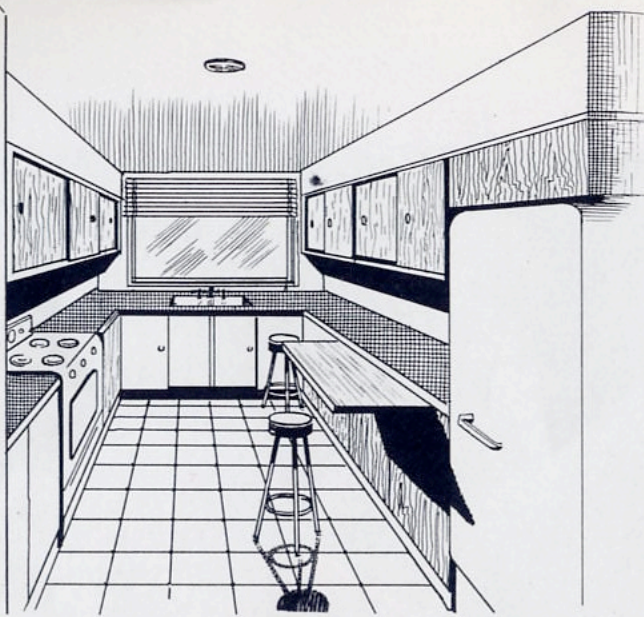
CONTRACTOR—SHERWIN CONSTRUCTION LTD., 9912 - 77th AVENUE, EDMONTON, ALBERTA



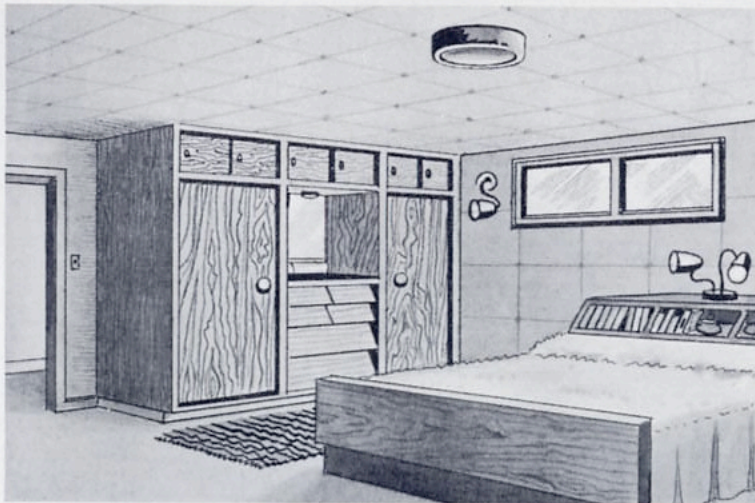
Regina

TREND HOUSE

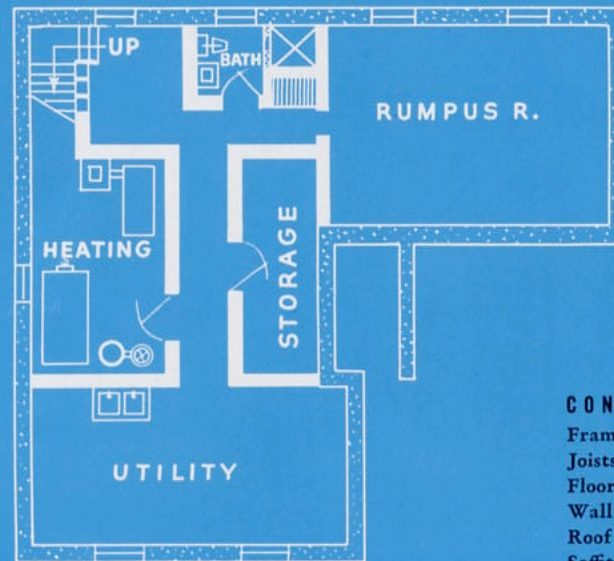
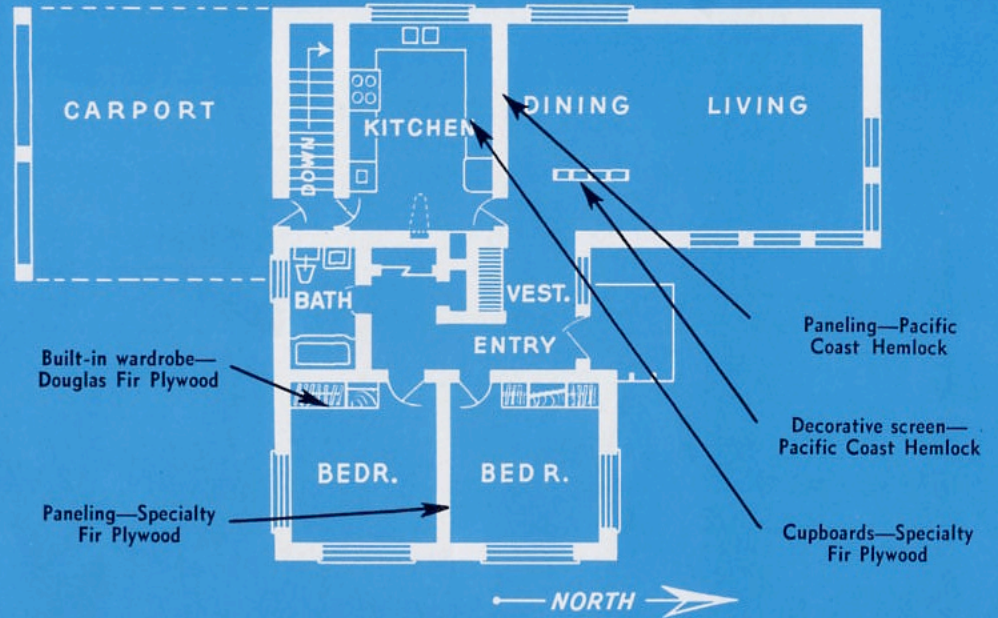
Simplicity of design, accented by warm colors and interesting detail, keynotes the charm of this attractive small home at 3720 Albert Street, in Lakeview. Notice how the bright trim and handsome entranceway set off the textured beauty of the Red Cedar Shingle roof and the siding of random width, tongue-and-groove Western Red Cedar. Waterproof-glye Douglas Fir Plywood is used for the panels below the windows and for the louvres, which add interest and provide ventilation. The decorative entrance feature is built of specialty plywood.



Streamlined and cheery. Snug-fitting cupboards of versatile Douglas Fir Plywood provide maximum storage space in this compact kitchen. So practical too. These plastic-surfaced Douglas Fir Plywood cupboards are easy to keep clean . . . stand up to heavy wear and tear.



Master bedroom uses Western Woods to full advantage. Built-in wardrobe, eliminating awkward furniture arrangements, is Pacific Coast Hemlock, with doors and drawers of durable Douglas Fir Plywood. Room is given added "personality" by covering ceiling and one wall with specialty plywood squares.



TOTAL FLOOR AREA
1035 SQ. FT.

Kitchen	10'0" x 15'0"
Living-Dining	15'0" x 25'6"
Vestibule	6'0" x 8'0"
Bathroom	8'0" x 8'0"
Master Bedroom	11'0" x 11'6"
Bedroom	10'6" x 11'6"
Storage	5'0" x 6'0"

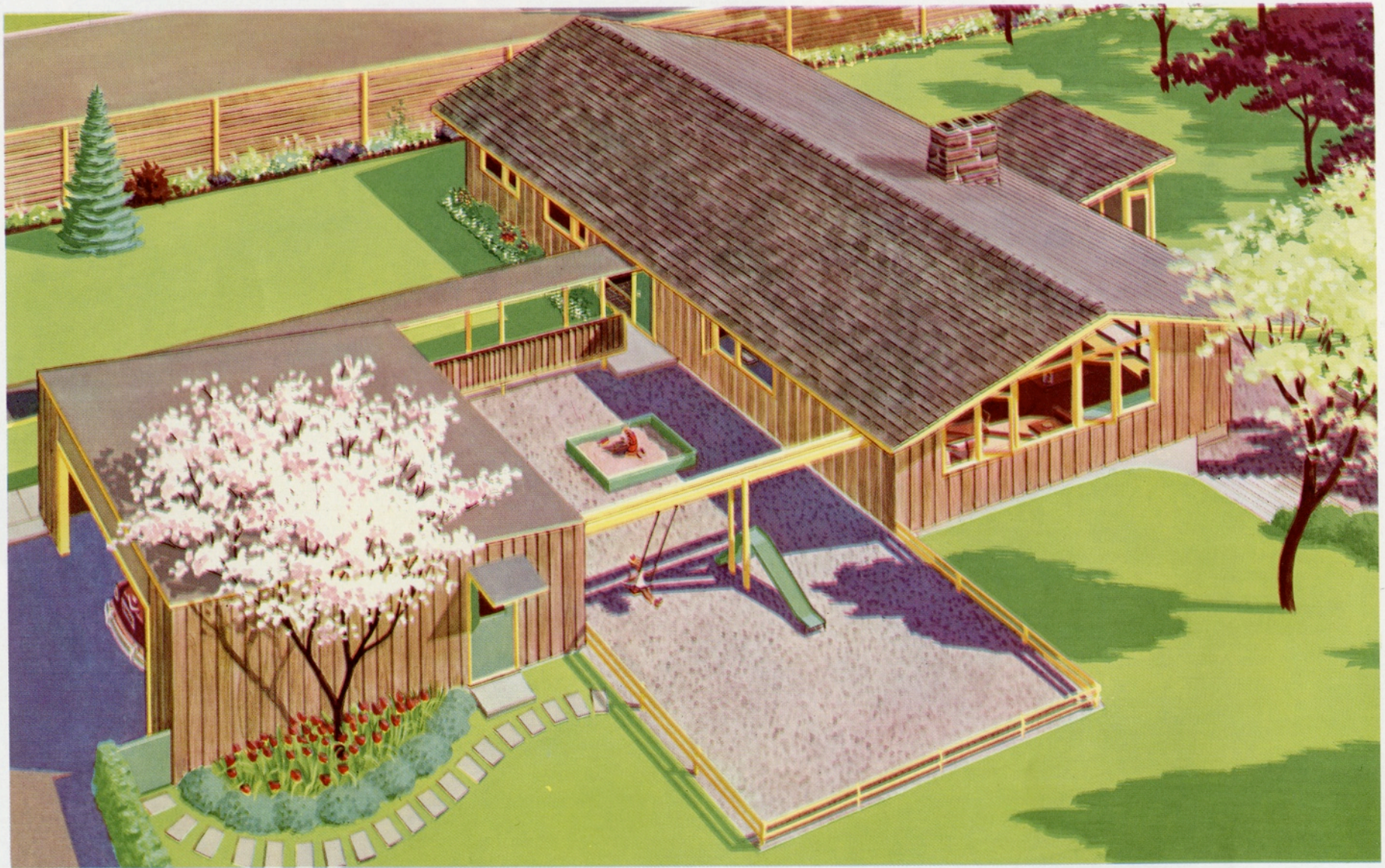
CONSTRUCTION DETAILS:

Framing	P.C. Hemlock
Joists	Fir/Hemlock
Floor Sheathing	D.F. Plywood
Wall Sheathing	D.F. Plywood
Roof Sheathing	D.F. Plywood
Soffits	D.F. Plywood

COMPLETE PLANS AND SPECIFICATIONS AVAILABLE FROM THE ARCHITECTS FOR \$25.00

ARCHITECTS STOCK, RAMSAY & ASSOCIATES
1745 SCARTH STREET REGINA, SASKATCHEWAN

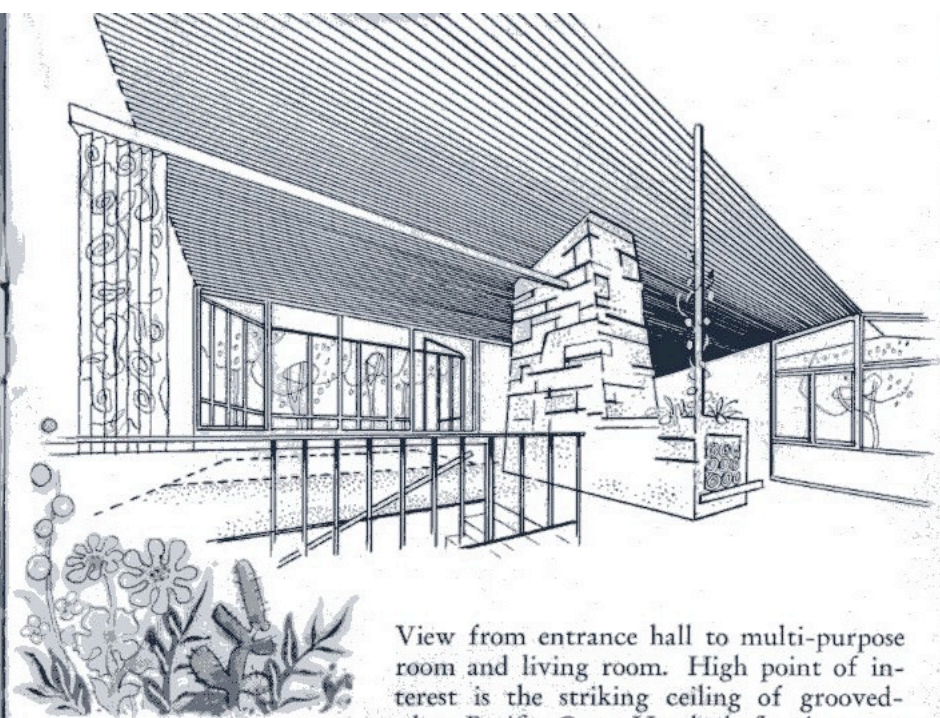
CONTRACTOR—A. F. BOEHME, 4828 - 8th AVENUE, REGINA, SASKATCHEWAN



Winnipeg

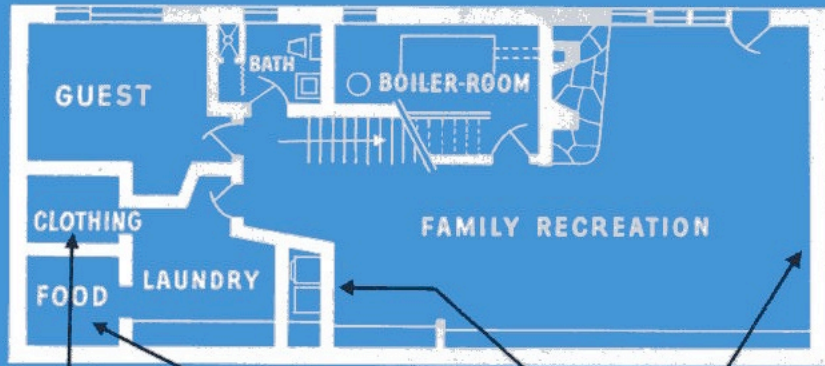
TREND HOUSE

Located at 762 South Drive in Fort Garry, this spacious family home with its flexible living areas, demonstrates to full advantage the versatility and natural beauty of Western Woods. Distinctive siding of Pacific Coast Hemlock reversed board and batten provides clean vertical lines for the house. The beautiful roof of long-lasting Red Cedar Shingles ensures rigid strength and outstanding resistance to wind-storms and snowloads.

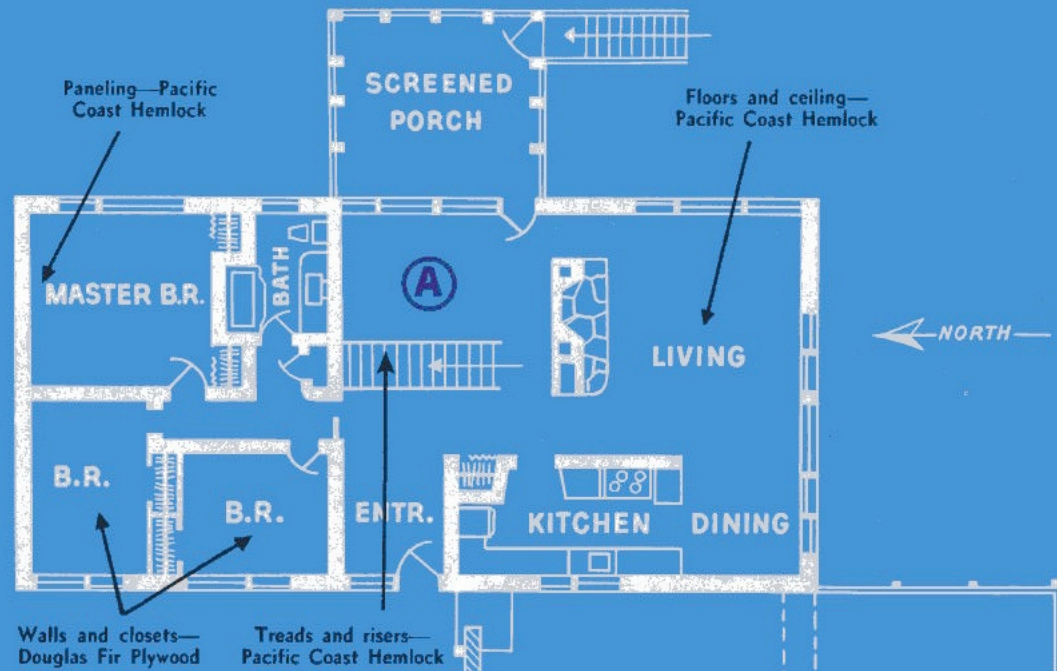


View from entrance hall to multi-purpose room and living room. High point of interest is the striking ceiling of grooved-edge, Pacific Coast Hemlock flooring . . . designed to harmonize with the warm tone and texture of the beautiful hemlock floors used throughout these areas.

- (A)** This versatile space can be used as a study, guest room, TV room or alternate dining room. In summer, it becomes a cool sleeping area adjacent to the breeze porch.
- (B)** Direct supervision from kitchen makes this the perfect play-space for youngsters. Ideal too for kitchen garden and outdoor dining area. It serves as a sun-trap in winter.



Walls and ceiling—Western Red Cedar Walls and ceiling—Douglas Fir Plywood Paneling—Specialty Plywood Wall—Red Cedar Side-wall Shakes



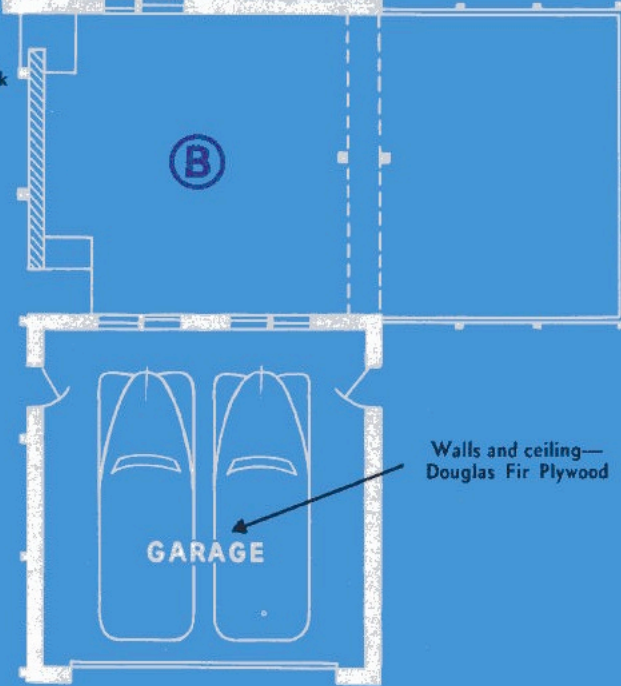
TOTAL FLOOR AREA—1750 SQ. FT.

GROUND FLOOR:

Living Room	16'6" x 16'2"
Multi-use Area	8'8" x 13'4"
Dining Room	8'5" x 9'0"
Kitchen	8'5" x 15'5"
Master Bedroom	12'5" x 12'7"
Child's Bedroom	9'0" x 12'5"
Child's Bedroom	9'0" x 9'8"
Bathroom	5'0" x 8'8"

BASEMENT:

Recreation Room	30'0" x 21'0"
Guest Room	11'7" x 8'7"
Laundry	12'3" x 9'9"
Bathroom	7'0" x 5'6"
Heating Room	10'0" x 13'8"



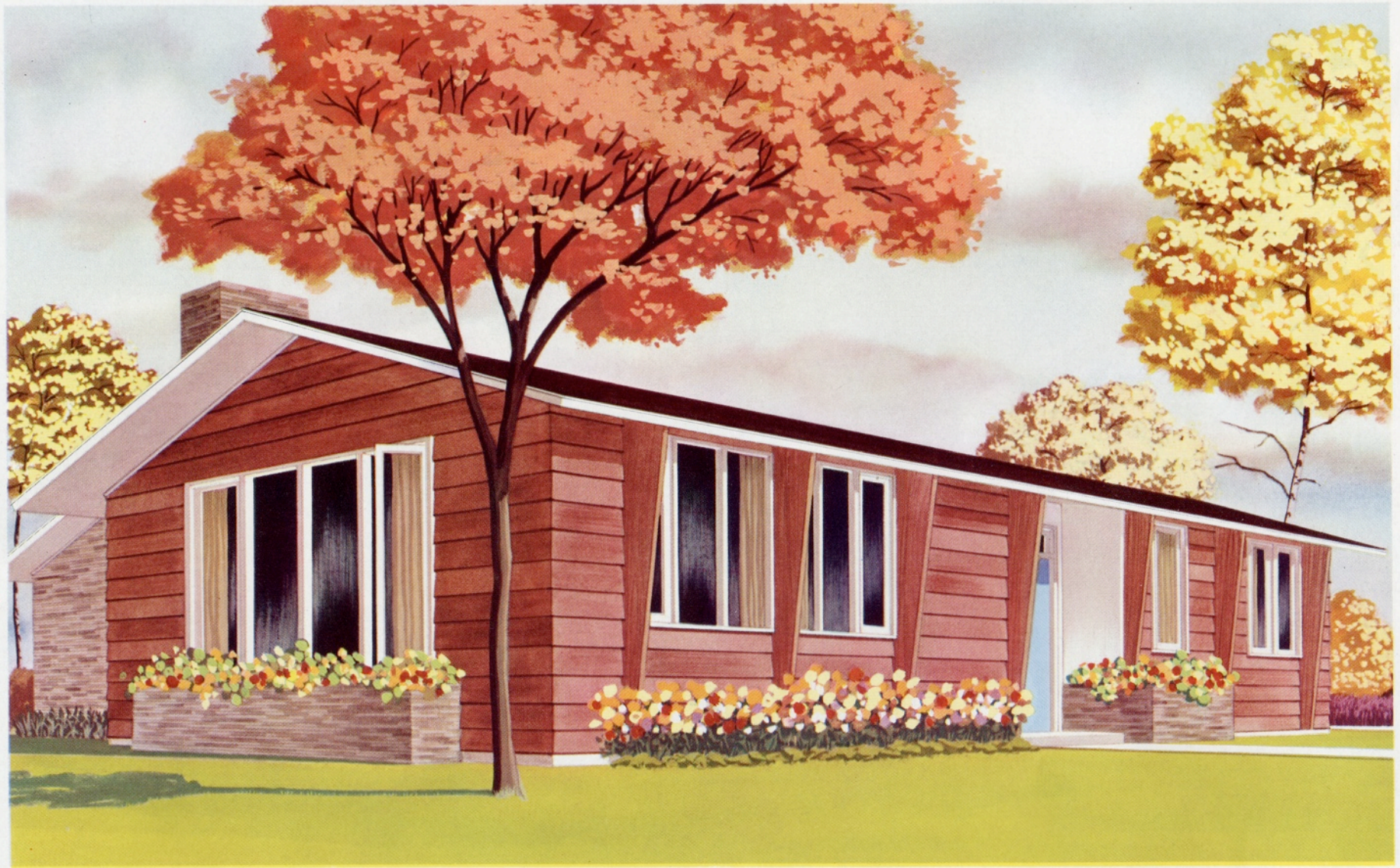
CONSTRUCTION DETAILS:

Framing	P.C. Hemlock	Wall Sheathing	D.F. Plywood
Joists	Fir/Hemlock	Roof Sheathing	P.C. Hemlock
Floor Sheathing	D.F. Plywood	Soffits	D.F. Plywood

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ARCHITECTS SMITH • CARTER • KATELNIKOFF
603 TRUST & LOAN BLDG. WINNIPEG, MAN.

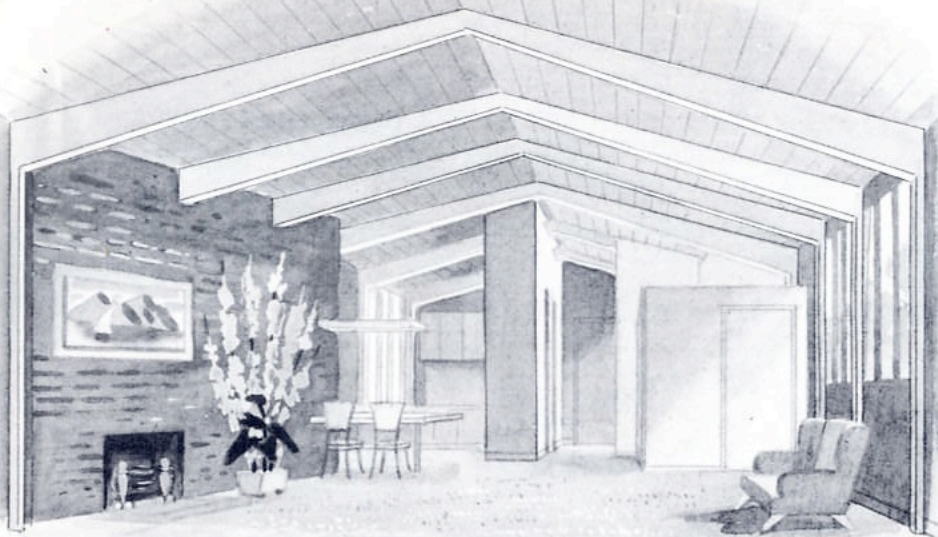
BUILDER—WM. ROZMUS, 141 SELKIRK AVE., WINNIPEG, MAN.



London

TREND HOUSE

Adaptability of Western Woods to economical new construction methods is well illustrated in this expansible home at the corner of Stoneybrook Crescent and Fanshawe Park Road in Stoneybrook Heights. Savings in building time, labor and materials were achieved by the unconventional method of framing — a series of shop-fabricated, glued-laminated Pacific Coast Hemlock arches — with non-bearing walls and partitions. The result is an interesting, original, exterior and interior design and a flexible plan that's ideal for a growing family. Western Red Cedar bungalow siding and a Red Cedar Shingle roof complete this home of Western Woods.

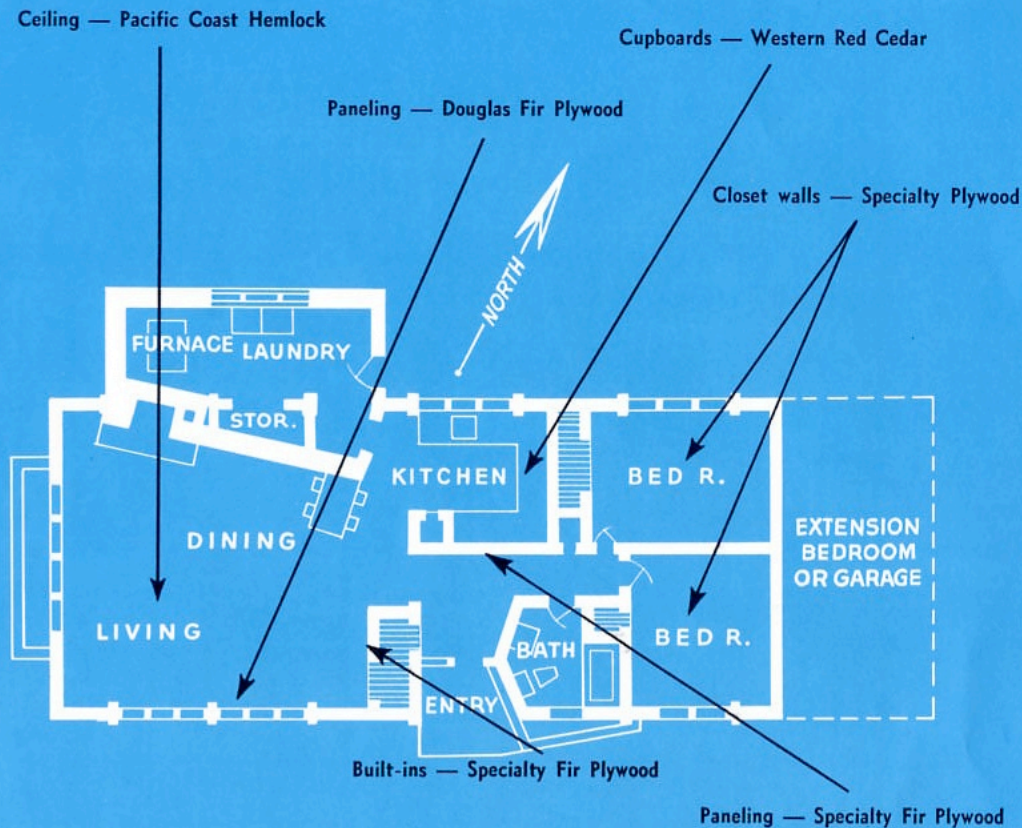
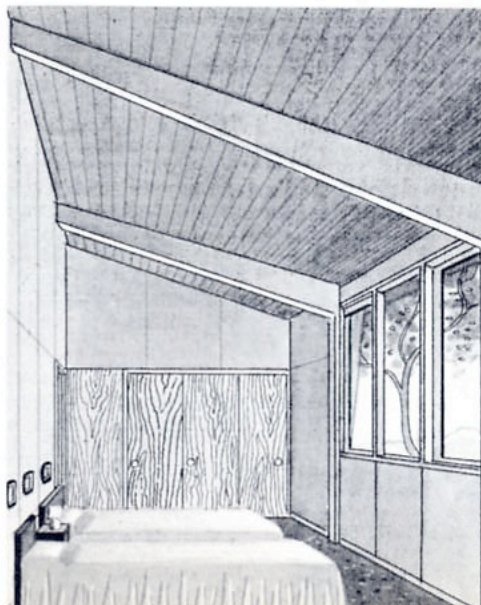


Arch construction creates spacious open plan, yet circulation is arranged so that no through traffic enters main part of living room. Large brick wall is pleasantly balanced by using a variety of Western Woods on remaining walls, ceilings, cupboards and partitions. (See plan for details)



Roof of the London house is entirely supported by shop-fabricated arches. This modern, speedy method of construction provides a low-cost house . . . means that interior and exterior partitions can be of light panel construction and can be installed, altered or removed at any time without affecting the basic structure.

Master bedroom, shown here, and second bedroom, both feature space-saving, built-in wardrobes of specialty plywoods . . . with a natural finish that reveals the wood's interesting grain and contrasts with the blue-green walls. Ceiling and frames are natural finished Pacific Coast Hemlock. Notice space available for additional bedrooms as indicated on plan.



TOTAL FLOOR AREA 1180 SQ. FT.

Living-Dining	22'0" x 19'0"
Kitchen	8'6" x 9'2"
Utility Room	17'0" x 7'2"
Hall	7'4" x 6'0"
Bedroom	12'10" x 9'2"
Bedroom	9'10" x 10'10"
Bathroom	7'0" x 7'6"

CONSTRUCTION DETAILS:

Framing	W.R. Cedar
Arches	P.C. Hemlock
Floor Sheathing	D.F. Plywood
Wall Sheathing	W.R. Cedar
Roof Planking	P.C. Hemlock

COMPLETE PLANS & SPECIFICATIONS AVAILABLE FROM THE ARCHITECT FOR \$25

ARCHITECT PHILIP CARTER JOHNSON
171 DUNDAS STREET LONDON, ONTARIO

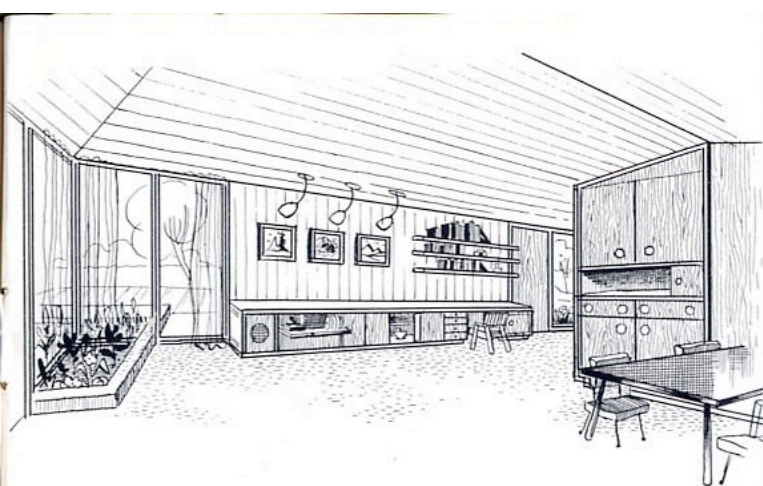
CONTRACTOR—JOHN HAYMAN & SONS LTD., 432 WELLINGTON STREET, LONDON, ONTARIO



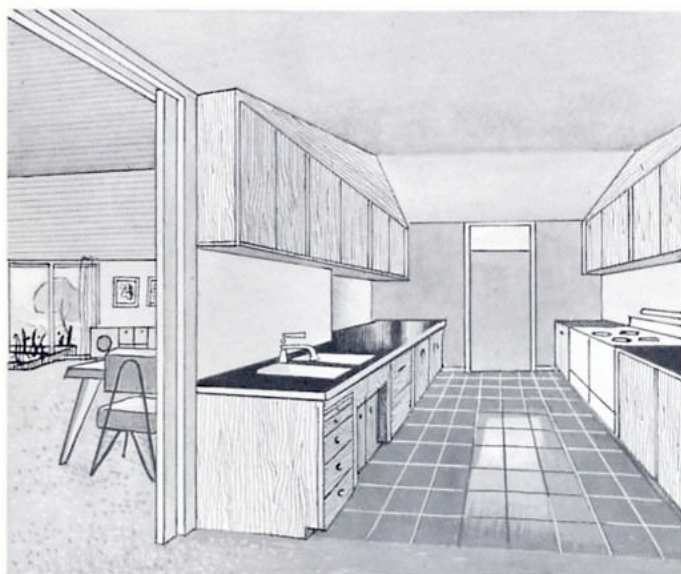
Toronto

TREND HOUSE

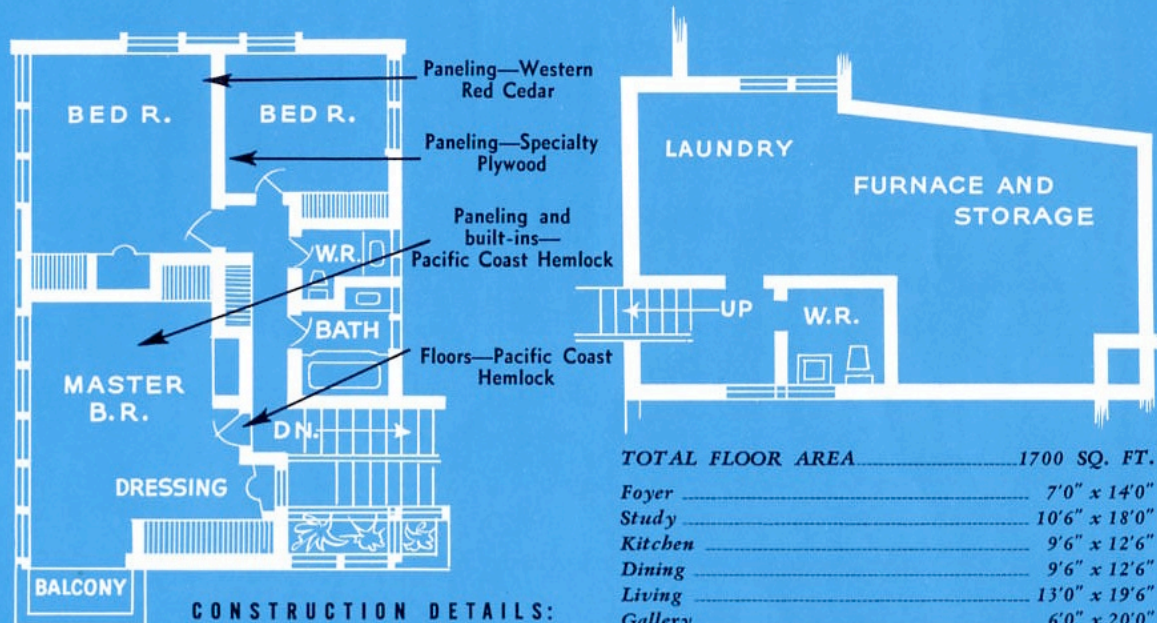
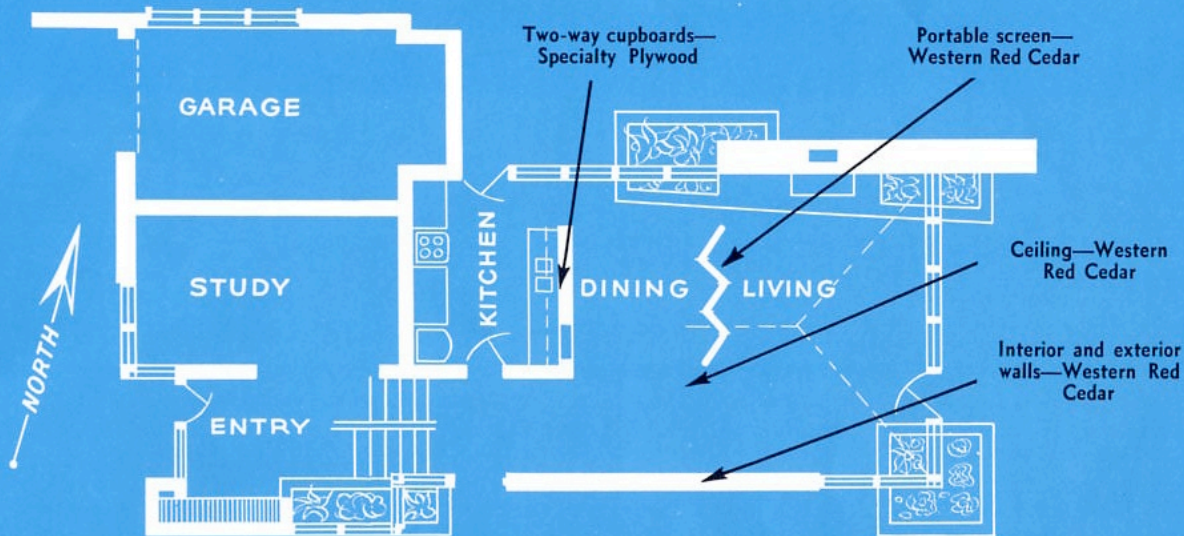
Situated in Lawrence Park at 41 Weybourne Crescent, this skillfully planned, three-level home reveals how successfully Western Woods can be used in this area—as structural partners of masonry—and to bring warmth, color and texture to exteriors and interiors. Here, Western Red Cedar bungalow siding is used in interesting contrast to the v-joint tongue-and-groove cedar on the lower walls. Stained Red Cedar Shingles on the roof add lifetime charm and protection. Blue painted window panels of specialty fir plywood provide colorful accent.



A focal point of the Toronto house is the dramatic gallery wall of the living-dining-kitchen level. Smooth-textured Western Red Cedar, stained a light brown, provides a rich, warm background for paintings, books and the handsome, full-length cabinet of Pacific Coast Hemlock. Pitched ceiling is lapped, clear cedar boards laid on the lower chords of the scissor trusses.



Versatile waterproof-glu Fir plywood builds a real step-saver! At right of sink, two-way built-in cupboards of specialty plywood put glassware, dishes, linens and silver within handy reach of dining area and kitchen. Sliding panel makes a pass-through for food. (See illustration above for dining side.)



TOTAL FLOOR AREA 1700 SQ. FT.

Foyer	7'0" x 14'0"
Study	10'6" x 18'0"
Kitchen	9'6" x 12'6"
Dining	9'6" x 12'6"
Living	13'0" x 19'6"
Gallery	6'0" x 20'0"
Master Bedroom	13'0" x 16'6"
Bedroom	11'0" x 13'6"
Bedroom	10'0" x 11'0"
Bath	5'0" x 10'6"
Laundry	5'0" x 10'6"

CONSTRUCTION DETAILS:

Framing	W.R. Cedar
Joists	Fir/Hemlock
Floor Sheathing	D.F. Plywood
Wall Sheathing	D.F. Plywood
Roof Sheathing	D.F. Plywood
Soffits	W.R. Cedar

COMPLETE PLANS AND SPECIFICATIONS AVAILABLE FROM THE ARCHITECTS FOR \$25.00

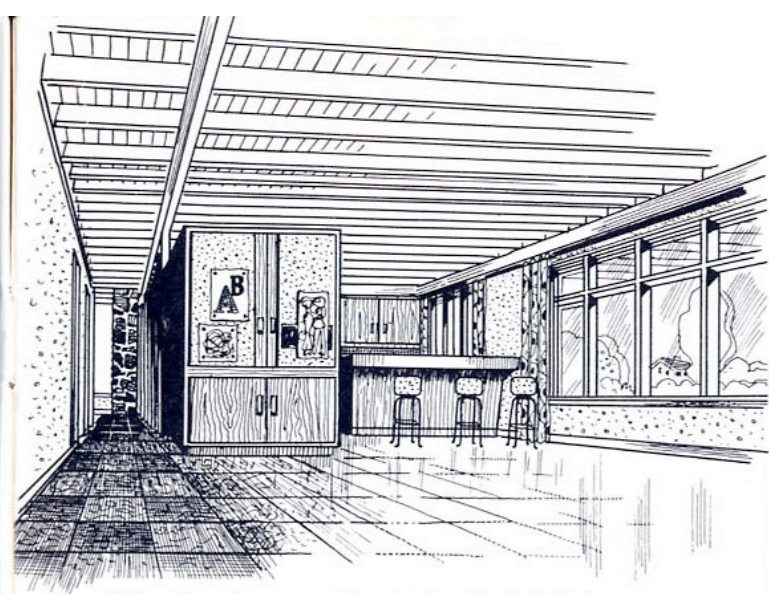
ARCHITECTS FLEURY, ARTHUR & CALVERT
 85 BEDFORD ROAD TORONTO, ONTARIO
 CONTRACTOR—GRANGER CONSTRUCTION CO., 47 KINGSDALE AVE., WILLOWDALE, ONTARIO



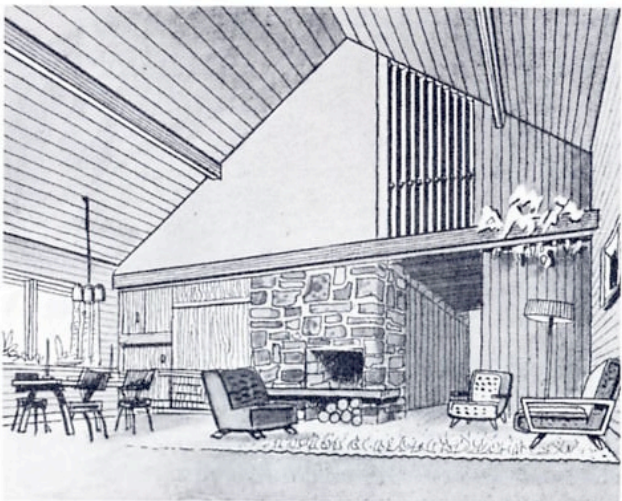
Montreal

TREND HOUSE

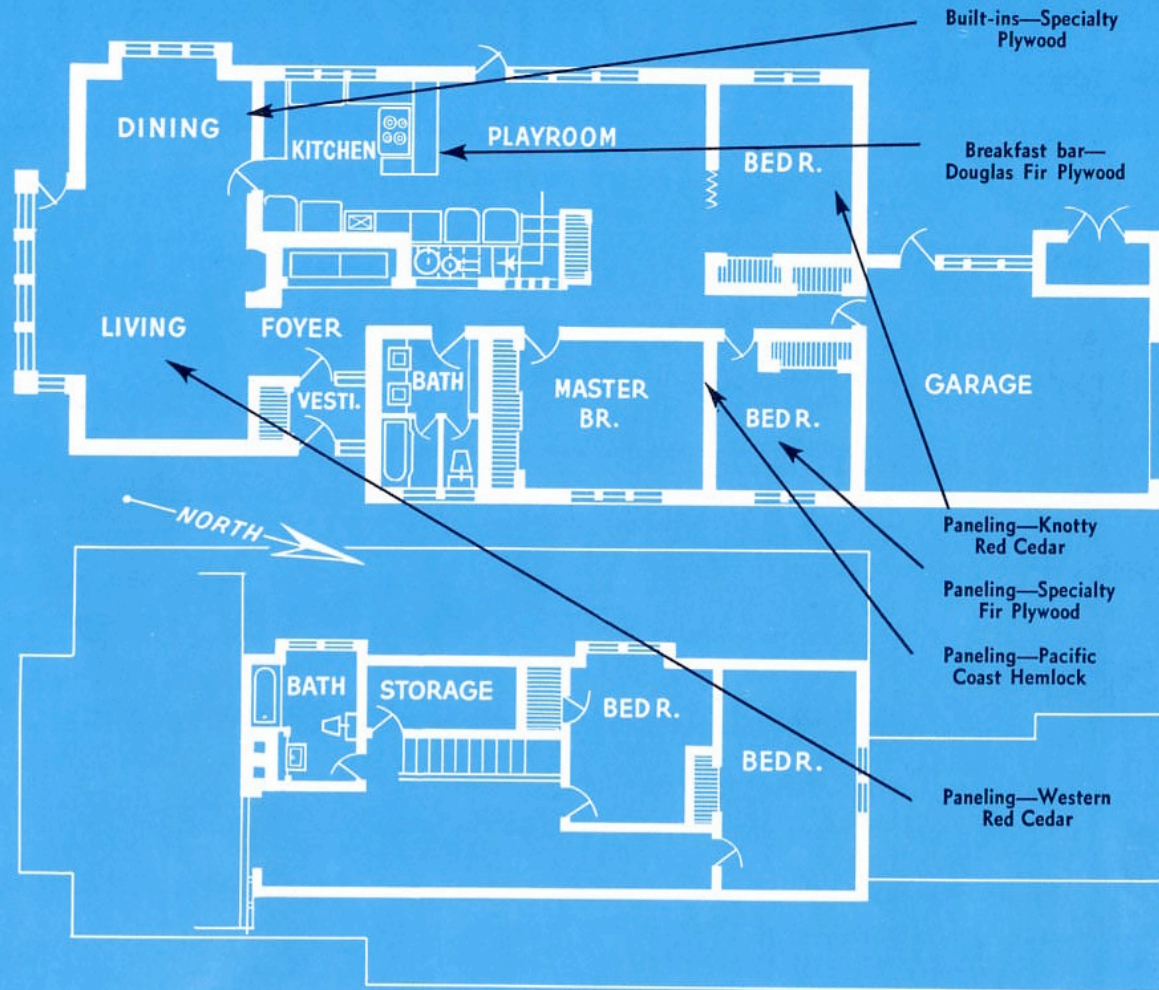
Designed for a family with young children, this beautiful home at 2 Woodland Avenue in Beaurepaire, is built for a lifetime of easy living. Traditional in appeal—it has an imaginative and practical plan that combines the advantages of openness in kitchen-utility-play areas with an atmosphere of privacy and relaxation in more formal zones. High-pitched roof shows off the staggered pattern treatment of Red Cedar Shingles. Siding is tongue-and-groove, v-joint Western Red Cedar. White trim and colorful specialty fir plywood panels above the windows add individuality to the gracious exterior.



King-size playroom takes strain off adult living areas, yet is easily supervised from open kitchen and laundry. Douglas Fir Plywood is used for kitchen cupboards and breakfast bar. Ceiling and exposed joists are Pacific Coast Hemlock. Playroom is well-planned for juvenile traffic to bedrooms, three-compartment bathroom (see plan) and to and from the outdoors.



Dramatic is the word for this lofty living room. Notice how Western Woods have been used to "break up" large expanse of fireplace wall. Louvred screen of Western Red Cedar shields upstairs hall, adds lightness and eye-appeal. Dining area wall is specialty plywood cupboards. Remaining walls offer contrast between vertical and horizontal Western Red Cedar paneling. Pitched ceiling of Western Red Cedar follows roof line.



EXPANSION ATTIC

There's ample room for additional living and storage space in this future attic plan.

CONSTRUCTION DETAILS:

Framing.....	W.R. Cedar
Joists.....	Fir/Hemlock
Floor Sheathing.....	P.C. Hemlock
Wall Sheathing.....	D.F. Plywood
Roof Sheathing.....	D.F. Plywood
Soffits.....	D.F. Plywood

TOTAL FLOOR AREA.....1635 SQ. FT.

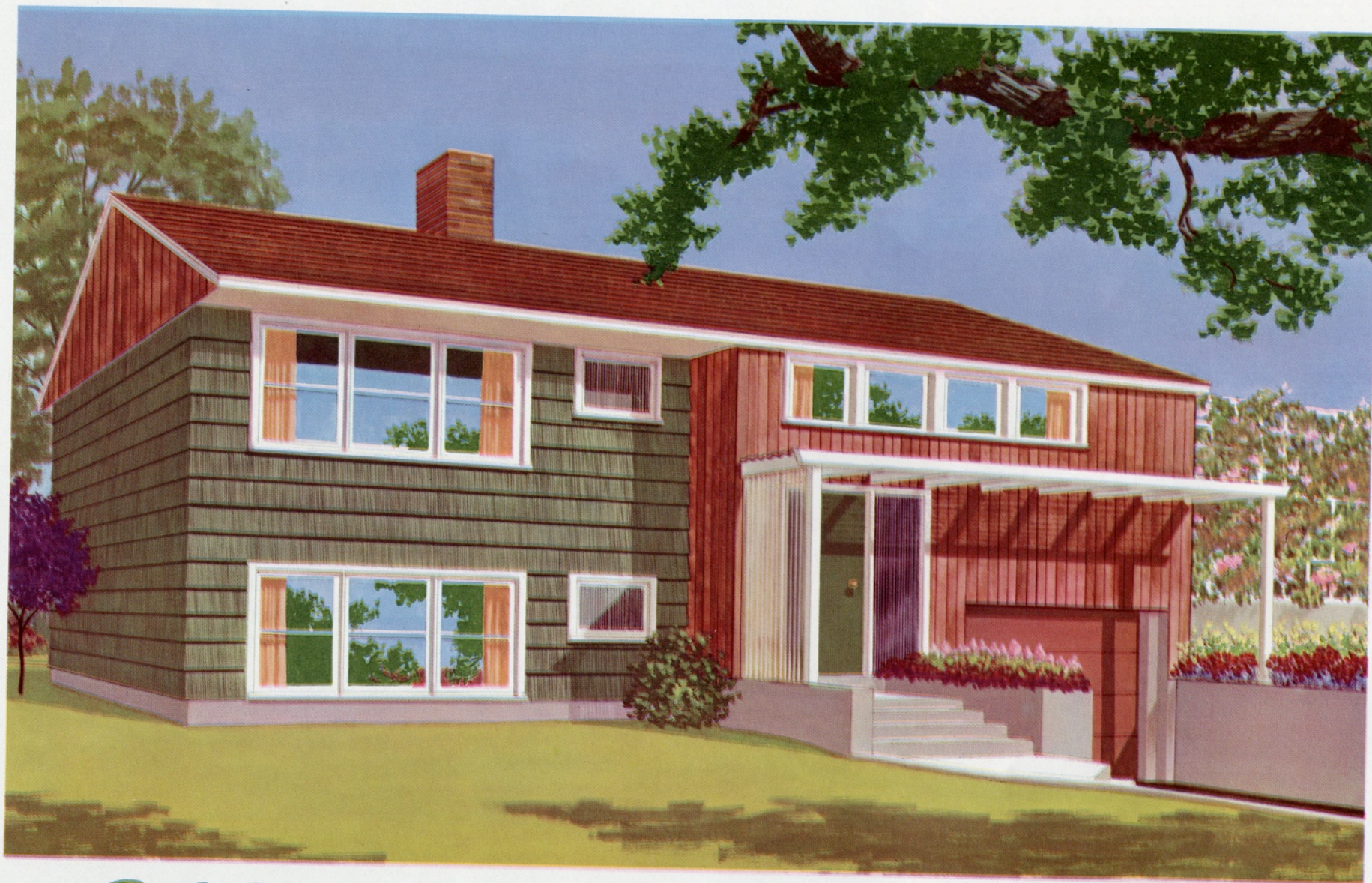
Living Room.....	14'0" x 18'0"
Dining Area.....	9'0" x 12'0"
Kitchen-Laundry.....	19'0" x 12'0"
Playroom.....	18'0" x 30'0"
Master Bedroom.....	13'6" x 11'6"
Bedroom.....	10'0" x 9'6"
Bedroom.....	10'0" x 12'6"
Bathroom.....	8'0" x 11'6"
Garage.....	350 sq. ft.

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ARCHITECT

PHILIP F. GOODFELLOW,
1117 ST. CATHERINE ST. W. — MONTREAL, P.Q.

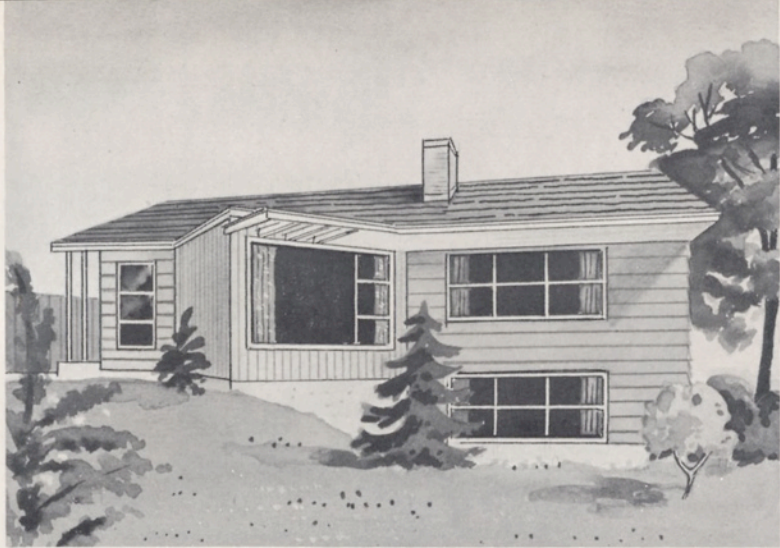
CONTRACTOR—W. GORDON BRYSON, 5 SUNNY ACRES, BAIE D'URFE, P.Q.



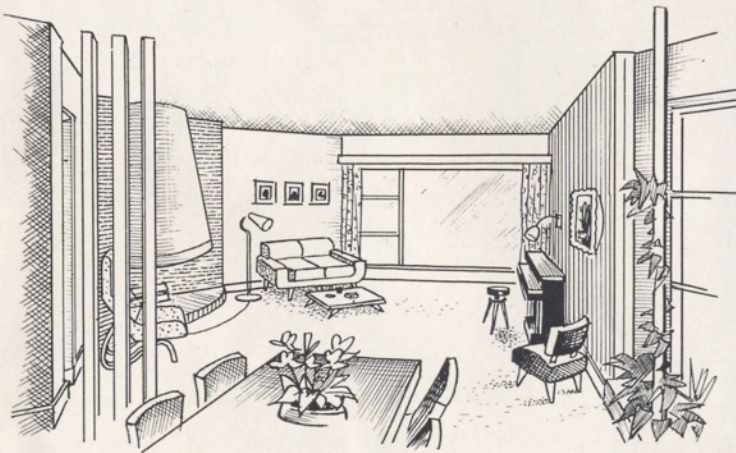
Halifax

TREND HOUSE

A beautiful seaward view determined the design and plan of this attractive family home. Here, Red Cedar machine-grooved, sidewall shakes, painted sage green, team up with natural-finished, vertical Western Red Cedar siding to create an exterior of beauty and durability. The roof of Red Cedar Shingles provides superior resistance to snow-loads and windstorms. This view from the street points up the pleasant contrast between shakes and siding, and shows the interesting lattice treatment of the entranceway.



View from garden shows how living room walls have been angled to gain maximum view for living-dining area. Design was kept simple to reduce construction costs and to allow colors and textures of the Western Woods to provide the main interest. Sloping site made possible full use of basement area.



Walls of random-width clear cedar paneling add character and warm wood beauty to the living-dining area. Huge window provides sweeping view to the ocean, while floor-length windows at right frame the terrace. Unique shape of this area gives dining section the feeling of a separate room yet carefully retains an over-all atmosphere of spaciousness.

Paneling — Western Red Cedar

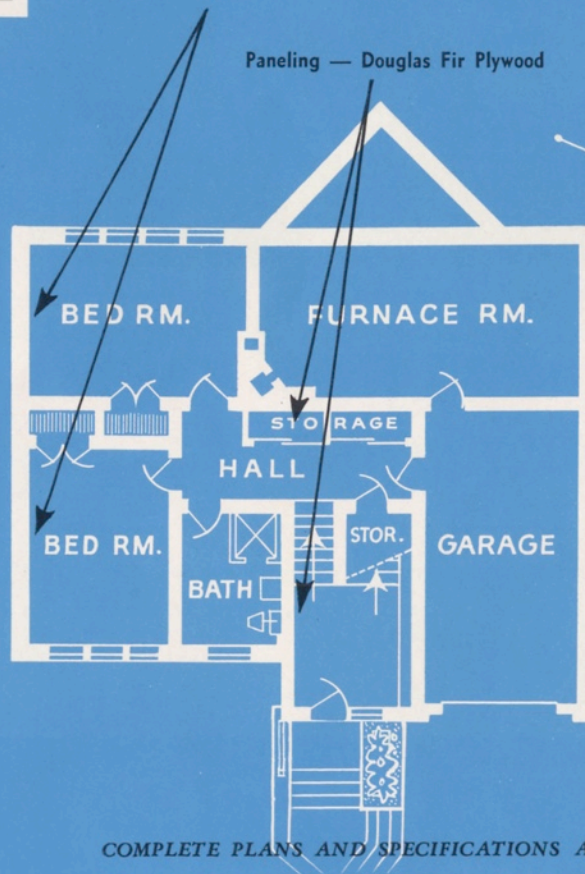
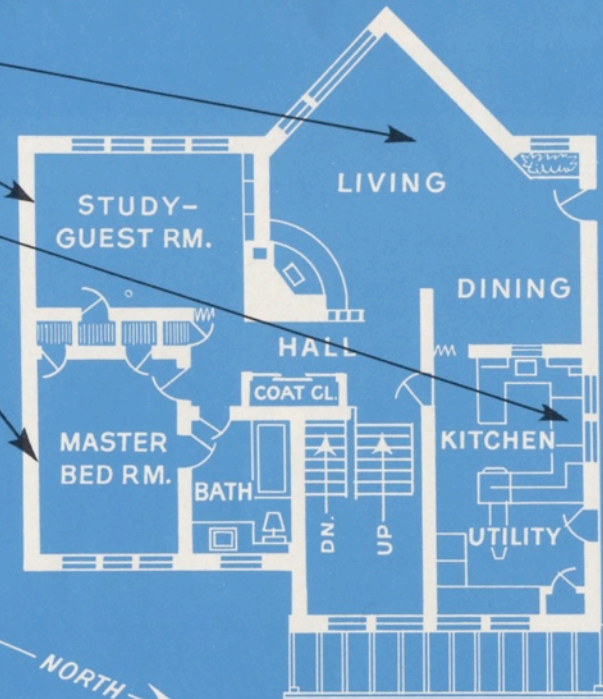
Paneling — Knotty Red Cedar

Cupboards — Specialty Plywood

Paneling — Specialty Fir Plywood

Paneling — Specialty Fir Plywood

Paneling — Douglas Fir Plywood



TOTAL FLOOR AREA 1360 SQ. FT.

Living Room 15'0" x 16'0"

Dining Room 11'6" x 11'6"

Kitchen-Laundry 18'6" x 11'6"

Master Bedroom 10'6" x 14'6"

Study-Guest Room 11'6" x 15'0"

Bedroom 13'6" x 11'0"

Bedroom 13'6" x 10'0"

Furnace Room 23'0" x 11'0"

Garage 220 sq. ft.

CONSTRUCTION DETAILS:

Framing P.C. Hemlock

Joists Fir/Hemlock

Floor Sheathing D.F. Plywood

Wall Sheathing D.F. Plywood

Roof Sheathing D.F. Plywood

Soffits D.F. Plywood

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