



WALNUT
EVER THE CHOICE
OF CRAFTSMEN

AMERICAN WALNUT MANUFACTURERS ASSOCIATION

BURDETT GREEN, SECRETARY-MANAGER



TELEPHONE WHITEHALL 4-6162
666 N. LAKE SHORE DRIVE

CHICAGO 11

February 9, 1953

Mr. Takahashi
1661 Post Street
San Francisco 15, California

Dear Sir:

At the Museum of Science & Industry in Chicago a great exhibit is nearing completion. This Hardwood Exhibit is designed to tell the story of hardwoods and of the many products made of hardwoods to the better than two million people who visit the Museum each year.

The exhibit will occupy ten thousand square feet of space. The enclosed reprint will give you the partial story of this outstanding exhibit, the total cost of which will exceed \$350,000.00.

We need a small amount of help from you. Would you please furnish us gratis, the following articles, with the understanding that they be made a permanent part of this exhibit:

#H-33 in "Good Design" catalogue - hardwood bowl in
natural wood.

A prompt reply will be most helpful.

Very truly yours,

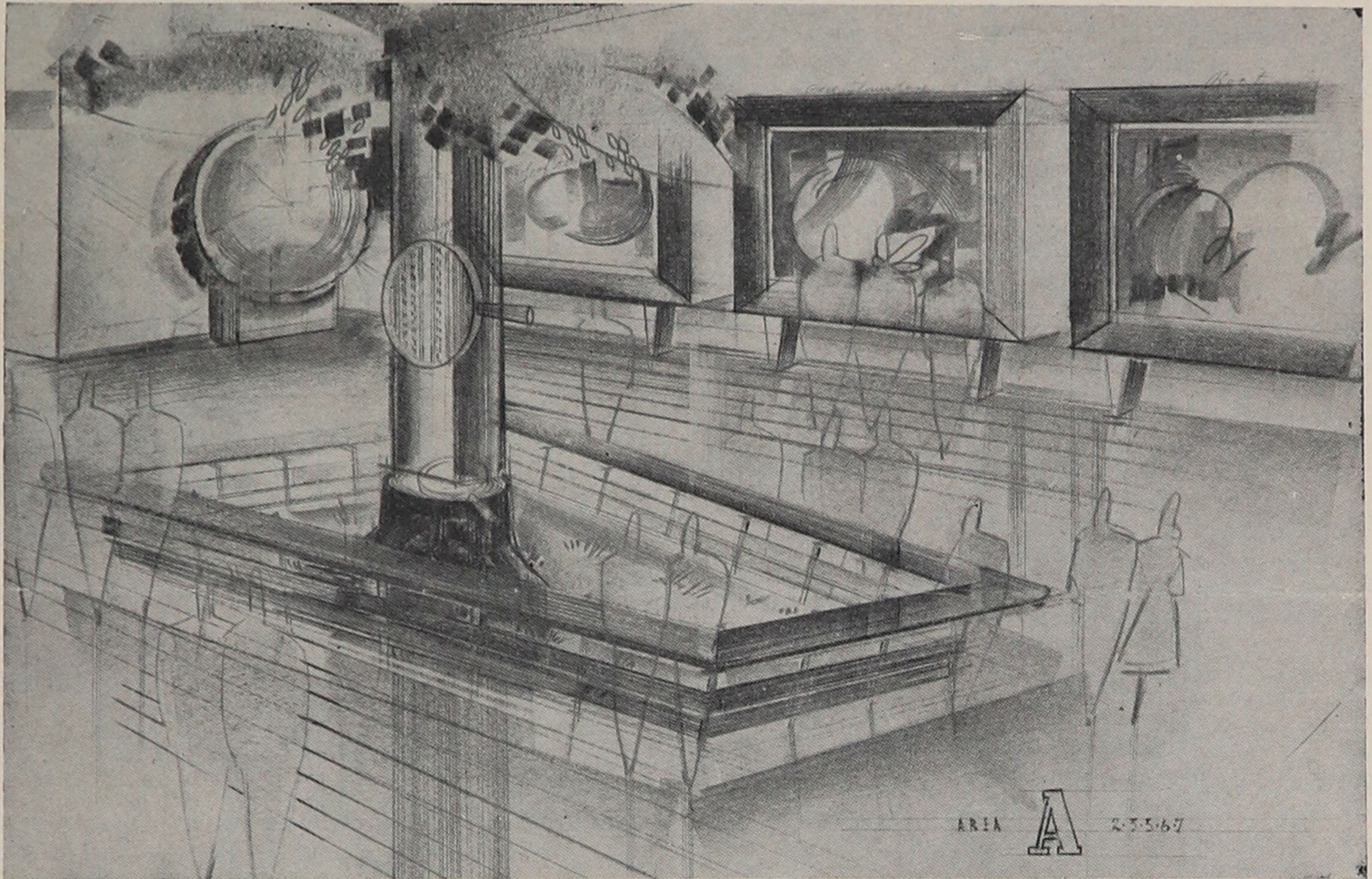
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Burdett Green

Secretary-Manager

BG/hs

P.S. This should be shipped to the Museum of Science & Industry, 57th Street & South Shore Drive, East Pavillion Entrance, Chicago, Illinois - c/o Hardwood Exhibit. Naturally, we need to be notified at this office as to what has been shipped and when.



"LIVING TREE ROOM" as it is pictured in the artist's sketch.

Outstanding Hardwood Exhibit now being prepared

Burdett Green explains how modern display techniques will make industry display both entertaining and educational.



FAMOUS SCIENCE AND INDUSTRY Museum in Chicago will be exhibit's home.

"A World of Hardwoods for a World of Better Living." That's the working title, and it pretty well describes one of the most forward-looking promotion devices the wood industry has ever thought up.

The title labels a \$350,000 exhibit now under construction at Chicago's Museum of Science and Industry—an exhibit initiated and underwritten by the Hardwood Industry. This is public relations at its best.

The hardwood exhibit fits into the Museum's general plan of visitor-participation exhibits. Second largest in the Museum, it is a working, acting, doing show which teaches by numerous audio-visual-physical methods just what Mr. Joe Public and Son, and even Mr. In-the-Trade, ought to and want to know about hardwoods.

How did this exhibit get started? Who is making it tick? What's it like? What does it hope to do? When will it be ready? These are questions which naturally come up when an exhibit of such magnitude is introduced.

Starting with the last question first, the exhibit will open this sum-

mer, in time for the great influx of "See Chicago First" vacationists. Officials at the Museum estimate that each month next summer, a quarter of a million in and out-of-towners will visit there. (In one day last year, 27,705 visitors went through the Museum. License plates from 45 states were counted in the parking lot.) If this exhibit has the pulling power of some of the other new exhibits, it will

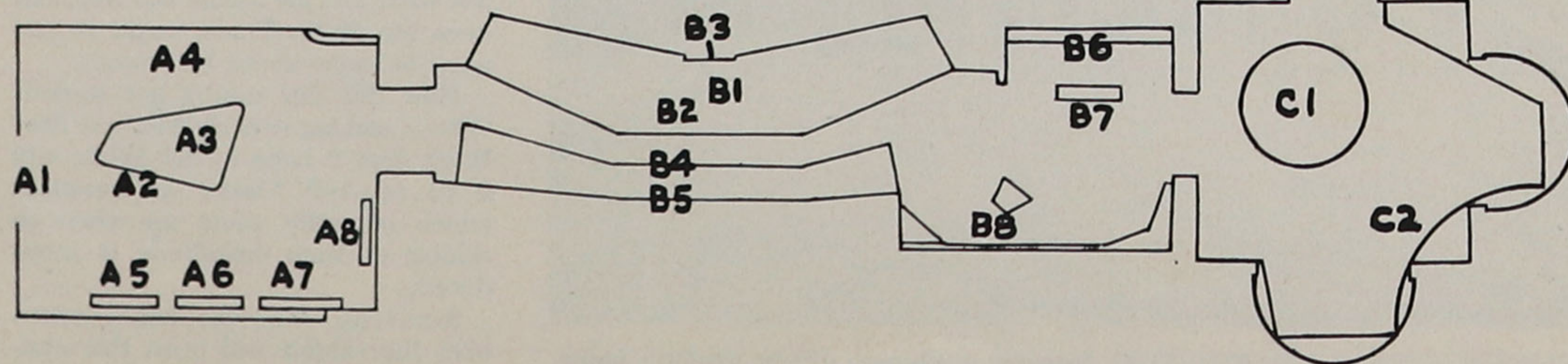
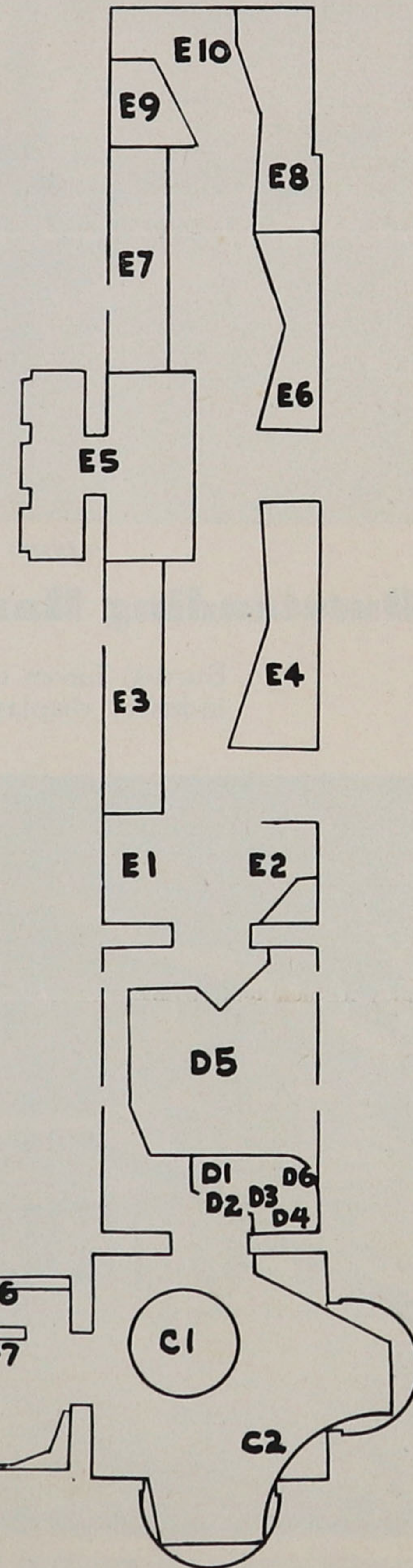
draw better than 90 per cent of these people to look, listen, touch. This leads logically to the question, what does the hardwoods exhibit hope to accomplish? A couple more statistics will answer that. Last year 4,096 grade school groups, or 160,000 boys and girls, went through the Museum, many of them traveling to Chicago expressly for that purpose. Allegan, Michigan gathered all 1,200 school

children in the county together for the trip. Another 1,625 took a special train from Missouri and Iowa to look and learn.

The school children's liking for the Museum has created one surprising problem. The kids "play hookey" to visit the exhibits and frequently must be rounded up and sent back to their regular classes. There are no records

Diagram and Key to Exhibits

AREA "A"		AREA "D"	
A1	Entrance	D1	Mall Tool Display
A2	Rail	D2	Rail
A3	Animated Tree	D3	Animated Saw
A4	Photomural	D4	Mural Photo
A5	Transparency & Frame	D5	Paul Bunyan Cabin
A6	Transparency & Frame	D6	Rear Production
A7	Transparency & Frame		
A8	Cross Section of Tree		
AREA "B"		AREA "E"	
B1	Model Platform	E1	History of Hardwoods Furniture Styles
B2	Model	E2	The Designers Story
B3	Movie Screen & Projector	E3	You Live Your Life With Hardwoods
B4	Ramp	E4	The Offices of Tomorrow
B5	Wood Sample Wall	E5	Complete Woodworking Shop
B6	Adhesives Wall	E6	Music-Living Room
B7	Properties of Adhesives	E8	Hardwood Kitchen and Play Room
B8	3-Animated Displays	E9	The Provincial Room
	Wood Figure Types	E10	Lounge
AREA "C"			
C1	Animated Globe		
C2	Timber Resources Forestry		



Artist works on large globe which locates various types of hardwood

on the number of adults who skip work to go there, but it is a fact that boys and girls make up only one-third of the total attendance.

It doesn't take a statistician to interpret some of these facts. They mean a lot of people absorbing a lot of education, appreciation, and understanding of the story the Hardwood Industry has to tell.

How did the exhibit get started? More than a year ago (a relatively short time, as exhibit planning goes), a group of hardwood people met with Major Lennox R. Lohr of the Museum of Science and Industry, to talk over the idea of a new exhibit. The old one had only one point in its favor—it was there first—but certainly not with the most. In the opinion of Museum authorities and members of the Hardwood Industry, the few panels displayed there did little to show the public the important part hardwoods play in their daily living.

Within a short time after the first meeting, plans were under way, with cabinetwood associations and machinery manufacturers doing the initial financing. As planning went on, the sights were raised and the scope enlarged. A 10,000 square foot exhibit—big enough to store 1,440,000 board feet of lumber—grew like Topsy. Soon individual members of the Hardwood Industry were interested in the project. A number of these firms have contributed sizeable sums to keep the work going; more are needed and expected before the job is completely underwritten.

Does anyone need a play-by-play description of the hours of unseen work that go into the creation of such an exhibit? Take it in terms understandable to the average home-

builder. Say you are building a conservatively designed home—at about \$35,000 in today's market. You know how much planning—how many hours of work go into such a job.

So you figure that a \$350,000 exhibit takes about 10 times as much planning and work as one \$35,000 home. Right? Not by a long shot! Houses have been built before and there are certain fundamental needs they must meet, such as shelter, comfort, convenience, beauty, function.

Do these yardsticks apply to an exhibit? No. This is a brand new baby.

There's only one way to find out which the baby is—beauty or beast—and that's to look at the plans, the dreams on paper, the skeleton of the creation. Let's do that. We think you'll agree that this is a superior piece of propagandizing for the American Way of Life and for one of her life-blood industries.

The exhibit starts its subtle selling right at the entrance, which is designed of fine cabinetwoods and is topped with sign reading, "A World of Hardwoods for a World of Better Living."

Talking Tree

As the visitor enters the first Room—the room of the Living Tree, a stately white oak centered there speaks:

"Welcome to the Hardwood Exhibit. I am your friend, the Hardwood Tree. Since the beginning of time, man has used my strong and handsome wood for many purposes. Today I serve you almost everywhere you turn—in your homes and buildings—for your fine furniture—for your boats and airplanes—and in hundreds of other ways that add much to your comfort and pleasure."

A portion of the trunk of the "Living Tree" is cut away and magnified with a king-size lens which reveals the inner structure. As the tree speaks, telling of its intricate "digestive system," colored lights running up and down the trunk show the flow of the sap.

While the tree describes its structure and parts, colored translites across the room, each eight feet high, light up. The first translite shows the roots of the tree, revealing in photomicrographed section the complex root hair system. The next is a 1/8-inch cube of wood, enlarged 450 times to show its cellular construction. The leaf structure is shown in the third translite, with the voice of the Tree calling attention to the complexities of these miniature "food factories."

In this same room, there are several photo murals, each 11 feet high, which picture northern, central and southern hardwood timber types.

Leaving the room of the Living Tree, the visitor moves on a slightly elevated ramp to the model room, where he can view a model sawmill and veneer and panel plant in action. Blending in with the foreground is a realistic, handpainted mural backdrop of a typical sawmill locale.

Centered above the model display is a screen showing sound and color movies of the actual operations being simulated by the model men and machinery.

On the wall facing the model mill, vertical lengths of 85 species of hardwood lumber form a louvred wall. Each wood sample is clearly marked to show its species and the part of the world where it is found.

The next room features adhesives and wood figure type displays. This section has three visitor-participation models which demonstrate the efficiency of modern gluing methods for plywood and show that, weight for weight, plywood is stronger and more suitable than mild steel for many industrial uses.

In the wood figures section a mobile unit slowly turns a handsome, figured wood panel to display its light-catching qualities. Other figured panels show the wide range of figures and infinite number of patterns obtainable in natural woods.

A large world globe attracts the visitor to the "Woods of the World" room. A circular panel, made up of 48 different woods from all over the world, girdles the globe, and pinlights are scattered over its surface. To learn where any one of the 48 woods grows, the visitor pushes a button on the panel and the lights go on in that particular area of the global map to which the wood is native.

Slide Films

Prominently featured in this "Woods of the World" room is a section on "America's Woodland Wealth." Here, color transparencies and graphic maps picture the rich hardwood timber resources of America. A sound and slide film presents an American farmer's true-life experiences with woodland farming. Also shown here is a pictographed presentation of America's timber marketing system.

Just beyond the "Woods of the World" room is a realistic setup of power saws, showing a chain-drive

saw as it cuts down a tree, another saw lopping off limbs, and still another power tool "bucking" a log. A movie of logging by means of these modern tools and methods is also shown in this display.

A point the Museum stresses in most of its exhibits is, "learning can be fun." The Paul Bunyan cabin, next in line, apparently is "just for fun" but actually teaches some of America's finest authentic native folklore.

The northwoods cabin is tilted at a tipsy angle not noticeable to the visitor until he finds it hard to keep his balance. Then he is startled by the giant model face of Paul Bunyan as he peers in the window and booms a greeting through moving lips. While the visitor studies Paul's pocket watch (big as a wagonwheel) and other out-size knick-knacks lying around

the cabin, Bunyan recites some of the folk tales that have grown up about the lumber industry of America. Peepholes convenient for assorted sized visitors are spotted on one wall of the room. These reveal some of the wierd animals Paul Bunyan met in his wanderings through America's vast timberlands.

In a relaxed and receptive mood, the visitor walks to the last part of the exhibit, the "Hall of Hardwoods." Here are the model offices of tomorrow, the kitchen, living and bedrooms of a home of tomorrow (which can be visualized and planned today), and some of today's fine furniture that already has its toe in tomorrow's door.

Theme of this last exhibit is "You Live Your Life With Hardwoods," and it will show some of the hundreds of handsome and useful hardwood

products which enrich today's living.

This is the end of the exhibit, except for one pleasant after-thought.

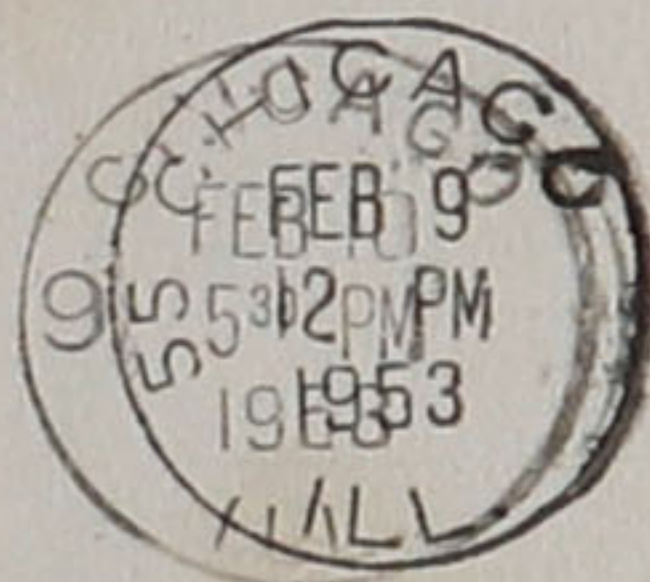
Anyone who has walked through the vast Museum of Science and Industry knows the toll taken of his energy. The Hardwoods Exhibit, even if it were not so outstanding from an educational and entertaining point, probably would attract its fair share of visitors because of one feature—the spacious lounge. One of the largest and most comfortable in the Museum, this lounge rounds out the job of selling hardwoods. Through generous but tasteful use of cabinetwork in decorating and furnishing, this restful lounge proves in a practical way that wood truly adds to the comfort and pleasure of the American people.

"If you are a manufacturer of hardwoods, or hardwood products and are not already in on this Exhibit, you may contact the Exhibit Committee through Wood & Wood Products magazine.

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