



WOOD CASTLE FURNITURE

*"fine people making fine furniture"
— since 1978 —*

Times

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Beyond the Sawdust...

Ron Loe: President



A 'Good Morning'

Goal: Your first smile of the day.

Smilng is healthy, they say. And contagious. Our world could use a lot more smiles, for sure.

So, what makes us smile, anyway?

I suspect there are lots of reasons, some obvious. You hear a joke. You get tickled. You watch your child take her first steps. You spy sunshine piercing the clouds. You smile.

Some reasons are not so obvious, but the effect is the same, the smile just as real.

Each morning I wake up and my eyes scan my bedroom. Unavoidably, I see the furniture — the nightstands, the dresser, the chest, the bed. It's Wood Castle furniture, of course. And I smile.

But not necessarily because our company made these pieces. More important, I smile because quality hardwood furniture has a natural style and warmth that is comforting and restful. Real wood is just so pleasing to the eye.

I believe that our emotions, at least in part, shape our behavior. If we're happy, we're less stressed. So, in its way, the serene beauty of hardwood helps start my day in a positive way. With a smile.

But, wait — as they say — there's more. My roomful of natural hardwood furniture is not just a one-time tonic. It's my greeting every morning, 365 days a year, for the rest of my life.

So, now I have identified another goal of our proud company. Wood Castle is committed to do its best to help the world wake up smiling, one bedroom at a time.

FOR **BEST DRESSER**

IN A
**SUPPORTING
ROLE**

THE ENVELOPE,
PLEASE...



Strong Stronger Strongest

When it comes to quality furniture, many consumers are keen on construction. But how can they be confident — really confident — that the case or bed is strong enough to serve their family's needs? Even Wood Castle Furniture's Lifetime Guarantee against defects in manufacturing and materials gives little direct assurance about the strength of our case goods.

We think the image here is graphic proof of how strong our furniture is.

(The photograph, taken on Labor Day of this year, has not been retouched, except to digitally remove the background. And just so you know: the combined weight of Matt, Cathy, Brittany, Caitlin, Olivia [in the drawer] and Rip [the dog — is 544 pounds].)

The six-drawer cherry Cascadia (item #736) suffered no harm during the photo shoot. In fact, at the dresser's weakest point — the vertical break separating the two columns of drawers — there was no visible deflection from the weight. The drawers opened and closed normally.

Caution: Obviously, we don't recommend families try this at home; while our furniture likely would not be harmed, people slipping or falling off of dressers and chests are at risk of injury.

Wood Castle Strong: the How and Why

This robust strength is due in part to Wood Castle's superior engineering. As many already know, our case goods feature **internal web frames**. These hardwood "skeletons" or cages, unitized by drawer glide hardware, provide a rigid platform upon which the exterior cases are built. (See adjacent image. Top drawers are removed. Web frame is colorized in yellow.)

Web frame construction supports more than the whole family. Precise and uniform drawer openings mean any same-size drawer fits and functions smoothly in any same-size drawer opening, whether in the original case or any another. (Aside: the drawer hardware — strongest in the industry

Strong (continued on back)





**MEET
THE
TEAM
WOOD CASTLE**

Susan Eggers

Just for Laughs

Susan Eggers's talent at filling a room with rhythmic, vocalized, and expiratory mirthful expressions is impressive.

"So, what tickles your funny bone, Susan?" we ask.

"I don't know," she laughs.

After a month on board at Wood Castle Furniture, Susan has quickly grown into her Customer Service title. With a business degree and several years' experience as an executive secretary, Susan is quick, efficient and focused.

"I love to organize, and I love to help people solve problems," she chuckles with a southern accent, betraying her many years in Mississippi raising a family and getting a business degree at Ole Miss.

Susan's focus will be on service to Wood Castle's national retail accounts. She'll help execute Wood Castle's new initiatives toward providing accurate and up-to-date information on customer orders and requests.

Susan will help monitor sales material requests and distribution to stores and individuals. Additionally, she'll step up our proactive outreach to store managers and sales associates.

In the coming weeks and months, listen for her calls. We think you'll appreciate her enthusiasm and, more important, her quick response to your needs.

Away from her new job, Susan loves

- Her family: husband Albert; son Robert; daughter Tiffany; and granddaughter Ashley.
- Her garden: a field of flowers and vegetables
- Her new hobby: drying and framing her flowers
- Etc: *To Kill a Mockingbird*; Judy Garland; chocolate ice cream and Candy Corn.v

Say hello to Susan the next time she calls. Just for rhythmic, vocalized, expiratory mirthful expressions.

Strong (continued)

— easily supports up to 125-pounds per drawer.)

Another benefit: the web frame protects against racking. Racking, the skewing torsion caused by uneven floors, improper moving or excessive (bring on the family) loads, puts significant stress on joints, drawers and doors. Repairs, if possible, can be costly.

Already stout, Wood Castle's case goods recently just got even more robust. Special steel tubing secured on the underside of the front of the case (depicted in yellow in the accompanying graphic) acts as a "joist" reinforcement, dramatically increasing the case's load-bearing strength.

Over the past quarter century Wood Castle has continuously listened to the market and researched ways to improve its offerings, often in not-so-visible ways. It has also focused on improving its manufacturing technologies and efficiencies in order to keep retail price points that reflect affordability as well as value.

Looking past fashion and finish is a challenge for consumers, since those are the first attributes that hit their eyes. We believe that customers who know what's "inside" and "underneath" Wood Castle's fine furniture will be better able to judge value. They'll likely be glad to know that they can *stand on* what we make because we *stand behind* it.



Contest Returns. WooHoo!

Enter to win a \$250 gift certificate.

By popular demand, our contest challenge returns after a few months' "rest." Many have used balsa wood (it's a hardwood, believe it or not) to build model planes. It's extraordinarily strong for its weight and it floats high in the water. *Lignum vitae* ("Wood of life") is just the opposite. It's an extraordinarily heavy and dense hardwood that sinks like a rock.

So, here's your challenge: using only the letters available in "lignum vitae," make the longest word you can that is commonly used in English. And, for "extra points" (to amuse the editor or break a tie), **describe a use for this remarkable wood.**

Best answer wins a \$250 (wholesale) gift certificate toward anything we make. Mail (the kind that uses stamps) your answer to Fall 2004 Contest, c/o Wood Castle Furniture, 29855 Hwy 34, Albany, OR 97321. Enclose a business card to show that you work for an authorized retailer of Wood Castle products, or you are employed with one of our regular suppliers or project brokers. Deadline for entry: postmarked before December 15, 2004. In the event of a tie, editor will randomly select a winner. Winner will be announced in the next edition of Wood Castle Times.

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