

# WOOD CASTLE Times



Winter 2001/2002

FOUNDER AND  
PRESIDENT OF  
WOOD CASTLE



## Some Words from Ron Loe

The old model of doing business—we make/provide/serve it, you buy it—has changed dramatically over the years. Not just paying customers, but supply chain partners as well as the surrounding community comprise a new reality in doing business: respecting stakeholder interests. Businesses today ignore their stakeholders at their peril.

At Wood Castle, we believe staying in touch with our stakeholders is not only good business, it's a courtesy demanded of honest relationships.

Wood Castle Times, to be published quarterly, reflects this courtesy. I invite you to take a moment to enjoy the following features:

- **Product and Service News:** We'll keep you up to date on our latest developments, both in furniture and in services. We're excited to introduce our Student Desk and Hutch addition to our Youth lines. We're also showing off our latest concept, the Newport line.
- **Furniture Facts:** No pop quizzes, but we hope this feature is educational nonetheless. In this issue we talk about dovetail joinery in drawer construction—the differences between English (box) and French (sliding) dovetails.
- **Good Words:** Read what the world says about our furniture. In this issue, we ponder an "urban legend" and we share some kind words from Tom and Susan, who hail from Reno, Nev.
- **Faces:** Here we'll profile the human side of Wood Castle. Making the finest solid wood furniture in the United States takes great people and management. In this first issue of Wood Castle News you'll learn a bit about Bob Couse, our Warehouse manager.

• **Glossary Gems:** You'll rest easier knowing the more-or-less true history of the bed.

We invite our stakeholders to share with us your comments. Find the ways you can contact us on the backside of this newsletter.

## Product and Service News

### ... New!

Wood Castle recently introduced the Student Desk and Hutch (items 3875 and 3879, respectively) to our Youth lines of furniture.

Built of solid maple, they provide a youngster with ample space for a variety of study demands.

A hinged-front drawer provides convenient keyboard and mouse use and slide-in storage. Computer and accessory wiring can disappear through a cutout hole in the quarter-inch Hutch back. A book shelf accommodates a computer monitor and/or CPU beneath. Ample space remains for writing materials and books on the top. The Student Desk and Hutch will score an A+ with any young scholar.

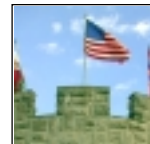


### ... And Newer than New!

The Newport is our newest concept in furniture design. Reflecting our proximity to the Pacific Ocean, the drawer fronts of this solid maple piece hint at the rolling waves that lap against our shores here in

Oregon. Spartan lines, gently turned-in legs, and understated brushed steel drawer pulls position this style, we feel, into any modern décor. The

Newport: It's an exciting blend of Pacific Northwest charm and Wood Castle's commitment to quality and value. Let us know what you think!



## WOOD CASTLE FURNITURE CENTURY GUARANTEE

We're as proud of the way our furniture looks as we are about the way it is crafted. Continuing Old World traditions, we use only premium grade materials, from the finest hardwood and plywood to the best drawer hardware. We're so confident that our furniture is the finest made in America, we offer the Century Guarantee:

*Your family and heirs will enjoy Wood Castle style and craftsmanship for at least 100 years. Wood Castle warrants all its manufactured furniture against defects in original materials and workmanship for 100 years from the date of purchase.*

## Face to Face

meet Team Wood Castle

Who do you talk to about drag racing motorcycles, Las Vegas casinos, twins, or furniture warehousing?

Meet Wood Castle's soft-spoken **Bob Couse** (rhymes with house).

The finished goods warehouse is a key activity center for

Wood Castle. Two-week delivery promises for distributors make it critical that items are well organized as well as carefully and safely prepared for shipment.

Bob is perfect for the job. Before joining Wood Castle earlier this year, he was in charge of furniture warehousing for a large Las Vegas casino. For the better part of 14 years, he was responsible for supplying new and replacement furniture to hundreds of rooms overlooking the famous "strip."

After work, Bob often went to another strip—here, to test his skills (if not his courage) atop motorcycles accelerating from zero to whiplash fast on a quarter-mile straightaway.

There's no nearby drag strip here in Oregon, but 12-year-old identical twin stepsons, Chris and Corey, in conspiracy with their 15-year-old sister, Dallas, keep the family revs high and fun.

We invite you to look up Bob if you come to visit our plant. You'll know for sure he's here if you see a big blue Suzuki in the parking lot.

"That's my baby," he'll say.

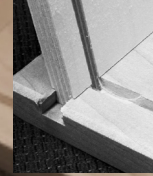
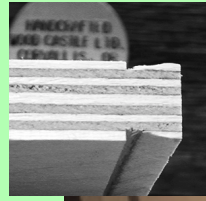


... did you know?

## Furniture Facts: Dovetails

English (box) versus French (sliding) dovetail joinery

Many furniture manufactures employ dovetailing to secure one drawer panel to another. And discriminating buyers consider the English (or box) dovetail an obvious mark of quality construction and durable strength. It often is. Unfortunately, it is as often not.



Upper-left: side view of continuous dovetail cut.  
Main photo: Insertion of drawer panel into sliding dovetail. Inset: Fully inserted panel. Note alignment of drawer bottom dado slots.

The box joint, with its interlocking "pins" and "tails," can be aesthetically pleasing and quite strong. But this method of joinery is time-consuming and demands the highest degree of manufacturing craftsmanship. Imperfect assembly and gluing, for example, along with differing rates of wood expansion and/or contraction can compromise this joint over time.

Wood Castle employs another type of joinery: the French (sliding) dovetail. The side panel end is dovetailed as a continuous pin and then inserted into a continuous dovetail slot in the drawer front. Glue and concealed staples augment this extraordinarily strong joint. It is no wonder that Wood Castle is able to guarantee their drawers against defects for a hundred years!

## FINE FURNITURE GREAT CUSTOMERS GOOD WORDS

Wood Castle is proud of the **three P's**: our **people**, our **processes**, and, of course, our **products**. Here's a letter from a customer that helps keep us proud:

October 15, 2001

Dear Wood Castle artisans,

Thank you so much for crafting such high quality furniture! We recently purchased several pieces from your (Cascadia and Meadowbrook) Collection(s) ... When shopping for these bedroom items, your furniture kept grabbing our attention. There just is no comparison between Wood Castle and all the other ... American furniture sold in store after store. Even furniture that claims to be exclusive and elite does not have the long-lasting quality and beautiful designing that Wood Castle entails. Plus, our cost for such finely made furniture was not that much more per piece than the cheaply-made brands!

Do you have a showroom ...? We would love to drive from Reno, Nevada, sometime and visit you!

Thank you, again, for our renewed confidence that there are artistic and caring furniture makers in America! ...

Most sincerely,

Tom and Susan Kempley

Thanks for the kind words, Tom and Susan! In answer to their question, our showroom is open seven days a week (M-F, 10-6; Sat., 10-5; Sun., 12-5). Call ahead (541-754-9304) to schedule a tour of our modern manufacturing facility.

## Contacting Wood Castle

*We welcome your comments, concerns, questions and, of course, your visits.*

### Manufacturing and Showroom address:

29855 HWY 34  
Albany, OR 97321

### Mailing address:

P.O. Box 805  
Corvallis, OR 97339

### Phones:

• Administration •  
541-754-9304 voice  
541-754-0511 fax  
• Factory •  
541-757-8216 voice  
541-757-8246 fax

**Web:** www.woodcastle.com

**E-mail:** info@woodcastle.com

## Glossary Gem:

Bed: Rumor has it that 3,000 years ago the couches of the wealthy Egyptians, used mainly for reclining while feasting (Pass another bunch of grapes, will ya!), ultimately evolved into the raised platforms we've come to associate with a decent night's sleep. Makes sense to us. If you've just eaten three game hens and washed them down with half a cask of wine, you'd wanna sleep too!