SAF exhibit area provided a green oasis amidst World Fair acres of concrete and asphalt. Seven islands of trees dotted the area and benches were provided for weary fairgoers. Behind information booth can be seen steel leg of 600-ft. high Space Needle.

SAF World's Fair Committee Chairman Charles Kirkwood and several subcommittee chairmen are shown around a plastic mounted display at the information booth. Left to right are Ed Loners, Kirkwood, Jerry Smith, Don McKay, Douglas Mavor and Donald Dyson.

SAF exhibit took its rightful place—right by the space needle!

Forestry At The World's Fair

By RICHARD D. PARDO

"IN THE WORLD of the future, forests and their products will be as much a part of man's life as rocket travel, push buttons and satellites. Through their skill and knowledge, men trained in the profession of forestry will be constantly working to increase the contribution of our forest resources to a better way of life in the next century and beyond."

Simply stated, this is the story that the Society of American Foresters was telling the public this summer at the Seattle World's Fair. In an exhibit comprising an all-wooden information booth of striking design, and a variety of exhibit "islands," the foresters were taking the first step in what they hope will be a nationwide information program. The contributions of Louisiana State foresters through the Gulf States Section of the Society of American Foresters assisted in making this exhibit possible.

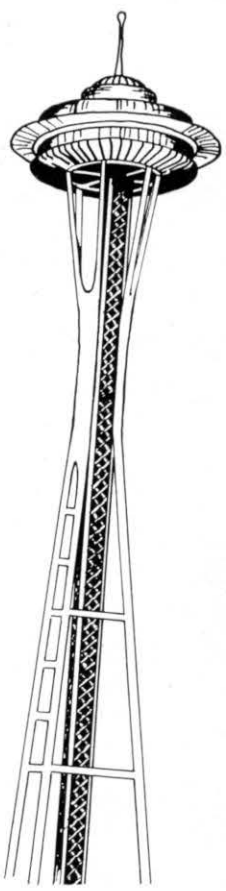
The 74-acre Fair presented an exciting and fantastic look at the world as it will be in the fast approaching 21st century. It will seemingly be a world where specialized training and experience are the keys to progress. The foresters feel that their profession will be capable of any land management challenges this future period may bring. They are also first to admit that too many people still think of the forester as the man in a fire lookout tower. The Society's participation in the fair was a move to give the public factual information on the duties, responsibilities and capabilities of men trained in the field of forestry.

Organizers of the project dubbed their efforts "Operation Bootstrap," calling the exhibit only the first step in a program to "pull our profession up by the bootstraps."

"The choice," said Charles Kirkwood, SAF Fair

Modern forest product manufacturing techniques have made production of variety of shapes, forms and sizes available. Shown on trucks for use at Fair are laminated plywood arches and panels. Off-site factory prefabrication makes for speedy construction, lowered erection costs and high post-fair salvage price returns.

Laminated plywood arches were developed into an attractive mid-Fair restaurant. Forward looking architects had a field day at C-21 being able to give full vent to imaginations resulting in glimpses into the potential for wood in the 21st century ahead.



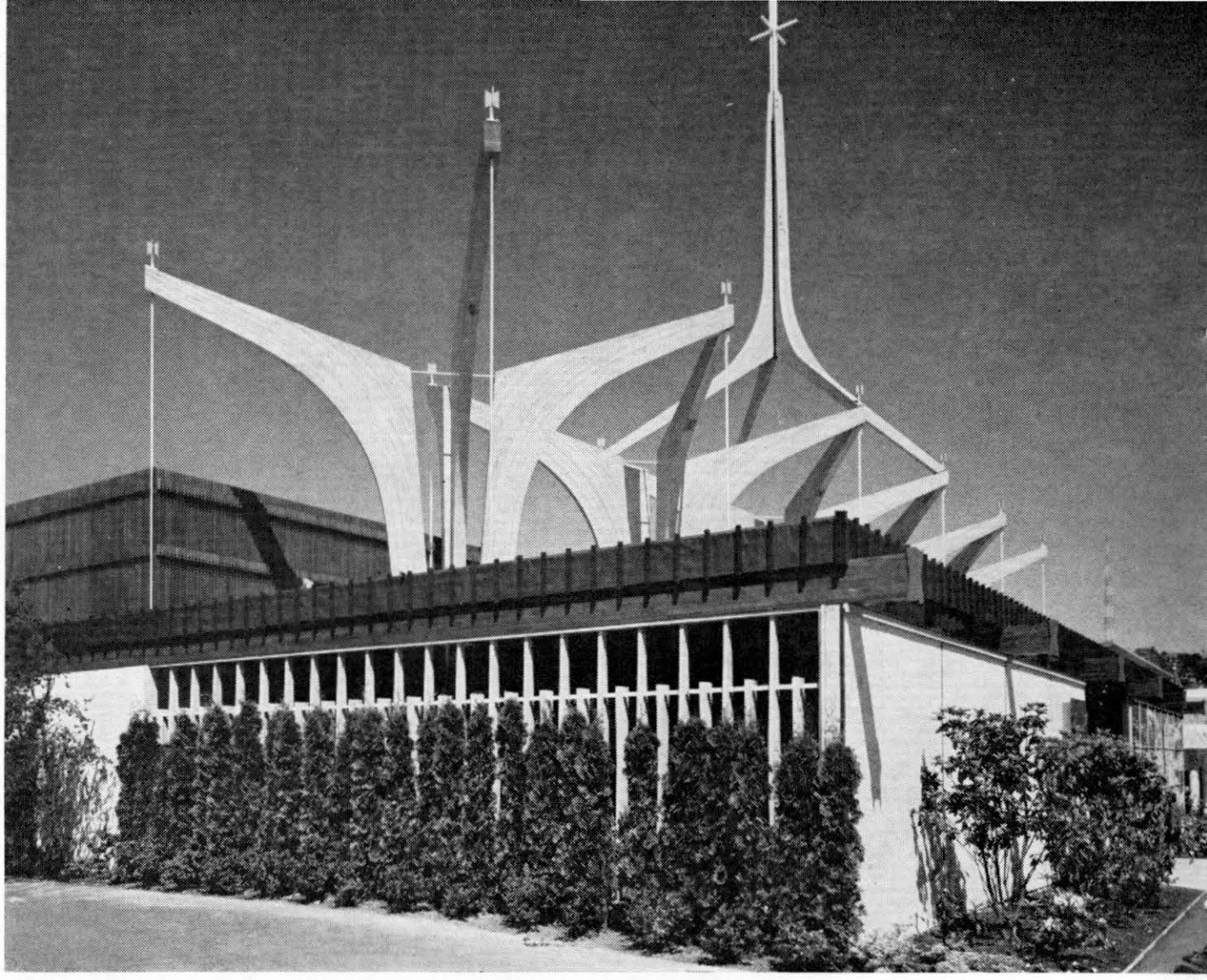
Committee Chairman, "is whether to stand still and watch behind a rigid background of technical knowledge while vocal nonprofessionals effectively ramrod through local and national legislation dictating technical land management policies; or step forward with all the attributes of communication, imagination, human tolerance, and most of all, courage to prove we are competent land managers."

In endorsing the project at the Society's annual meeting in Minneapolis last fall, 1961 Society president Charles Connaughton told the Fair Committee, "I am delighted to see you step out with real leadership in establishing the place of the forestry profession in the public mind."

Near the Needle

Six months later the gates of the World's Fair opened, and the Society exhibit was ready, located strategically only yards away from the base of the Fair's main attraction; the towering Space Needle.

Central point of the Forestry exhibit was the triangular information booth. Though small in comparison to its 600-foot-high neighbor, the structure illustrated the beauty and versatility of wood as a building material. Three gracefully curving laminated beams enclosed the booth, rising to a peak forty feet above the ground. The booth beneath them was finished in dark stained paneling, topped by a cedar shake roof. The lines of the structure and the warm



Christian Witness Building made extensive use of laminated and framing lumber. The building contained 20 arches, 6 laminated beams and 4 laminated spire beams. The 20 arches are to be dismantled, re-tooled and reused as 10 complete structural arches in a North Seattle church auditorium building. Total amount of wood products used would comfortably fill two box cars. Completed structure (right) attracted wide interest and was one of the most photographed buildings.

tones of the wood stood out nicely in contrast to nearby glass and concrete exhibit buildings.

Mounted on the walls of the booth were colorful pictures depicting the multiple benefits of the managed forest. Another wall displayed pictures of such pioneers in forestry as Gifford Pinchot, George S. Long, William B. Greeley and Dr. Carl Schenck. Two projection screens mounted on opposite walls showed continuous slides and movies telling the story of forestry and of foresters.

The most eyecatching elements of the booth were a series of items mounted in blocks of clear plastic. The mounting process preserved and in some cases heightened the rich natural colors of the display pieces. Available for close inspection by visitors were a Ponderosa pine branch and cone cross-section, foliage and cones of Douglas fir and cedar, a cross section showing growth rings, fir seeds and seedlings and repellent treated seed.

Tree Damage Exhibit

Another series of plastic enclosed items gave the visitor a close look at tree damage resulting from disease, insects, and fire.

The booth was manned at all times by Society members, easily recognizable in green cruiser coats with the Society emblem on the front. These men had at their fingertips the answers or sources of information for almost any question on forestry that arose.

What is the question the attendants were asked most frequently? "How did you mount those things in plastic?"

The men on duty also quickly found that an overall knowledge of the Fair was necessary. They were asked questions ranging from "How long a wait to get up in the space needle," to "what does it cost to rent an electric kart for touring the grounds?"

"We answer all the questions we can," one forester said. "Every contact helps."

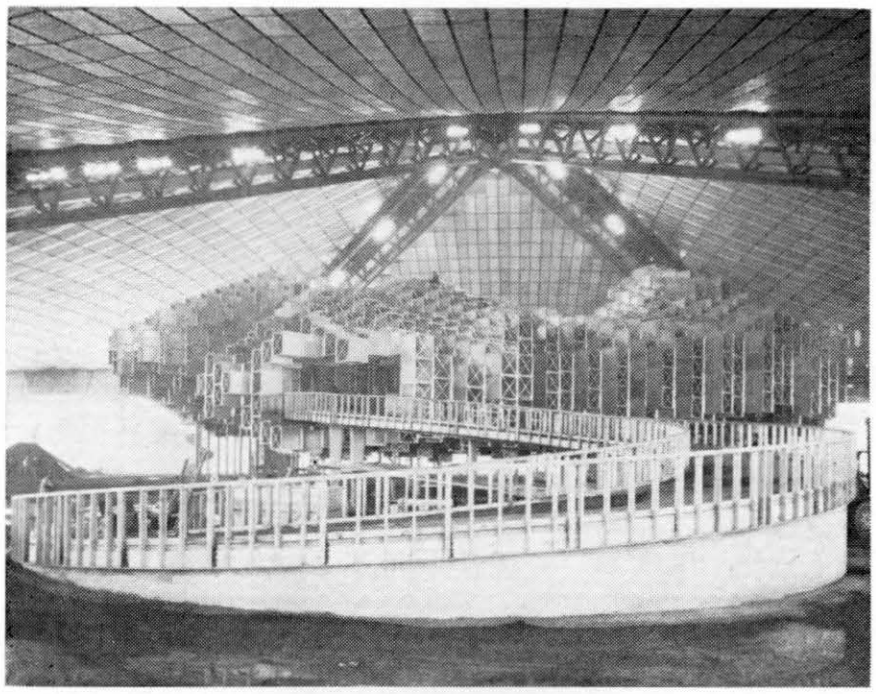
The grounds surrounding the booth were an invitation for the weary Fair visitor to "sit and rest a spell." Nowhere else on the entire 74-acre site could the fairgoer find anything but asphalt and concrete underfoot. With this in mind, the Foresters went about creating a small piece of forest around the information booth and the nearby Forest Industries building.

The ground was covered with a thick layer of sawdust. Packed down and kept moist by daily applications of water, the sawdust made a comfortable and relaxing walking surface. Seven "islands" of trees were spaced through the area, providing probably the largest single mass of green vegetation on the grounds. Wide wooden benches were placed in the shade of the trees to accommodate visitors.

The islands formed the basis for the Society's "tree farm trail," with each group of trees designed to be an exhibit area. By opening day of the Fair, four island exhibits had been completed: forest protection, wildlife management, regeneration and genetics. Utilization of the other tree groups for exhibits awaited additional financial participation in "operation bootstrap," for although the SAF put the trees in, the space was owned by the Fair and couldn't be utilized as exhibit space unless paid for.

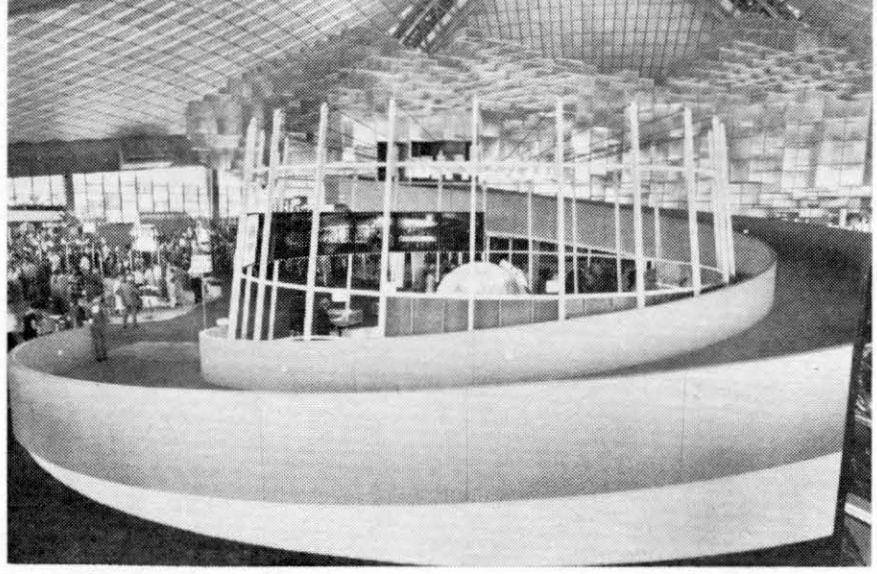
Wildlife Island

The wildlife island featured two familiar forest inhabitants: a beaver and a porcupine. The two animals shared the same enclosure, with a wire fence between them. The work of the beaver was evident in the well chewed logs and small trees on which he had gnawed. Porcupine damage showed most dramatically on a thirty-foot hemlock tree, the lower half of which had been treated with a repellent. Above the treated area the porky had stripped most of the bark from the tree.



World's oldest building material, wood, formed a wide ramp that wandered through cube cluster hanging in center of 11-story, 4-acre Washington State Coliseum. . . More than 108 M board feet of 2"x6" T&G flooring was used, plus thousands of feet of Douglas fir 2x4's, sawn and laminated plywood and tempered hardboard.

The amount of wood used in the many all-wood structures at the Fair varied from a low of 12,000 board feet through a high of 130,000 board feet, as found in the $160,000 spectacular all-wood Bell System Communications Exhibit. Put in another way: Three million board feet plus of lumber and wood products would provide sufficient material for the construction of three thousand average sized American homes (a residential city of 12,000 people) and would require the services of 100 freight cars to deliver the material to the site.



The finished ramp took visitors back to main floor of Coliseum after viewing the World of Tomorrow, with its glimpses of city, home, food, transportation, communication, recreation, arts, crafts, industry, production, automation and education of the future.

Bell System Building was showcase of forest products, with two elevated wings extending from central amphitheater more than two stories high. Covered malls were accented with plantings.

A few weeks after the Fair opened, the porcupine turned the tables on her captors and became the most popular attraction of the exhibit by giving birth to a young porcupine. The animal's destructive talents were easily overlooked by visitors eager to see the new arrival. The episode came to a short, unhappy end one night when the drain of the beaver's pond became plugged with bits of bark and wood. The pond overflowed, flooding the adjoining cage and drowning the infant porcupine.

The island portraying forest reproduction contained a low cut fir stump approximately four feet in diameter. The stump was surrounded by seedling fir, cedar and hemlock, showing the regenerative powers of the forest plants and emphasizing that, under proper management, the forest can renew itself indefinitely, far beyond the next century in fact.

The forest protection island featured a campsite scene. As the visitors looked at the diorama, the campfire blazed out of control and the scene changed to one of blackened snags, dried streams and barren land. It's message was a dramatic appeal to "Keep America Green."

Another phase of the project was the marking of trees and shrubs in the exhibit with identification signs. Each marker bore the common and scientific name of the tree or shrub and carried the shield emblem of the Society. As additional funds became available, the marking program was expanded to cover the entire fair grounds. When the area eventually becomes Seattle's civic center grounds, the identification markers will remain.

Before the gates closed on October 21, an estimated ten million people visited the World's Fair. Most of them at one time or another walked past, drove by (in electric karts) or gazed down upon (from the Space Needle) the SAF exhibit. In all but a few instances, the impression of the viewers will not be known to the foresters. The men at the SAF booth were selling an idea; the idea that people of the next century will be as much the beneficiaries of forest resources as were men of the past; therefore, the proper care of such resource should be entrusted to none less than a trained forester, whether he be state, federal or industry employed.

The exhibit also had another selling purpose, and in the long run this may be the more important of the two. The men who have backed the project from throughout the country fervently hope that it will awaken the foresters themselves to the job that must be done in telling their story to the public. The need is there. As Kirkwood put it in a letter to fellow Pudget Sound members, "We must develop proficiency in communicating with the public if forestry is to survive as a profession. An understanding public is the key, for the general public's stake in forest management is tremendous."