



# FILM TREASURE FOUND

The Cedar Shake and Shingle Bureau is now officially part of Hollywood history! As work on the 100th anniversary history book project continued, an interesting treasure trove of archival film materials was discovered. During the archival sorting process, an original Hollywood film contract from the 1930s was found. This tantalizing discovery was just one piece of a larger puzzle.

## PRESERVING HOLLYWOOD'S TREASURES

With the exception of a couple of minor screenings in the past 15 years, the CSSB's film, "The Home of the Wooden Soldiers" lay dormant in the Cedar Bureau archives for decades. It was only when the archival research began in earnest for this history book that the true importance of this film was discovered. During the reorganization of scattered files and



association Minutes Book. All of these items gathered together highlighted the significance of this archival treasure.

Extensive online research yielded no record of this film. Owing to the fact that this collection documented early Hollywood history, was one of the first, with sound, industrial/commercial films ever produced and starred two famous silent picture actors who made the transition to 'talkies', there was only one place that seemed fitting to house the collection. Contact was established with the Academy of Motion Picture Arts and Sciences in Hollywood. The Academy Film Archive offered to act as permanent home for the film reels. The Margaret Herrick Library is where the accompanying contract and photographs are now housed alongside classic Hollywood history.



Fritz Herzog, Collections Curator, Academy Film Archive, Hollywood, California, accepts the film "The Home of The Wooden Soldiers" collection donation from Lynne Christensen, Director of Operations, Cedar Shake and Shingle Bureau, 2014.

photos, a previously unseen collection of film paperwork was located. The original film contract was found wadded up in a stack of member contracts from the 1920s hidden at the back of a heavy safe. On-set still photos were found in a pile of corporate head shots. CSSB Manager William Woodbridge's project report was located in an old

## THE FILM PROJECT

"The Home Of The Wooden Soldiers" was one of the very first 'talkie' commercial pictures. The Cedar Bureau (and the film industry) is exceptionally fortunate to have association Manager William Woodbridge's actual written account from 1935 regarding the making of "The Home of the Wooden Soldiers".

It is exceedingly rare to discover such detailed film-making history that describes the scripting, casting, production and costing for one of the first 'talkie' movies in the 1930s. Excerpts of

*continued inside...*

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## FILM TREASURE FOUND Continued

Woodbridge's report to the Red Cedar Shingle Bureau's Board of Trustees are included below. [Remember in 1935 movie sound technology was very new]:

"... I would particularly call attention to the fact that the Freeman Lang organization [production company] spared no expense in getting us the very best Hollywood cast for the picture. Since the death of Will Rogers, Charlie Murray is now looked upon as being the dean of the comedians. We considered every comedian in Hollywood before selecting Mr. Murray for this role. In my opinion, it would be impossible to find a more charming actress for the part of the housewife, wishing a better home, than Miss Lila Lee. Lee Shumway, who takes the part of Terry Leslie the attorney, has been in motion pictures for more than twenty years. The part of the lumber merchant was taken by Freeman Lang himself at my urging. I do not hesitate to say that the cast is as nearly perfect as I can imagine, and I was certainly most enthusiastic in noting the sincere interest they showed in acting their parts... The picture itself will emphatically and repeatedly impress the fact that Certigrade® Red Cedar Shingles are the best, most economical, and most beautiful material for roofs and sidewalls... The picture has as its central figure a Retail Lumber Dealer, who is continuously on the screen from the first to the last. It is he who describes the methods of manufacture from standing timber to the loading of the bundles in the boxcars. The merchandising of shingles is emphasized all through the picture... the first official showing of the picture will be at the San Diego Exposition at the Annual Convention of the California Retail Lumber Dealers' Association..." The film was one of the first industrial pictures with sound. Woodbridge ensured that the Cedar Bureau's field team was outfitted with 16mm motion picture projectors so they could show the film across the continent.

## SIGNIFICANT TALENT ROSTER

Woodbridge wrote about how pleased he was with the lead actors selected for the roles. When researching their resumes, it quickly becomes apparent why Woodbridge was so glad. Vaudeville comedian/silent film star Charlie Murray and silent film star Lila Lee were both prolific actors in the early 20th Century. They each successfully transitioned into 'talkies' when the technology appeared. Charlie Murray worked with Charlie Chaplin as well as with Oliver Hardy before Laurel and Hardy fame, was one of the earlier Keystone Kops and, with a resume of over 250 films, notably appeared in the 1925 production of The Wizard of Oz. Lila Lee is famous for being believed to be the only actress who worked with Rudolf Valentino, Harry Houdini and Bela Lugosi. She starred in over 90 films including "Blood and Sand" and appeared on screen with Gloria Swanson and 'Fatty' Arbuckle. (sources: Wikipedia, IMDb.com).



Source: CSSB Archives.

## EDITOR'S MESSAGE



Welcome to your revamped Certi-Scene newsletter! You've asked us for more interesting content, varying length articles as well as some bite-sized facts. This publication certainly is different than what we've been publishing... please give it a read and let us know how we did.

There are some changes happening at the CSSB head office. We welcome Riva Bertram as our Membership Services Coordinator; her extensive background in marketing and administration are already proving to be a significant asset to our dedicated office team. Riva's goal is to contact 10 members a week starting later this summer. We need to do a better job engaging with our membership and these proactive calls provide us with a chance to ask you for insight into current market developments and promotional campaign effectiveness.

District Managers are always out in the field, working hard to educate people on the correct methods of installation and product selection. Demand for their services is high, with numerous marketplace participants appreciating their educational approach.

Our team is gearing up for a busy fall season. A shift towards additional, positive marketing efforts is underway and we're all excited to launch new program initiatives. Keep reading and we'll share more with you in the fall. Please contact any one of us if you have ideas to share because we're here to help you succeed with Certi-label™ products!

Sincere thanks for your membership and enjoy the warm summer weather!

Lynne Christensen, MBA, CAE  
Director of Operations

**Member Manufacturers:** Please note that your Certi-label™ brand product labels are valuable inventory items. You MUST keep them in a secure location and have accurate inventory counts. The CSSB does run random label audits! Thank you for your cooperation.

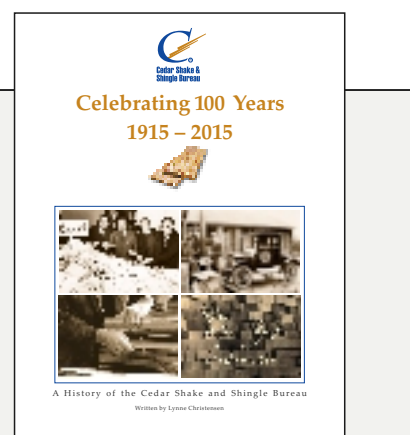


## ON THE SCENE with CSSB District Managers

All territories report busy phones and requests for technical assistance. Expect a bit slower pace over the summer months as marketplace participants enjoy traditional July and August vacations. The entire field team will be on the West Coast in early fall 2014 for a marketing planning meeting. Let us know if you'd like a visit from a field representative at your place of business and we'll try our best to make it happen!

## HISTORY BOOK UPDATE

The History Book is progressing nicely and is in first draft stage. Packed full of photos and fascinating information, this will be a must read book as well as a wonderful addition to your library!





**May/June 2014 Field Results (alphabetical order):****District Manager Tony Bonura (Northeast)**

Gave an educational seminar in the Muskoka Lakes region; Ontario's 'Cottage Country' is now much more aware of the consistent quality and value of Certi-label™ cedar shakes and shingles. Taught affiliate seminars in Branchburg, NJ and Greenwich, CT and

attended one builders show in Ridgefield, CT. Reports that high end home construction and renovation work in the Northeast continues at a busy pace whereas upper-middle and middle class homes experience fair activity levels. Tony, a veteran of the US Navy, has a couple of larger historic projects in the works.

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**District Manager Tony Hyatt (Northern Midwest)**

Educated distributors, contractors and homeowners about product quality in Chicago hail storm damage areas. Gave training sessions at distributor's yard in Minneapolis, MN, for home inspector association (NACHI) in Milwaukee, WI, and presented a seminar

for insurance adjusters and architects in Boise, ID. Showed members' customers the difference between uninspected, low quality product versus third party inspected, quality Certi-label™ products. Following up good prospects in the Chicago, IL, and Minneapolis, MN, areas.

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**District Manager Peter Parmenter (Southeast)**

Presented a contractor information seminar in his area. Now seeing many more sidewall product questions in the Southeast. Cautions on storm chaser contractors using bait and switch tactics: customer education is the answer to ensure that high quality

Certi-label™ products are specified AND delivered to the job site. Presented CSSB position on motor freight classification issue (see accompanying article). Continues to focus on face-to-face contact with new distributors and suppliers in his territory, with Florida being the recent focus. Upcoming positive areas for Certi-label™ messaging are Charlotte, NC, and Atlanta, GA. Additional calls along the Gulf coast area are planned.

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**Question of the month: What are the most important parts of the field program?**

Education to varied market segments. Promoting the value of Certi-label™ products. Sharing information about code changes. Source case studies to research and present. Participate in research organizations such as RICOWI, Inc., CRRC, USDA FPL etc.

**Mind this:** We're still hearing about contractors covering the entire roof deck with non-permeable membrane. This practice is NOT RECOMMENDED by the CSSB. Ensure your team is using the right fasteners for the job, it does make a difference! Call your District Manager today and ask for more information on why you need to educate your sales team TODAY!

**Read all about it!**

Masses more technical information can be found in the CSSB's installation manuals. We have a core set of literature as follows:

- New Roof Construction Manual
- Exterior and Interior Wall Manual
- Product Catalog
- Product Quality brochure (sometimes called the dice brochure)

If you're looking for training materials in easy to understand terms, with great color photos and diagrams, ORDER YOUR COPIES today!

**FIELD TEAM'S MARKETING TIPS:**

1. The Certi-label™ quality difference. Big myths that some unscrupulous sellers like to prey on are: "I can't get Certi-label™" or "All cedar's the same". WRONG! There is a Certi-label™ difference... and any one our member mills would be GLAD TO ASSIST with any product order right away. Give them a call today!
2. Seminar Hosts: provide lunch for attendees in order to boost your attendance figures (don't make people choose between eating and learning).

**AN ASTOUNDING FACT**

**If you stacked all the labels ordered in 2013...**



# MARKETPLACE PROFILE: THE HAMPTONS



**Known for:** Certi-label™ shingle mansion mecca. Summer garden parties. Fashion shows. Artists. Charity fundraisers. Celebrity hideaways. Lush golf courses. Stunning scenery. Beachhouse rentals. Organic farming. Opulence. Horse shows. Ocean breezes. Famous historical structures/residences (Examples: John Payne, Thomas Moran).

**Places and People:** The area is comprised of an exclusive collection of upscale villages on the South Fork of Long Island, New York. Included are: Southampton, Water Mill, Bridgehampton, Georgica, Sagaponack, Sag Harbor, Wainscott, East Hampton and Amagansett. Fronting the Atlantic, The Hamptons are widely known for their stunning architectural masterpieces, ocean front properties (complete with live in gardeners) and coveted private beach access. Many successful entrepreneurs, bankers and entertainment tycoons own secondary residences in the Hamptons, enjoying weekend retreats and summer holidays in this fantastic locale. Fresh air, family and hosting wonderful meals are common themes. Outdoor activities

such as long boarding, running, cycling and walking have their avid followers; other residents prefer the sanctity of a private health club outfitted with every conceivable gym machine on the planet. To each his (or her) own... and regardless of preference, The Hamptons are sure to delight everyone.



**Why Certi-label™:** The style of home construction in The Hamptons reflects the success that residents enjoy. The beauty and longevity of Certi-label™ products make them the products of choice for these discriminating homeowners. Homes here are clad in cedar roofs and cedar sidewall shingles, many of them Certi-label™ brand. It is not uncommon to see 8-10,000 square foot homes, with some luxurious estates boasting over 15,000 square feet of living space. Certi-label™ roofing materials used are mainly Certi-Sawn® tapersawn shakes and Certigrade® shingles; Certigrade® sidewall products are used either natural or pre-finished for a tailored look. Architects specify either Western Red Cedar, Yellow Cedar or specify a combination of those species, for their client's estates.

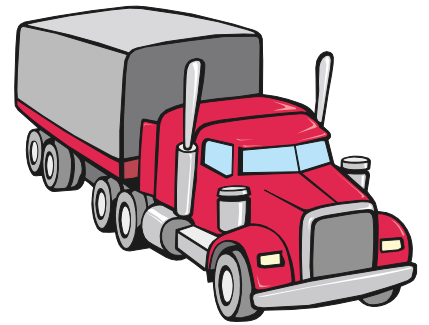


With all its affluence, The Hamptons' residents are perfectly positioned to give back to those less fortunate. Homeowners are quick to donate time, funds and recognizable voices to a variety of worthy causes. During 'the season', there are many galas raising funds and awareness for causes ranging from homeless pets to child advocacy to art exhibitions. Many of these events are held against the wonderful backdrop of Certi-label™ cedar which brings its touches of elegance and warmth to the stunning surroundings.



*Architect: Bob Ortmann; Zwirko & Ortmann Architect, P.C. Builder: Telemark Inc. Photographer: Mario Novak*





## MOTOR FREIGHT ISSUE

District Manager Peter Parmenter led a public meeting of the Commodity Classification Standards Board on May 20, 2014 in Fort Lauderdale, Florida. Proposals to amend the National Motor Freight Classification™ voluntary standard were heard at this meeting, and Parmenter gave testimony on behalf of the Cedar Shake and Shingle Bureau ("CSSB") membership. The Board spoke out against a change in classification for cedar shakes and shingles. Assigned classifications are based upon each product's density, loading requirements, spillability and potential liability issues. Ultimately a classification change was not voted in place, despite ample testimony from the CSSB. Readers should note that the CSSB understands that this change only affects LTL loads. All members are advised to contact their LTL carriers for information regarding their particular shipping needs.

## INTERESTING FACT

In 1931 the CSSB lobbied for a Federal Commercial Standard that ensured accurate, consistent grades for shingles. This set the standard for the industry still followed today. Thanks are owed to Arthur Bevan, Manager at the time.



**Location:** Northport, NY

**Territory Coverage:** Northeast, Mid-Atlantic United States and Southeast Ontario, Canada

**Hobbies:** Travelling, auto mechanics, hockey, stock car and drag racing

**Favorite Vacation Spot:** Daytona Beach, Florida

**Pet's name:** Maggie (American Shorthair Cat)

**Biggest Success of the Year:** Educating the on-grade product consistency and value of Certi Labeled shakes & shingles to a market that specified a high percentage of non-Certi Labeled shakes & shingles; Certi shakes & shingles are now being shipped into that market

**Building Products Industry Background:** Five years hauling lumber with an eighteen -wheeler to seven states, sixteen years in wholesale sales and distribution of forest products and twenty – one years with two industry trade associations; the past eleven with the Cedar Shake & Shingle Bureau. Also, during the same period of time with trade associations, spent fifteen years participating in coatings and finishing research, authored / co-authored seven publications at the USDA Forest Products Laboratory. Tony is a US Navy veteran.

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## Did You Know?

Many of our members' families are second, third and even fourth generation industry stakeholders.

**AMAZING!**

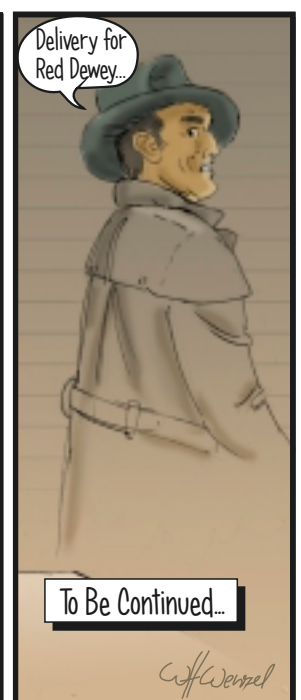


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# THANKS TO OUR HISTORY BOOK SPONSORS

The Cedar Shake and Shingle Bureau sincerely thanks the following sponsors for their generosity. The history book project was made possible by their financial contributions:

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