

# VERSATILE SOUTHERN PINE



**The Natural Beauty of Wood**

is a most important consideration when choosing the material for the interior finish and trim of your home. That beauty is dependent principally on the texture and "grain" — the varied arrangement of the fibers in individual pieces.

Because of its close, even, velvety texture and its wonderfully varied and pleasing grain, the ideal wood for interior trim is

## Southern Yellow Pine

Southern Yellow Pine not only makes a handsome appearance finished in its natural color, but because of its light tint, it is especially suited to staining. It takes stains, varnishes, paints and enamels perfectly, and there is absolutely no effect of color or tone that cannot be obtained with its use.

Further, its extremely moderate cost makes it the most ECONOMICAL of finishing woods.



Aprépos of that old saying: "A prophet is not without honor save in his own country," do you fully appreciate the fact that the South's own wood, Southern Yellow Pine, is the most useful wood that grows?

There are more than 110 species of woods of commercial importance in America, yet more than 36 per cent. of all the lumber consumed in the entire country is Southern Yellow Pine.

That is not due alone to the fact that Southern Yellow Pine is very plentiful and very moderate-priced. It is largely because this wood is adaptable to more uses than any other.

Its strength, density, toughness and durability give it preeminence for use in every form of heavy construction — for piling, beams, sills, sleepers, trusses — in the building of bridges, trestles, factories, warehouses, docks and piers, as well as in the framework of houses, barns and every variety of farm structures.

## "THE WOOD OF SERVICE"

Its workability and beauty of its grain make it particularly suited for use for exterior and interior house finish and trim, and it is used for that purpose far more than is any other wood. It takes stains, paints and enamels perfectly, and when used for interior trim there is no effect of tone or color beyond the possibilities. Rift-sawn, or "quarter sawed," it makes a material for fine floors, everywhere recognized as the equal in appearance and durability of more expensive hardwoods.

Of all the silos on American farms there are far more of Southern Yellow Pine than of any other wood, and more of Southern Yellow Pine than of all other materials, other than wood, combined.

Government tests have proved that Southern Yellow Pine is much superior to any other wood for use in cross-tied blocks for street paving, and Southern Yellow Pine Wood Blocks have come to be recognized as the ideal street pavement in all the larger cities of this country.

In machine construction — steam shovels, hoists, cranes, well drills, dredges, crushers, presses — in which the wood used "must possess strength, toughness and durability," more than 33 per cent. of all the wood used is Southern Yellow Pine.

It is made into furniture, farm implements, railroad cars, trunks, playground equipment, boxes and crates, boats — in short, in the multiplicity of ways in which it serves mankind it is unique, in a class by itself. The Government Bulletin, "Uses of Commercial Woods of the United States," says of Southern Yellow Pine:

"In a large part of the country it is so universally used that there are few places of importance it does not fill."

If you have not previously learned the full value of Southern Yellow Pine — your home wood — use it; get acquainted with its manifold virtues. It will serve your every need, and serve faithfully.

If you have special building problems, the advice of the Southern Pine Association's engineers and architects is yours for the asking. The association also has, for free distribution, literature and building plans covering every use of Southern Yellow Pine.

# SOUTHERN PINE ASSOCIATION

600 INTERSTATE BANK BUILDING

NEW ORLEANS, LA.

