Build a Home First

Home interprets Heaven. Home is Heaven for beginners.—Pankhurst

The safest, biggest and best investment any young couple can make is a home. And the reward cannot be measured merely in dollars.

Jacob A. Riis says: "Upon the home rests our moral character; our civic and political liberties are grounded there; virtue, manhood, citizenship grow there. American citizenship in the long run will be, must be, what the American home is."

Your duty is to Build a Home First.

Better a modest cottage "home" than a mansion "house". Make it truly a home—inviting, hospitable, homey. Build it of that most adaptable, most dependable, most satisfactory and most economical of all materials—

Southern Pine
"The Wood of Service"

Southern Pine not only ranks among the strongest, most durable and most workable of home building material, but because of the readiness with which it takes and holds stains, paints and enamels, it is possible to obtain any desired effect in tone or color. For interior use in the home it is literally "many woods in one." Furthermore, its wonderfully varied and beautiful grain lends infinite variety to its satiny surface when stained or varnished.

Southern Pine Association
NEW ORLEANS, LA.
Right now is the time for you—for every farmer in this country—to do some serious figuring about the future.

HIGH PRICED CROPS—LOW PRICED LUMBER!

The wartime advance in the price of all farm products has been tremendous, and you are prospering. The wartime advance in the price of good lumber, compared with the price of farm products and other important commodities, has been extremely little. Wouldn't it be the part of wisdom to build NOW whatever you may need in the way of farm structures—a new home, a barn, a garage, a grain bin, a crib, implement sheds, hog houses, a silo?

Think of it! Your farm products today will buy twice as much honest, serviceable, workable

**Southern Pine**

"The Wood of Service"

as they would three years ago! Why not take advantage of this remarkable condition while it lasts?

The best investment you can make of farm profits is in better farm equipment—it means more and greater profits in future.

Let your home lumber dealer show you how reasonably you can build now with Southern Pine. The dealer has, or can readily get, valuable building helps, published by the Southern Pine Association, covering every form of farm construction, that are FREE to you. Investigate NOW—it costs nothing!

**Southern Pine Association**

Interstate Bank Building

New Orleans, La.
Economy in Interior Trim

It is no longer necessary to expend large sums for rare and costly woods for the interior finish of your home.

Modern improvements in materials and methods now make it possible for you to obtain any desired effect of tone or color in interior trim with the use of the least expensive woods. This substantial saving does not necessitate any sacrifice of beauty or utility when the wood used is Southern Pine

“The Wood of Service”

Southern Pine not only is exceptionally workable and durable, but it has a wonderfully varied and pleasing grain; and it takes and holds stains perfectly, making possible a wide range of color and tone effects in floors, standing trim and all interior woodwork. Furthermore, it costs less than any other high-class building wood, and it may be had anywhere east of the Rocky Mountains.

It will pay you to send for the new booklets, “The Interior of Your Home” and “Beauty Plus Service In Floors.” They are Free. Please address Department G-52.
Southern Pine

and Interior Beauty.

The interior beauty of any home depends largely upon the kind of wood selected for the trim, woodwork, and flooring. These three are necessary to properly set off the home furnishings — to make a successful interior.

Southern Pine

"The Wood of Service"

is suitable for all interior work because of its striking grain and soft, beautiful texture. No other wood that grows offers a wider range of choice in figure — there is no monotonous sameness — some of it is large and bold, some fairly uniform, and some delicately engraved.

Southern Pine is bright and attractive, and its general beauty and utility are not surpassed by the most expensive hardwoods. It takes and holds perfectly and permanently, paints, varnishes, and stains.

No effect of richness and beauty in color and tone is beyond the possibilities of the builder with Southern Pine, and all at small cost when quality is considered.

Send to-day for free booklets — "Directions for Finishing Southern Yellow Pine," and "Beauty Plus Service in Floors."

Address Department O-3.

Southern Pine Association

New Orleans, La.
Mill Construction and Homes for Workers

Now, more than ever before, the mill construction type of factory building is proving its many advantages. War restrictions have held up industrial construction, the need for which has become more pressing than ever, now that peace has come and the country stands at the threshold of the greatest era of prosperity. Progressive manufacturers also recognize the need of adequately housing their employees and are everywhere planning attractive dwelling communities. For both the new factory and the new homes, sturdy dependable

Southern Pine
"The Wood of Service"

is readily available. Delays in delivery are avoided and the quality of the material is assured if it comes from any of the more than 200 giant sawmills subscribing to the Southern Pine Association.

The Southern Pine Association book "Mill Construction" is an authoritative work on modern factory building. A copy will be sent free on request. Also request our new book on "Industrial Housing," the most complete ever published on this subject. It is now on the press.

Well informed architects are specifying mill construction for new factories because of the saving of time and money, and the adaptability of this type to all kinds of factory work.
PAYING out your money for goods gives you the right to ask the seller:

Who made this?
Is it exactly as represented?
Is it worth what you ask me to pay for it?

Trade-marks, labels and formulas, bearing the names of reputable makers, answer these questions without your asking. Buying is thus made simple and safe.

Now comes Southern Pine lumber—the most useful all-purpose wood—to answer these questions for itself.

For—

In keeping with the recommendation of Secretary Herbert Hoover of the United States Department of Commerce, Southern Pine Association mills are now manufacturing in strict accordance with American Lumber Standards and are putting the mark of the expert grader on all the lumber they make.

Here is your guide to the lumber you want on the ends of lumber produced by the Southern Pine Association mills:

- A number in the circle which designates the individual mill that manufactured the lumber.
- These initials that guarantee this lumber was produced under the standard grading rules and authoritative inspection service of the Southern Pine Association.
- A mark which is the grade (quality).

So today you can buy Southern Pine—grade-marked and trade-marked. The lumber you want is the lumber you get and no question about it. The white light of Truth has been turned on lumber!

Southern Pine Association
NEW ORLEANS, LOUISIANA

ASK YOUR LUMBER DEALER FOR
GRADE-MARKED TRADE-MARKED SOUTHERN PINE

1925
Now the Southern Pine Association is the...

Southern Forest Products Association

Times have changed. And so have we. Just take a look at our expanded service program.

We’ve changed our name. And with the change will come sweeping changes in organization and services that will greatly benefit the building community. For example, the Southern Pine producing areas will now be divided into districts, with each district represented by a Director so that local problems will get the special handling they require.

Also, in order to make us more responsive as an organization to housing needs, we’ll have a broader membership base that will include machinery manufacturers, wholesalers, treaters, laminators and others.

Our field personnel will now be working on an environmental improvement program. And they’ll be in contact with builders to provide them with help on sales and technical problems.

Even more importantly, our SFPA trademark will be stamped on member mill products. Specify grademarked lumber carrying the SFPA trademark as your assurance of quality.

All in all, the complete restructuring of our Association will improve and expand services to the building community and will find more effective solutions to your problems.

Southern Forest Products Association, P. O. Box 52468 New Orleans, La. 70150.