

HE WHO USES CYPRESS LUMBER BUILDS BUT ONCE



SO MANY PEOPLE KNOW
so little about woods
(and their relative values—How is it with you?)

SO MANY PEOPLE THINK
that "LUMBER IS LUMBER"—(How often do YOU
specify the kind of wood you want used by your builder?)



SO MANY PEOPLE BELIEVE

that frequent *Repair Bills* are "Necessary Evils"—

that we believe we are doing a public service in informing you and other intelligent people on

CYPRESS
("THE WOOD ETERNAL")

HERE IS CYPRESS VS. AN IRON PLUG:

About 120 years ago, when Louisiana was a French Province, the Water Mains of New Orleans were CYPRESS logs, 18 feet long by 22 inches diameter, with a 5-inch hole bored lengthwise. These were joined by short iron tubes, tapered at both ends. Not many years ago these were replaced by the most modern system. Below is a photograph of a section of one of the CYPRESS mains just as it was dug up—as sound as ever after over 100 years' contact with wet earth.

Below is a photograph of one of the iron connections just as dug up—most of them rusted past all usefulness.



HERE IS CYPRESS VS. WEATHER:

A photograph of a CYPRESS SHINGLE from the Austen Homestead, Staten Island, N.Y. built in 1710, and at last accounts still occupied by descendants of its original builders, with the original CYPRESS roof practically intact.

"He who uses CYPRESS builds but once."



CYPRESS is in truth "the wood eternal." If you are putting up a palace or a pasture-fence, and want to build it "FOR KEEPS"—USE CYPRESS.

There is a liberal education (and a wonderful INVESTMENT value for you) in the CYPRESS POCKET LIBRARY—43 volumes all without cost on all phases of building and home carpentry—some with plans for CYPRESS bungalows and other delightful things. Vol. 1 (free) tells all about it. Good idea to send for it.

SOUTHERN CYPRESS MANUFACTURERS' ASSOCIATION

1224 Hibernia Bank Building, New Orleans, Louisiana, or 1224 Heard National Bank Building, Jacksonville, Florida

INSIST ON TRADE-MARKED CYPRESS AT YOUR LOCAL LUMBER DEALER'S. IF HE HASN'T IT, LET US KNOW IMMEDIATELY



"Mention The Geographic—It identifies you"