

■ LUMBER 411

By Jeff Easterling

NELMA®

A Special Series from
Northeastern Lumber
Manufacturers Association



White Pine Monographs

LOOKING FOR A FUN and different tool to help sell eastern white pine to your customers? Check out the *NELMA White Pine Monographs*, a series of architectural renderings coupled with stories that tells the 400-year-old tale of eastern white pine in America!

White Pine Monographs Background

Back in 1915, the White Pine Bureau decided to create an advertising campaign supporting white pine manufacturers. From this came the first edition of the *White Pine Monographs: The White Pine Series of Architectural Monographs* (subtitled “A Bi-Monthly Publication Suggesting the Architectural Use of White Pine and Its Availability Today as a Structural Wood”). Whew. Following issues had much shorter titles.

Each issue of the Monographs focused on a specific architectural style, structures in a small town, or specific architectural elements. Design contests were sometimes promoted to encourage the use of white pine, with location spotlights included for the Eastern, mid-Atlantic, and Southern areas of the country.

At the peak of its popularity, the *White Pine Monographs* were received by almost 10,000 lumber retailers, architects and architectural designers nationwide; they were also available in public libraries and universities.

While the series of *White Pine Monographs* ceased publication in the early 1930s, the series was resurrected by the Northeastern Lumber Manufacturers Association (NELMA) in 2006 as part of an outreach program to lumber dealers.

The new issues mimic the look and feel of the original series, with the inclusion of modern trends and architectural renderings focusing on the use of eastern white pine.

Use the Monographs to Sell More Lumber

How can you, our favorite lumber dealer, use this free resource to sell more eastern white pine now? Here are two ways.

1. Use the *White Pine Monographs* to show your customers exactly what eastern white pine can do. Eastern white pine is durable, beautiful, and renewable... and the perfect truly green building product for multiple interior and exterior applications.

Got a customer who wants a throwback style in their next project or home? Check out the issue on Colonial Cottages and invite your customer to lose themselves in what's possible. Maybe they want an addition on their home to mimic an historic structure? Check out issues focusing on multiple New England towns and their architectural idiosyncrasies. Perhaps a customer wants to replicate an ornate cornice or doorway? There's an issue for that, too.

2. Educate yourself and your team regarding the amazing history behind eastern white pine. The more you know, the easier it will be to sell! Did you know that eastern white pine played a pivotal role in the spark that ignited the Revolutionary War? It's true. The series of Monographs do an excellent job of recording the architecture of the American Colonies and the early Republic. Download a few issues and step back in time to understand how important wood was to the Colonists (homes and businesses) and the creative and beautiful ways they used the wood literally outside their back doors to build a new country.

As a dealer, you might get a special kick out of Issue Volume 1, Number 3: take a read of the article entitled “Lumber Dealers, Do You Hear the Band?” and let us know what you think about how lumber was promoted then vs. now.

NELMA is honored to house in its reference library all of the original historic Monograph booklets along with the current issues published since 2006. The Series is available for reading and printing online at www.eastern-whitepine.org. For more info, visit www.nelma.org.

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