

## Community Building

### Realtors See Benefit in Longer City Blocks

Radical lengthening of present typical city blocks is strongly advised as a measure for cutting down the costs of home ownership in a resolution which was adopted by the board of directors of the National Association of Real Estate Boards at their quarterly meeting held in Chicago.

The resolution puts the realtors of the country on record as favoring residential blocks 1,000 feet or more in length. The general use of the motor car now permits a radical lengthening of blocks in residential areas in keeping with present-day convenience and economy, the resolution points out, and goes on to give the following reasons which make advisable this increased length in laying out blocks in residential districts:

Substantial economies in the use of the land can be obtained. Longer blocks mean reduced street area in relation to total area.

Frequent crossings invite personal accidents, delay traffic and increase the problem of traffic and pedestrian supervision.

Longer blocks not only aid in speeding up traffic movement but also contribute a semisuburban effect of beauty.

### Comfort and Safety in Properly Built House

Twenty years ago fire-safe construction was considered an expensive luxury. Today inflammable construction is as out of date as whip sockets—yet the average builder of houses goes blithely on, designing and building houses that will burn. John Smith, 1930, knows that fire safety is inexpensive, but he gets little encouragement.

The really modern 1930 house contains no waste space, but it is not cramped. It welcomes sunlight and insists on ventilation at all seasons and cleanliness under all circumstances. It incorporates room for a garage and does it without fire hazard. It is architecturally simple (neither "quaint" nor bizarre in extreme "moderne" style). And in spite of speculators, it is meant to last.

Such a home can be built today. Prospective builders reasonably insist on it. And as it is proved that 1930 folks need not put up with 1910 homes, home building will be on the road to revival.—Exchange.

### Beautify Cities and Towns

Our cities should be kept in the best condition possible. Streets make or mar a city or town. Holes should be filled in when they appear in the streets. Good drainage is very important. Weeds should be kept cut and grass should be planted along the sidewalks.

Roads leading into the cities should have advertisements about various business houses. Bridges should be kept up to prevent detours. A petty, clean road leading into the city attracts tourists. A beautiful park with flowers, trees, and recreation opportunities attracts a crowd.

A city should have a good water system. Cans for trash and paper should be conveniently placed, and should be used. Telephone lines and poles should be kept in good condition, and old posters should be torn off and destroyed as soon as useless. Glaring advertisements do not add to a city's attractiveness.—Grit.

Another jolly recollection, associated with the old days at home, was walking across a dark kitchen into a hanging strip of flypaper.

There was nothing like the old-fashioned game of duck-on-the-rock, when the argument broke out, you had your ammunition with you.

Reforestation on the grand scale may now be urged for the additional reason that it is necessary to provide sufficient perches for the "tree sitters."

There comes a time in the career of every young humorist when he has to make up a comical epitaph and attribute it to "a graveyard near Boston."

What has become of the barker for the shine parlor, who used to stand outside and after glancing at your highly polished oxfords cry, "Shine 'em up!"

Correct one trouble and you cause another. Eliminate inferior people and the superior people would have nobody to afford the contrast that keeps them satisfied.

If those Egyptians would not be so ostentatious about not paying taxes the peace would be better kept. Lots of people over here get away with it without starting a row.

Just as a local family was congratulating itself on getting through a picnic without a shower, a strange alreado climbed out of a nearby pond and shook himself.

"What I write I do not always understand myself at first," says Count Keyserling. Did the count ever solve his remark that Americans are lacking in a sense of humor?

Aviators attempting flights around the world should be numbered, so we will not confuse one with the others.

An airplane with enough rubber in it so that it would bounce when it fell instead of smashing might help some.

Grand Rapids doctors got a tough break when the International Apple association elected to meet in that city.

A man may have the most beautiful wife in the world, but when her name goes on a deed the law only calls her et ux.

Of course money went further in the old time, and licking the ice cream from the dasher was considered very good pay for cranking it for three hours.

"The scientific way of measuring noise is in units called decibels." With a cornet, they say, you can blow a derby hat full of these in a very few minutes.

A motorist named Paul Revere has been fined in a court south of Boston for speeding. His excuse that the British were coming was proved to be unfounded.

The old-fashioned man who made an endurance record as a pole sitter now has a son who is making an endurance record as a tree sitter.

The Turks are now threatening the Persians, and the rest of the world is withholding judgment until it learns who holds the leases on the oil land.

It is figured by a Chicago observer that a girl will have to wear the new long skirts a year before getting over the feeling that she is in a costume play.

Word comes from abroad that the former kaiser doesn't chop wood, as had been so often reported. Or cut much ice.

It is hoped that Mars and the others are duly humiliated by advices that a New Orleans high school girl is "Miss Universe."

This is a great age of convenience when one gets his food from cans, sermons by radio, and babies from foundling asylums.

Even on the rare occasions when the postoffice pen is in first class working order, the ink looks like a pavement-matching compound.

## Advertise Your Business

## Buy Your Printing Now and Save Time

### Bath No Longer Cubby Hole in Corner of Room

Our grandmothers and great-grandmothers suffered terrible handicaps in matters of home sanitation and hygiene because there were so many subjects—and such vital ones—that "just weren't nice to talk about."

Women of today are rapidly learning that no subject is too delicate or too intimate to discuss frankly if it concerns the health of their families.

Two great improvements are being achieved in modern homes, more bathrooms and more beautiful bathrooms. A family bath, built for utility alone, was the old-fashioned idea, but nowadays even many of the small houses have more than one bath, and it is not uncommon to find a bath adjoining each bedroom.

And what attractive places they can be made, with their clean white tile and shining equipment, their spacious showers and built-in china accessories. Even the bathroom curtains are artistic in the modern home.

Families insist upon having bathroom facilities when they are needed, and in that way they practice regular health habits. In addition, no one need wait to use the bathroom and be late to school or work, in consequence. Small cubby-holes are being made into baths; it is false economy to do without the facilities which can be had so easily.

But when a new bathroom is being built, the only sensible plan is to avoid future unnecessary repairs by making sure that the equipment is the best.

### Want More Heat? Add Sections to Radiators

When the temperature in an Eskimo's igloo goes down below the comfort point, he brings in another Eskimo, and body heat brings the temperature up.

The trick works because the human body gives off 300 B. T. U.'s (British thermal units—the unit for measuring heat) an hour, according to the American Society of Heating and Ventilating Engineers.

If a room in an American home isn't warm enough, extra sections can be added to the radiators.

It is a comparatively easy matter for the heating contractor to add sec-

tions to a radiator. If the radiator is in a recess where it is impossible to expand it horizontally, a radiator of a different type may be substituted and the number of square feet of radiation may be increased by having a higher radiator or by having a radiator with more tubes.

The home owner who is thinking of increasing the radiation in his home should by all means have this work done in the fall and not postpone the job until cold weather sets in. Not only will such postponement cause inconvenience to the family in that the heating plant will be shut down at the time when it is needed, but winter is the time when most heating contractors are busy with repair jobs and then every job has to wait its turn.

Whether the boiler will be able to take care of added radiation is a matter which only an experienced and competent heating contractor can determine. If the boiler as it stands is not adequate, there are efficiency devices which may be added to increase its capacity.

### Roof Colors Are Deemed an Attraction to Home

Roof colors play a far more important part in making our modern homes attractive than was dreamed of a generation ago. Then, it seemed to be considered a matter of course that the roof must be a dull, drab shade, lending nothing to the color scheme of house or surroundings.

But in recent years color has made its appearance on the roofs of our homes—color which secures perfect harmony or definite contrast—sometimes a startling contrast.

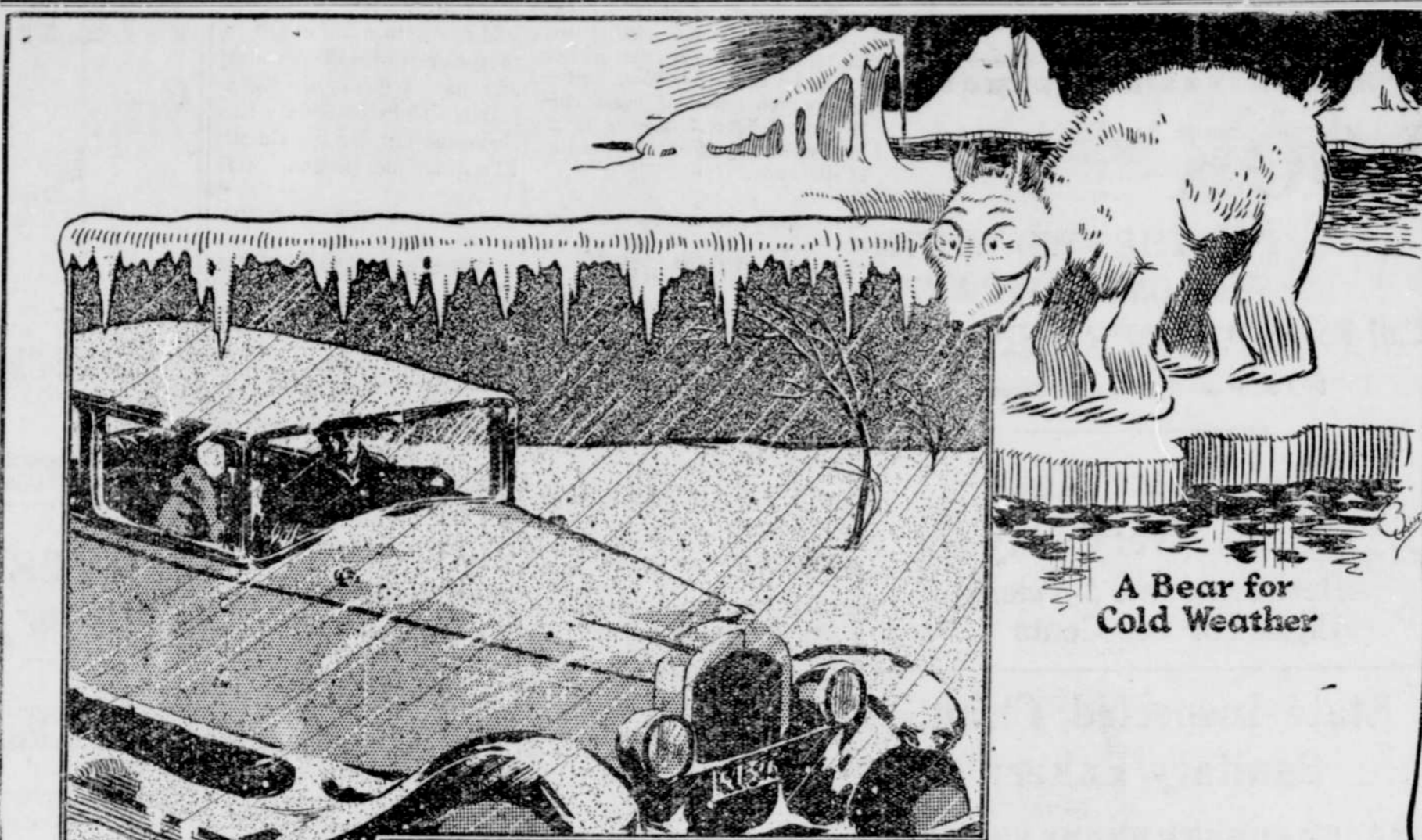
Asbestos cement shingles can be procured in any number of hues to make a fitting and colorful roof. One tapered shingle which is especially popular with home owners is rough textured and throws deep shadows along the roof lines. Another with quarter-inch thickness may be procured in seven beautiful colors. And still another has a mottled surface of red, black and gray on one side and solid gray on the reverse, either of which can be turned to the weather. Combinations of orange and black or orange and brown are popular roofing colors for houses of Mediterranean influence.

A reader asks a San Francisco writer if there is some rule of spelling to determine whether it is "ie" or "ei." Our personal rule is to write two e's, and put a dot between them.

"La Gioconda sat three years for Da Vinci's famous painting, Mona Lisa." Thus, in addition to being a beautiful woman, she was one of the earliest of the endurance sitters.

New York has a butcher shop with oriental rugs and oil paintings. Personally, we like art in a butcher shop and go out of our way to patronize one with a plaster pig in the window.

Government experts say you can buy more with a dollar now than you could this time last year, and what we hope is that they are now at work on a bulletin telling where to get the dollar.



A Bear for Cold Weather

# ZERO COLD TEST

# VELTEX MOTOR OIL

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