

ADVERTISING MUNICIPALITIES THROUGH MOVING PICTURES.

The Omaha Chamber of Commerce has started a new idea in municipal advertising by a movie picture film presented in the form of a story, as follows:

The picture begins with a Missouri River scene showing the explorers, Lewis and Clark, turning their canoe toward the shore to camp for the night in 1804, on the present site of Omaha. Pow-wows and Indian dances follow.

In 1919 there comes another explorer, a young aviator, out from New York to visit the Red Cross girl he met in France. She takes him about to show him the town. They visit the great Transcontinental Railroad yards and the acres of stockyards. They spin over beautiful boulevards, through blooming parks, and, at a slower rate, down busy commercial streets. The young aviator wants to see Omaha industries and something of the country beyond the city limits. It turns out he chose a fortunate time to "go West, young man," for Ak-Sar-Ben, Omaha's carnival is on. He invites the girl to an airplane ride, and thus views what the city looks like from the clouds. In the end, he decides he likes the town, as well as the girl—and stays with both.

SAFER CONSTRUCTION OF SCHOOLS WANTED.

Nearly all the efforts that have been made to bring about safer construction of school buildings has been centred on an examination of plans for these buildings after the plans have been made. Fire Marshal J. R. Young, of North Carolina, has begun a campaign to keep before those who are primarily responsible for school building construction the necessity and the elements of school building safety. Recently Fire Marshal Young sent a letter to the members of all school boards in North Carolina advising them to consider carefully the subject of safety when ordering the construction of school buildings, and what is more important, to consider the plans for a school building with the state fire marshal department before the plans are believed to be ready for use. In many instances this would save expenses in architects' bills, and lead to the closer and more effective co-operation with the state department. Each school board member, in addition to the letter from Mr. Young, received a special pamphlet on the necessity of school building safety, and a copy of Mr. Young's address on the double tower stairway. The North Carolina campaign for safer school buildings has received the endorsement of the North Carolina chapter of the American Institute of Architects.

VENTILATING SKYLIGHTS A PREVENTATIVE OF FIRE.

Not so long ago a theatre fire occurred in Logansport, Ind. The fire fighters gave it as their opinion that had it not been for the ventilating skylights over the stage the fire would have spread from the stage to the auditorium, and the entire building would have been destroyed. In a discussion at the National Fire Prevention Association Convention, held in May, Rudolph P. Miller, of New York Board of Standards and Appeals, declared that the ventilating skylight is the most important feature of the theatre, and is one that is too often neglected.

He said further: "If satisfactory ventilating skylights are provided, the smoke and gases from a stage fire will go out to the outer air instead of into the auditorium. The experiments made on model theatres one-eighth natural size by Austrian engineers show that whenever the skylight opens the smoke cannot enter the auditorium to an extent to do any particular harm." Edward B. French gave it as his opinion that had the skylight of the Iroquois Theatre been working properly there would have been no great loss of life in that fire.

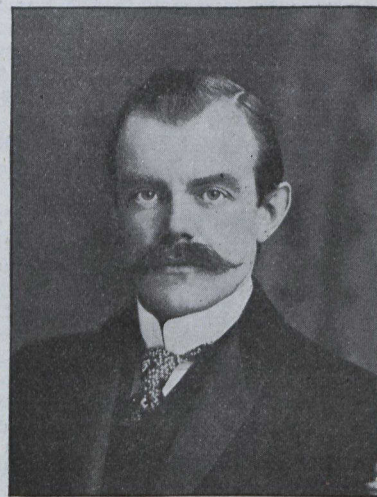
CONFERENCE AT BRUSSELS, SEPTEMBER 26th AND 27th 1919.

The Union des Villes et Communes Belges is organizing a Belgian and Inter-Allied Conference and Exhibition at Brussels, on September 26th and 27th, when papers will be read upon the following subjects:—

- (1) Town Planning Progress in Great Britain, Belgium, France and Italy.
- (2) Housing Legislation, etc., in the various countries.
- (3) The application of the garden city principle to the reconstruction of the devastated areas.
- (4) A Memorial Garden City in Belgium.

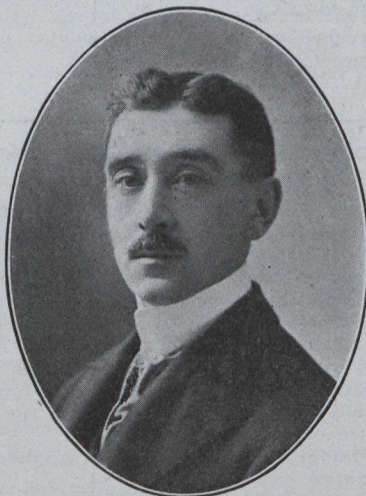
MORE COMMUNAL FARMING WANTED.

We can all agree that nothing is more desirable than to increase the population on the land, but those who go upon the land must go voluntarily and under conditions which will ensure reasonable prospects of success. There is nothing which demands greater prudence and wisdom than the organization of soldiers' settlements. More and more farming becomes a business as scientific as banking or manufacturing and training is as necessary as for any other occupation. All projects of land settlement should be supervised by the best practical agriculturists that can be secured. If blocks of land are to be selected, they must be situated in good agricultural areas and not too far from railways and markets. Only failure and disaster would follow any attempt to settle soldiers in remote or unproved country, or upon land which the best practical farmers would not be glad to cultivate. It does seem to me that in the Western provinces the Government must acquire, upon terms that will not be unjust to the absentee or unoccupying holders, much land which now lies idle.



MR. J. A. ELLIS, DIRECTOR OF THE MUNICIPAL BUREAU OF MUNICIPAL AFFAIRS, ONTARIO.

Mr. Ellis, a former Mayor of Ottawa, in addition to his ordinary duties as head of the Municipal Bureau has charge of the Housing Scheme of the Province of Ontario.



ARTHUR ROBERTS, K. C., TOWN SOLICITOR OF BRIDGEWATER, N. S.

Vice-President of the Union of Canadian Municipalities, and one of the delegates of the Union at the Industrial Congress.