

# Community Building

## Charm Plays Important Part in Real Estate

In nothing outside of art does the intangible element known as charm play so important a part as in real estate. The home-buyer is usually a very undecided and bewildered sort of person. He has a vague idea of what he wants, but can't quite find it. He is shown dozens of houses for sale. The price counts within his range. That is, say he will pay from \$6,000 to \$8,000 for a five-room house. Inside of that range the one thing that counts most with him is not the cost of the house, but whether or not he wants it.

Now that is where charm comes in. If the outlook is pleasant, the house convenient, and it has some beauty that makes him want it—the sale is made on your terms. If he does not quite want it, the price must be cut five hundred or a thousand dollars, to make the cheapness overcome his reluctance.

It is surprising how few builders realize the great commercial value of beauty and good taste. I can take two houses exactly alike, side by side. The least expensive thing about a simple little house is tinting the walls. It costs perhaps, for five rooms, less than \$75. I can tint the rooms in one of these houses a drab, depressing color; the other a bright, pleasant shade. The bright one will sell for \$500 more than the other—and sell months sooner.

Almost the entire secret in investing in city property is: Select a location that is growing better, and buy something that has charm.—William H. Wambly, in Hearst's International-Cosmopolitan.

## Not All Workers Want Homes Near Factory

There is no demand from modern workmen to have their homes within sound of the factory's whistle and within sight of its smokestacks, according to the executives of the Home Builders' and Subdividers' division. And it is by no means necessary or advisable to preempt for workmen's homes areas that because of trackage facilities or other reasons are going some day to be needed by the city for industrial sites.

"Where his wife's card club is located is a great deal more important to a foundryman or machinist than where his work happens to be," the home building specialists agree.

Action of the regional planning commission of Los Angeles is cited by the committee as a typical instance of a city's recognition of the advisability in some cases of giving an industrial use precedence over use for housing. The commission is now excluding homes from certain districts in the city, because trackage facilities there need to be conserved for future industrial development.

## Cites Zoning Benefits

Zoning is reflected in reasonable phone rates, gas and electric prices and in street car fares. Chairman Marshall of the board of zoning appeals declared in a speech before the Baltimore real estate board.

Mr. Marshall explained that the number of houses in new developments and the price of their construction regulates the number of inhabitants and enables public service corporations to forecast in advance improvements they must supply in the section concerned.

"The ability of the public service corporations to give service without large emergency expenses will result in lower costs to the consumer," Mr. Marshall said. "We in Baltimore should be allowed to pass legislation that will protect the public from a small minority."

## Good Work Encouraged

The committee on craftsmanship awards of the Philadelphia Building congress has awarded certificates to 12 goldsmen, 8 craftsmen and 7 builders and subcontractors.

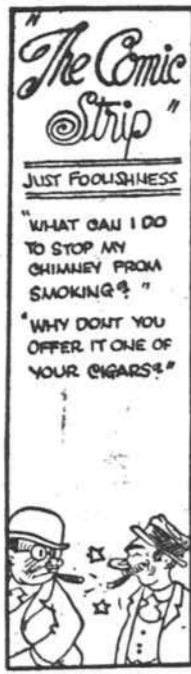
The object of the Philadelphia Building congress is to encourage and preserve in Philadelphia and its metropolitan area the spirit of craftsmanship and to give recognition to those whose skill, patience and toll have built well in the community.

## LADY SURZA

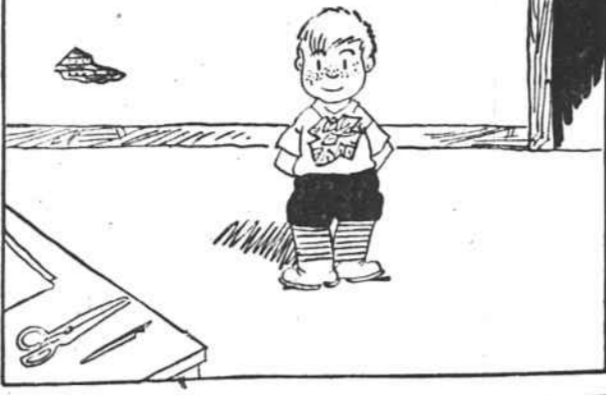


Lady Surza de Mar Shemun, an Assyrian chieftainess who was the only woman delegate at the peace conference of Versailles, has been in London trying to persuade the British to restore her people to their territories from which they have been driven by the Turks. They are now living in the plains of Mosul. Lady Surza is a nun but wears European dress.

## MICKIE, THE PRINTER'S DEVIL



THE HOME MERCHANT HAS MANY ADVANTAGES OVER HIS CITY COMPETITOR, BUT IF HE NEGLECTS TO ADVERTISE IN HIS HOME PAPER HE IS NOT DOING ALL HE CAN TO HOLD HIS CUSTOMERS



THE SUBSCRIBER WHO KNOWS WHEN HIS SUBSCRIPTION HAS EXPIRED AND RENEWS IT PROMPTLY WILL HAVE A FRONT SEAT IN HEAVEN IF EDITORS DO THE USHERING!



WHEN BUSINESS MEN TURN THEIR PRINTING ALL OVER TO THE JOB PRINTING DEPARTMENT OF THE HOME NEWSPAPER, IT USUALLY RESULTS IN A BETTER NEWSPAPER FOR THE TOWN



FOLKS NEVER RESENT SHOP TALK IN A NEWSPAPER, I NOTICE, BECAUSE THEY ALL FEEL AN INTEREST IN THE HOME PAPER AND LIKE TO COOPERATE WITH THE EDITOR OF THEIR PAPER

## A World Monopoly of Helium Is Being Squandered in This Country

By DR. ROBERT B. MOORE, Government Chemist.

The world monopoly of helium, "precious to national defense," is being squandered in this country without a thought to the future, Dr. Robert B. Moore, former chief chemist of the United States bureau of mines, declared in a statement made public through the American Chemical society. Doctor Moore urges congressional action, asserting the navy flyers need helium, but that adequate supplies are beyond their reach, because the secretary of the interior is handicapped through lack of appropriations.

The secretary of the interior has full authority to acquire leases by purchase or otherwise in order to obtain a reserve of helium-bearing gas for the national defense, but this authority without money does not mean much and it is now up to congress to provide the funds.

Meanwhile 600,000,000 or 700,000,000 cubic feet of helium are going to waste every year in our natural gas, and it becomes increasingly difficult each year to get an adequate supply of reservation without unduly affecting industry or the convenience of local users. Every year this matter has been postponed and if congress does not take action it is going to make it not only harder but more expensive for the American people.

The men who are looking forward to commercial aviation recognize fully the fact that helium must be used. They are for helium, provided they are given sufficient gas to fly their ships.

Up to the present the plant at Fort Worth has produced more than 25,000,000 cubic feet of the rare gas. Of this, 20,000,000 cubic feet have been produced since September 30, 1923, and owing to a loss from storage due to leaky valves, etc., this total amount has not actually been available.

## LET US SERVE YOU



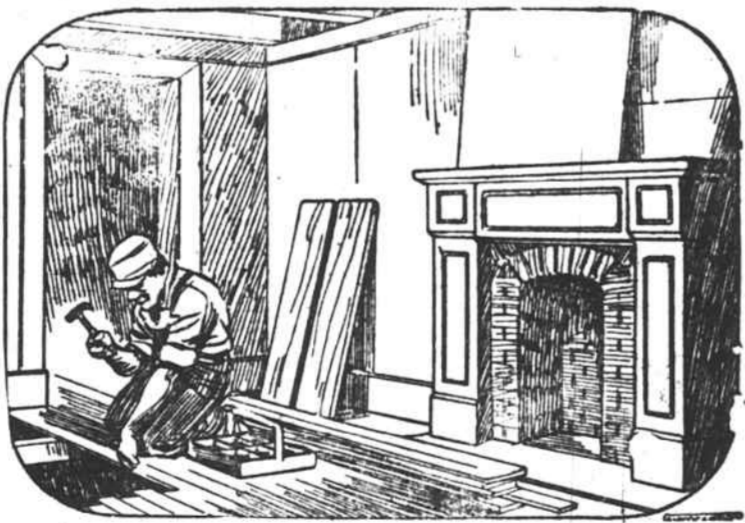
### OFFICE NEEDS

For Every Requirement.

WOODSTOCK TYPEWRITERS AND SUNSTRAND ADDING MACHINES

## The Bomar Co.

Spartanburg, S. C.



## Building-Supplies

Men who have built before—speak from experience and say that no matter what you build put the best materials into the job. Why? Because it pays in the long run. Good materials resist age and weather.

The best doesn't always cost the most. Not if you buy from us. Our buying power enables us to sell the highest grades of lumber and the best materials for lower prices than you'll pay elsewhere.

No matter what you want to build it will pay you to get our figures.

- LATHS
- ROOFING
- BRICK
- TILE
- GLASS
- LIME
- TAR
- SAND
- DOORS

Millwork a Specialty

## Landrum Builders Supply Company

Landrum, S. C.

## Sale of County Property For Taxes

By virtue of my office as tax Collector for the County of Polk the State of North Carolina, I will sell for cash at the Court door in the town of Columbus, N. C. on May 3rd, 1926 at twelve o'clock m., the following property described, for taxes thereon with all cost added as prescribed by law, to wit.

COLUMBUS TOWNSHIP			COLORED			WHITE OAK TOWNSHIP			COLORED			WHITE OAK TOWNSHIP			COLORED			COOPER'S GAP TOWNSHIP			WHITE OAK TOWNSHIP			COLORED			GREEN'S CREEK TOWNSHIP			WHITE OAK TOWNSHIP			SALUDA TOWNSHIP																																																																																
Name	Acres	Amt.	Name	Acres	Amt.	Name	Acres	Amt.	Name	Acres	Amt.	Name	Acres	Amt.	Name	Acres	Amt.	Name	Acres	Amt.	Name	Acres	Amt.	Name	Acres	Amt.	Name	Acres	Amt.	Name	Acres	Amt.																																																																																	
Watson & Hines		54	Wilson, James	21	16.17	Bailey, J. T.		98	Watson, J. S.	80	49.77	Brown, W. F.		77	Watson, J. D.		75	Benson, E. H.		90	Watson, S. B.		120	Edwards, A. A.		110	Watson, B. L.		75	Edwards, A. A.		110	White, B. L.		75	Gilbert, G. A.		87	White, J. D.		75	Gilbert, J. M.		80	Wagoner, J. D.		75	Green, J. M.		80	Abrams, Curt		82	Holbert, M. H.		84	Howell, J. S. Sr.		10	King, Henry		10	Lyles, C. C.		60	Lyles, Floyd		82	Lawrence, Embur		80	Morris, Lee R.		85	Miller, S. J. est		15	Morris, C. A. heirs		80	Oates, R. M. estate		80	Pace, N. L.		80	Pace Lbr. Co., Inc		80	Rembert, R. C.		80	Rhoades, H. R.		80	Rhoades, B. C. estate		80	Rhoades, J. E.		80	Stapp, T. R.		80	Thompson, Hugh M. L. Co.		80	Thompson, E. B.		80	Wright, W. C.		80