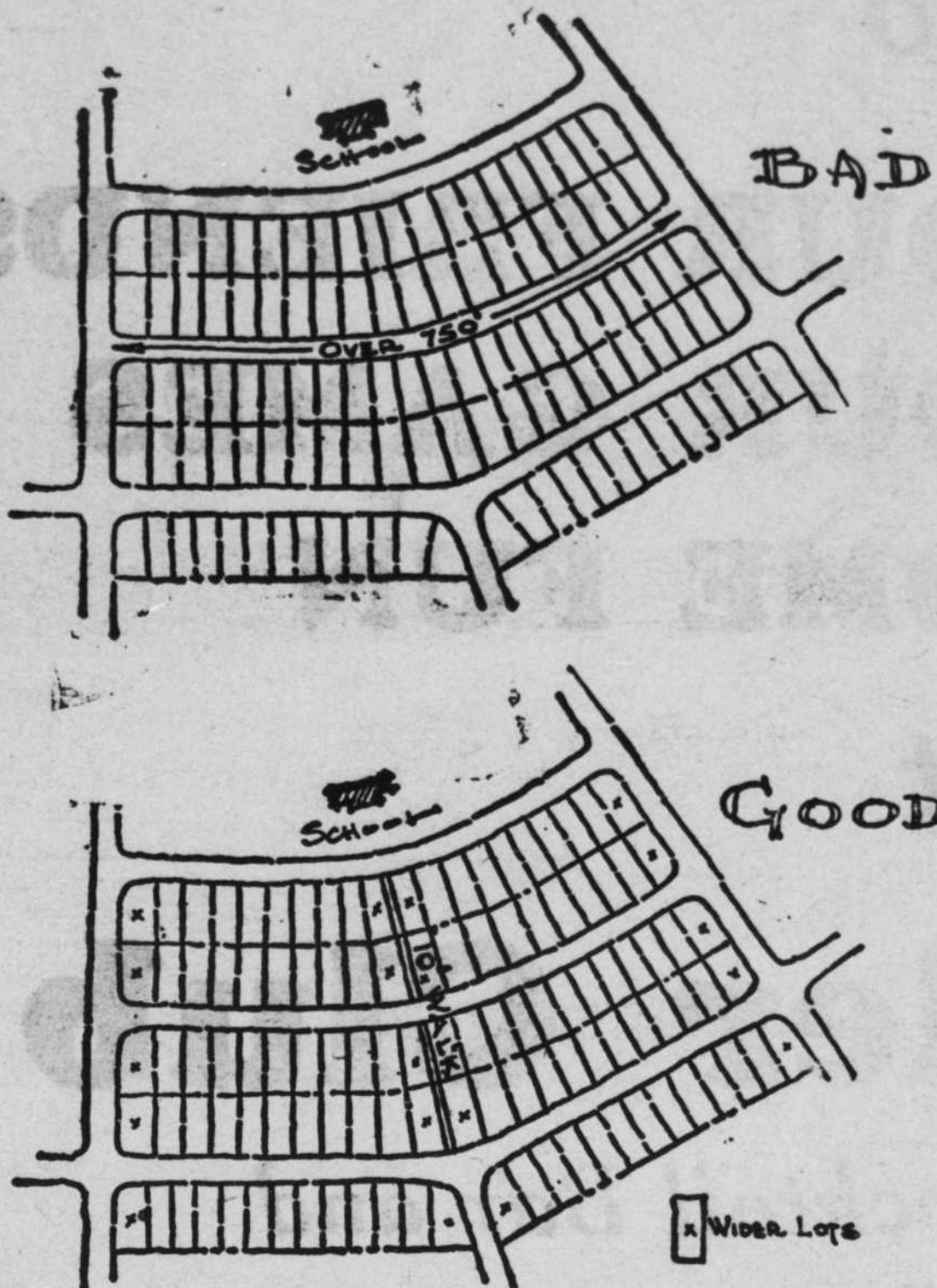


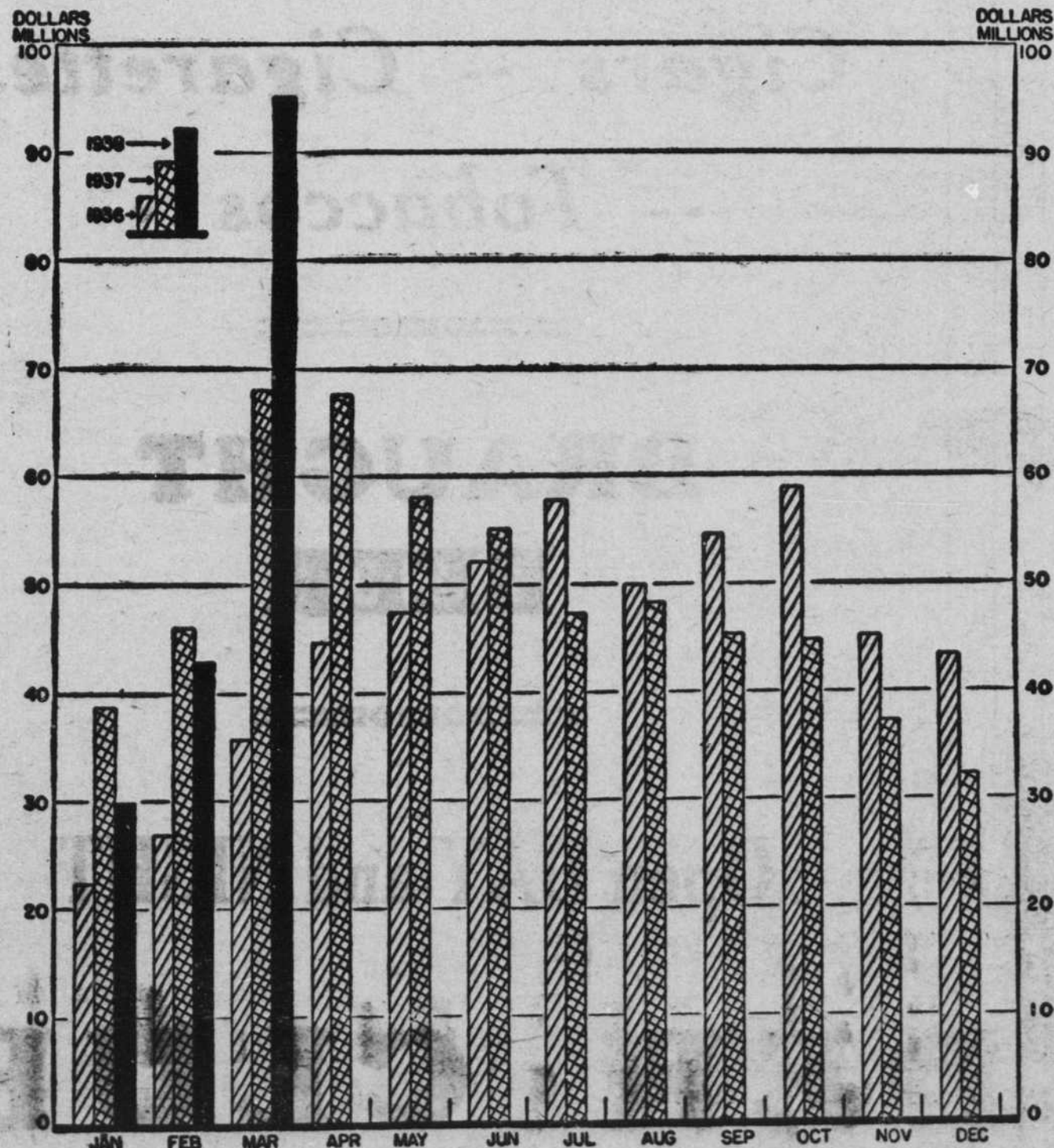
### Land Planning



EXTRA LONG BLOCKS SHOULD HAVE CROSS WALKS NEAR CENTER

The construction of mid-block lanes is encouraged by the Land Planning Section of the Federal Housing Administration where blocks are longer than 1,000 feet. The above sketch indicates what a lane can mean in terms of convenience. They should be located near the center of the block and need not be more than 10 feet in width.

MORTGAGES SELECTED FOR APPRAISAL  
NON-CUMULATIVE



FEDERAL HOUSING ADMINISTRATION  
DIVISION OF ECONOMICS & STATISTICS  
CHART NO. - 178 - 8 - 4

### Fluorescence at The Exposition

SAN FRANCISCO, April 27—Invisible sunlight, imprisoned within the walls of the amazing new lamp and bombarding chemical powders, will duplicate all the pastel tints of the rainbow in a \$1,000,000 night illumination extravaganza for the palaces of the Golden Gate International Exposition, to be held next year on Treasure Island in San Francisco Bay.

This was announced by W. P. Day, Exposition Vice-President and Director of Works. Simultaneously in New York General Electric engineers announced their new tubular fluorescent lamp to the world. New "cool" light sources, producing colors rivaling the rainbow, are made possible by the new lamp and will have their first large scale outdoor application at California's \$50,000,000 Exposition.

Twenty three hundred of these new, revolutionary lighting tubes will be used in specially designed floodlights for providing colored illumination of the walls in the Court of the Moon, Court of Reflection, Court of the Seven Seas, Court of Flowers and for other locations, according to A. F. Dickerson, Manager of General Electric's illuminating laboratory and Illuminating Engineer of the Exposition.

"The possibilities of colored illumination in exterior are greatly multiplied by the development of this new fluorescent tube," Dickerson said.

"Efficiencies in terms of colored light have been stepped up in some cases as much as 100 to 1. Under this new light walls of the courts will become luminous and iridescent in color shades and tones which heretofore have been artists' dreams that seemed beyond practical accomplishment. For the first time we are able to mix lights as we do paints and produce the theatrical results on large areas at a reasonable cost that have been limited in the past to the stage due to the expense.

Flourescent powders compounded and specially heat-treated in the company's Nela Park laboratories hold the secret of the efficiency and color-producing qualities of the new light sources. Within their bulbs is a trace of mercury, a small amount of argon gas at low pressure, and a coating of fluorescent powders, selected to blend to produce the color of light desired.

When current is applied, the argon serves as a "starter" and in a fraction of a second a feeble blue light with a large component of invisible ultra violet radiation is generated inside the tube. This radiation strikes the fluorescent coating and is re-radiated in the visible range of spectrum. Each powder has its own characteristic waveband with which it responds to the ultra-violet, thus forming its own particular color of emitted light.

### Hints to Gardeners

by Harold Coulter  
Plant Expert  
Ferry Seed Institute



### New Practices

CERTAIN old-time practices in gardening are just as good today as they were fifty or a hundred and fifty years ago. But just as surely, certain others should be put aside as experience proves them unwise and impractical.

Gardeners, for instance, should no longer follow the practice of allowing all vegetables to grow as large as possible. This may give a higher yield in pounds, but with many vegetables it destroys quality. Some, of course, like tomatoes, must be mature to be palatable; but carrots, cucumbers, beets, summer squash, rutabaga, radishes and other vegetables like them are more tender and tasty when hardly more than half grown.

Deep hoeing, once practiced by the majority of gardeners, is now generally frowned on as having no real purpose and being damaging to plants. Many gardeners now use the hoe only to scrape off weeds. Deeper hoeing is unnecessary, and often breaks off hidden lateral roots.

Few gardeners save flower seeds nowadays as they did years ago. Fine flowers in the home garden very often are cross-pollinated by other flowers of the same species, making flowers grown from their seed inferior and untrue because of contamination of strain. Commercial seed growers devote much study and planning to prevention of cross-pollination in their crops.

The practice of planting vegetables only in the spring is likewise becoming unpopular. Gardens prove more profitable when successive plantings of favorite crops are made every two or three weeks, to keep fresh vegetables coming to the table over a period of many weeks. Numerous crops are planted even in late summer, for fall use or for storage.

More intelligent use of manure and other fertilizers is becoming prevalent as gardeners learn that limited, measured amounts often do many times the good done by unnecessarily heavy applications.

### LETHARGY ON OLYMPUS

Not that we want to complain, but aren't the gods a little slow these days about destroying those they have first made mad?

The 1939 World's Fair of the West at San Francisco will become a milestone in lighting progress by pointing the way to future widespread use of this new lamp, illumination experts declare.

AMERICA'S LEADER AT 4 for 10¢ PROBAK BLADES