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Unusually Interesting Terms for the Present

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### Realtors Take Step to Guide Flying Men

Realtors of the country have pointed out emphatically that it is a poor thing for a city to hide its identity by a failure to have its name visible to persons passing through by rail. Now they are adding another dimension to their town's proper visibility, and are making it easy for air men to place themselves as they swoop overhead.

A large white direction arrow marked "To Lowry Field" has been constructed on the roof of the First National Bank Building, Denver, by Van Shaack and Company, of the Denver Real Estate Exchange, agents for the building. The Denver guide sign measures 16x110 feet, and, painted white, is clearly visible at an altitude of 5,000 feet above the city.

"Almost every flyer with any cross country experience has been confronted with the problem of arriving over a strange city with meagre or indefinite information as to the location of the landing field," the Air Service club of Denver points out in commending the action. "In some cases the field may be ten miles from the city, necessitating a search of hundreds of square miles by the visiting aviator. In other cases there may be several unmarked airports contributing to the embarrassment of the visitor.

"The resultant delay at destination has too often been the cause of forced landings by cross country ships arriving over cities from distant points with nearly exhausted gasoline supply."

### BIG DECLINE IS SHOWN IN NATIONAL BUILDING

#### Although Loss Is Reported for October, the Situation Is Termed Reassuring

The trend of new building commitments dropped rather precipitately in October, according to the official reports from 551 cities made to S. W. Straus & Co. The total of building plans filed or permits issued in these places was \$288,879, 612 compared with \$412,893,035 last October, a loss of 32%. In September the totals were \$297,834,153.

The cities included in this survey account for more than 80% of the entire urban population of the United States and are the major centers in the 48 states. These figures, therefore, represent the only approximately complete official data on building prospects in the country and are to be distinguished from reports of activities already passed. These records also exclude estimates of road building and engineering projects which at times are erroneously incorporated in building figures.

#### October Loss Severe

The loss in October was much more severe than that sustained in any previous month in recent years and brought the activities of the industry about 13% under the level of 1926.

A study of the October record is, however, more reassuring than might be indicated by the comparative total. While it is true that the slowing down processes are general, the spectacular drop in October was due to a considerable extent to conditions in New York and Chicago. The former exhibited a loss in round numbers, amounting to \$58,000,000 while Chicago's loss was \$24,000,000. Thus, these two cities lost \$82,000,000 out of the \$134,000,000 of the entire group of 551 cities.

#### Twenty-five Leading Cities

The group of twenty-five cities in which the greatest volume of permits were issued in October reported \$169,531,628 compared with \$254,437,728 in October 1926 and \$237,094,216 in October 1925. This loss was 33% from October 1926 and 28% from October 1925.

In these heavy losses the lead was taken by New York City where only a little more than one-half of the volume of new building is now in prospect as compared with the corresponding periods of the last two years. Less severe losses are revealed in Chicago. Figures on 25 leading cities:

	Oct., 1927
New York (P. F.)	\$62,312,440
Chicago	25,076,800
Los Angeles	10,388,098
Philadelphia	8,047,420
Detroit	7,812,667
Milwaukee	6,035,934
Cleveland	3,773,125
Cincinnati	3,542,575
Pittsburgh	3,529,164
Boston (P. F.)	3,505,053
St. Louis	3,181,922
Oklahoma City	3,117,086
Rochester, N. Y.	2,594,984
San Francisco	2,518,374
Buffalo	2,377,228
East Orange	2,342,037
Houston	2,317,929
Washington, D. C.	2,272,680
Syracuse	2,255,414
Birmingham	2,227,515
Portland, Ore.	2,212,380
Newark	2,206,751
Newton, Mass.	2,117,404
Hartford	1,890,397
White Plains	1,876,251
	\$169,531,628

Note—(P. F.) indicates plans filed.

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