

# IDEAS FOR HOME BUILDERS

BY WM. A. RADFORD.

Mr. William A. Radford will answer questions and give advice FREE OF COST on all subjects pertaining to the subject of building, for the readers of this paper. On account of his wide experience as Editor, Author and Manufacturer, he is, without doubt, the highest authority on all these subjects. Address all inquiries to William A. Radford, No. 178 West Jackson boulevard, Chicago, Ill., and only enclose two-cent stamp for reply.

"A little house we've got, on a flower-bowered lot, in a bustling, breezy, busy little city; it's big enough for two, for our wants are very few, there's only just myself and little Kitty."

A simple little house like this is very much like going back to first principles, but it furnishes accommodation for two just as well as a more elaborate affair. We all have acquaintances, especially among our older friends, who commenced life as simply as this, and who are now enjoying the accumulations resulting from frugality and good management.

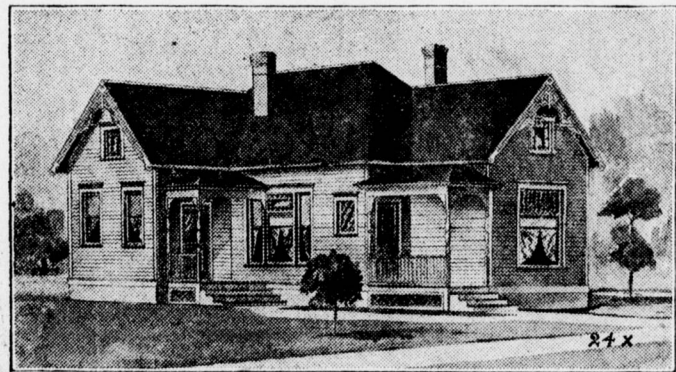
If a young couple form the habit of paying rent, they are very likely to pay rent as long as they live. We often hear the remark that it is cheaper to rent than to own our own property. There never was a more foolish or misleading statement. The man who lives in a rented house seldom gets ahead financially. This holds good whether he is working on a salary or is conducting a business on his own account. It would be difficult to say why, but it probably is because in the majority of cases a renter fails to give attention to the advancing value of real estate.

I knew a man, a clerk in a lubricating oil manufactory, who rented a new house on a pleasant street about twenty years ago. At first he paid \$20 per month, but in seven or eight years' time the rent was raised to \$25. He is still living in the same

very attractive by making a nice lawn and planting a few trees and flowers. The lawn is the most essential and the most difficult undertaking on the average town lot. The ground is often not very good; it is mixed with cellar earth and rubbish that is not well calculated for a good seed bed for grass. It is easy to put the ground in proper shape, however, if the job is started from the bottom. The ground must be plowed deep, and thoroughly worked, to get the objectionable grass roots out of it. The condition of the soil will determine whether to seed the first year or the second year. If there is no humus in the soil, it will pay to cover it thick with coarse manure, and plow it under. This, again, leads to complications in the moisture problem; but if you have a hose attachment, you can easily keep the ground moist. The top two or three inches of earth must be repeatedly worked with a disk harrow or some implement, every other day for a week or two, to kill the weeds as they sprout; then, if the top is well mixed with a good commercial fertilizer, the grass seed may be sown, and you have a lawn that will last as long as you want it, a lawn that will be green when others are parched with sun, a lawn that will look velvety and add ten or twenty per cent. to the value of the property.

This is a secret that not many householders understand. It is not always the house itself that makes a home desirable. I have seen cheap little houses made so attractive that strangers passing would stop to admire.

A young man can build a house like this for \$700 or \$800, and the money that he would naturally pay out for rent will pay for it in a few years. He can grow fruit trees, and have fruit enough for home use, and some

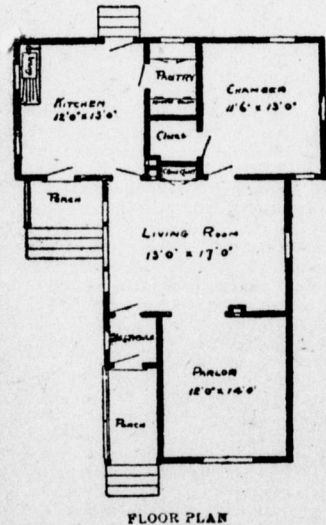


house, and is now paying \$35 per month. The house has not improved with age, and he is continually looking about to better his condition, but can find no other property that suits him so well or that he can rent at a cheaper rate in proportion to the advantages he now has. He has paid enough rent to buy the house, to pay all street improvements, city taxes, insurance and repairs. He tells me he was offered the property years ago for \$2,500, which he thought was too much money. The lot itself is worth more than that today. This is only one of many similar instances that have come to my notice. It is not always that a neighborhood improves so rapidly and substantially; but, generally speaking, all property in American towns advances in value.

There is another very great advantage in owning a home, and that is the comfortable feeling you have of being a landed proprietor, and the fact that you are not obliged to have

to sell, without going to much expense or spending a great deal of time in the garden. An hour or two at night for a few weeks, early in the season, will accomplish a good deal if the work is intelligently laid out. In building a house like this, don't forget the outside embellishments. The lawn and the garden will be the making of the property; at the same time, you will be setting a good example that is almost sure to benefit the neighborhood.

Another very important item is the painting. A little house sometimes is conspicuous just because it is small; and more attention is paid to it than to other houses in the neighborhood, especially if it is nicely painted and neatly kept. Always choose quiet colors for a small house; never attempt to make it showy. A drab with white trimmings always looks well. You may deviate from this without serious injury, possibly; but you cannot improve on a light drab with white trimmings for a small house, especially if it is partly hidden among the trees and screened with vines.



your rent money ready promptly when the month comes around. You can plant a tree or a shrub or some flower bulbs without the permission of the landlord; you can make alterations in the house when it suits your convenience; and if the house or neighborhood is not to your liking, you can rent it and borrow the money to build another, and the rent from the old one will help pay for the new. A little house like this may be made

**War's Glamor Gone.**  
There is no sane, economic reason why there should be wars. They are economically wasteful. They have ceased to be picturesque. The uniform of the soldier has changed from scarlet and gold to clay color. He lies on his stomach in a trench and shoots at an enemy half a mile or more away. Sea fighting has suffered the same decay in romance. The modern dreadnought looks more like a factory with a couple of derricks sticking out of the roof than a boat. Orders are communicated by telephone. It must be very trying to an officer in the skeleton mast during an engagement to call up the captain to deliver some important information and learn that the line is "busy." The men are not sailors in the old meaning of the word. They know little about the picturesque side of life at sea. A fine looking lot of young fellows, probably not more than half a dozen of them on any battleship could splice a rope.—American Magazine.

**Her Principal Reason.**  
Mrs. Homes—Fanny, Mrs. Bangs threw a saucenap at her husband because he sat on her new hat. I never could do a thing like that.  
Mr. Homes—Ah, no! Because you love me so dearly, eh, pet?  
Mrs. Homes—Ye-es. Besides, I haven't a new hat.

## ADVICE FOR SMALL CITY MERCHANT

By WM. C. FREEMAN.

A clothing merchant, operating in a city of 50,000 inhabitants, is doing a business of \$50,000 a year on an advertising expenditure of about \$1,300 a year.

He wants to expand his business and asked me how I would go about it. When he flashed that \$1,300 yearly expenditure on me—which is less than three per cent. of his gross business—I advised him to multiply his advertising expenditure by three.

In the general talk we had I asked him about the chances of increasing his business in his community—the kind of merchandise he sold and the earning ability of the people in his community.

I was surprised when he told me that he sold more \$20 and \$25 suits than he sold of the cheaper grades.

He said he buys the best material he can find—clothing that bears the labels of honest manufacturers. He holds a special sale twice a year to clean up the odds and ends of his stock—the rest of the time selling his goods at a fair percentage of profit. He was as frank a man as I have ever talked to.

I pointed out to him that he could use one full column advertisement every day except Sunday in all of the papers in his town, including a page at the beginning of the season and a page to introduce his special sales in January and July, at a cost of about \$3,200 a year.

He could also use the weekly papers in the counties adjacent to his own town, with a quarter page space every week, at a cost of from \$500 to \$1,000. This would make his total advertising appropriation about \$4,800, or 8 per cent. of his present gross business, and such an advertising policy could not fail to increase his business.

This story is told in the hope that it will be a help to merchants in the smaller communities who want to do more business.

Any clothing business, during its growing stages, can afford to pay 8 per cent. of its gross business for advertising, as an investment, and the percentage of cost will grow less as the business grows.

## FARMERS AND ADVERTISING

Large Farm Sales Recently Held Attest That Use of Newspaper Space Pays.

News dispatches the other day heralded a farm sale held near Emerson, Iowa, that totaled nearly \$8,000 and touted it as one of the largest public sales held on a farm in Iowa this year. Hamilton county, however, has at least two farm sales which beat it—and in each instance by 50 per cent. The John Sloane sale held near Blairsburg totaled \$11,600 and the John Ely farm sale held near Webster City ran around \$12,000.

In point of attendance, however, the Emerson sale will probably beat either of the Hamilton county sales. The Emerson farmer spent \$200 in advertising his sale and considers he got the worth of his money, for 1,000 people attended. In case of the Hamilton county sales probably not over \$50 was spent in advertising. Had \$200 been spent doubtless the crowds would have been a good deal larger and more than likely, also, the receipts would have been bigger. But Hamilton county farmers have not yet learned the full value of advertising. They used more of it this year, however, than ever before. A farm sale most anywhere with an attendance of 1,000 people would certainly be a novelty—but a novelty which would certainly delight auctioneers.

### Say Something in Your Ads.

So long as advertising is news, there need be no apologizing for it on the part of the advertiser. People welcome advertising that will really help them find what they want. I don't like a printed announcement that begins: "Please read this advertisement." It reminds me too much of the poor devil standing down on the street corner with a tin sign, which reads: "Please help the crippled." Say something in your advertising—give the public news of your store and your service—and the public will read eagerly without being begged or cajoled.—Jerome P. Fleischman in Baltimore Sun.

**Unnoticed Customers Grow Angry.**  
Customers will not wait long in a store if no attention is paid to them. They stand around a few minutes, get angry, then leave. Yet a few words to them at the very first—a polite request to take a seat and you will serve them in just a minute—will generally cause them to wait the fullest limit of their time and result in a firm friend, if not a big sale.

Advertise truths—they are less expensive.—Printers' Ink.

**Dutch a Nation of Flower Lovers.**  
The Dutch are a nation of flower lovers, skilled gardeners and inventive farmers. On canal boats, on floating river houses, around farm houses, in humble village and great city, one finds flowers, flowers, flowers. Some one has said that Holland's most illustrious conquerors have been her engineers and her florists. Through this flower culture has come her wealth, for this has long been one of her chief industries.—The Magazine of Flowers.

## TALE OF 2 JEWELRY STORES

One Merchant Lost Business and Closed Up While the Other Prospered and Became Famous.

Once upon a time a man rented a store and stocked it with fake jewelry. Then he bought large advertising space in the city papers and printed big advertisements of the jewelry he had for sale. And people came and bought and went away, but did not come again. And they said nothing to their neighbors about the jewelry they had bought, for they were ashamed of it. But some were wroth and made much talk to everyone they met, and called the merchant hard names, and threatened to do him bodily injury because of the worthless jewelry he had sold them. But others, not knowing of this, saw the advertisements and came and bought and went away and joined the company of knockers. And so it happened that when there were sufficient knockers the merchant's business languished and he closed his store and departed for parts unknown.

But another merchant offered good jewelry at fair prices, and few bought of him. But they came back. And some told their friends and neighbors of the good jewelry they had bought and where they had bought it. And they were not ashamed. So it happened that when the boosters became numerous, and the knockers few, the merchant's trade waxed great and he prospered exceedingly and his name became famous throughout the land. And men said, faith (based on advertising) without works (service) is dead.—American Artisan and Hardware Record.

## GOOD STATIONERY IMPORTANT

Poorly Printed Letter Heads Give Poor Opinion of Business House Which Sends It Out.

Purely practical men affect a disdain for anything that deals in such high-sounding terms as "psychological influence," etc.

Yet it is a very real and known quantity, especially in business. You never read an ad. or a business letter without coming under this "psychological influence."

You may not know it. You only know you like or dislike the proposition or the person behind the letter or the ad.—even before you know what the letter or the ad. says. You are affected by the "atmosphere" of the letter or ad.—by its general visual form—by the "psychological influence."

When you get a cheap, poorly printed business letter you are instantly impressed with a poor opinion of the firm or person that sent it. Maybe you don't even read the letter—you don't know anything about the standing of the firm or person or the importance of the proposition it contains. The cheap effect gives you a cheap opinion.

And the reverse is generally true when you get a letter printed or engraved in an attractive manner on good stock. You think that a firm or person must be of influence to use such stationery may be of higher standing than the latter. But the better stationery gives the latter the advantage.

A man one time a good thing had  
Which people would have prized;  
But he never sold a single one,  
For he never advertised.

**Lunched in Forbidden Room.**  
There is a lunch room in the city where only the gentler sex are permitted to satisfy their appetites. It is run by women exclusively and no man dare enter there. This is a strictly enforced rule and when a group of young bloods went to the top of the Wyoming building to try and get a meal they were politely shown the exit.

Put one of their number was not discouraged. He meant to lunch there, and bets were put up on all sides that he could not "slip it over." On the day named, a tottering old lady hobbled into the room. Her eyes were concealed by dark glasses and she was heavily veiled. It would have been an astonished waitress who could have seen her customer later whisk nimbly in a taxi to the rooms of his friends and was rewarded with his justly earned winnings.—Kate Russell, in the Denver News.

**European 24-Hour Clocks.**  
Visitors in Belgium will have noticed the 24-hour clocks which are to be seen in public places and railways. The same system is in vogue in Italy, and both in Germany and Switzerland there is to be found a considerable number of persons in favor of this new notation. French military authorities also prefer the system, as do two-thirds of the consells generaux and four-fifths of the chambers of commerce. In view of this opinion, M. Augagneur, the minister of posts and telegraphs, has addressed a letter to the prefects announcing that during the summer the 0 to 24 system will be introduced on the main lines of the railways, and inviting the prefects to take measures to equip the local lines in the same way.

**Need More Frills.**  
A pretty close observer of men and things says that it is just barely possible that more people would do their perfectly plain duty if only it had a few more frills on it.

## REBEL VICTORY IN MEXICO

Federal Troops Retreat to Torreon After Four-Day Battle.

### TROOP'S TRAIN DYNAMITED

Madero's Army, Surrounded by About 4,000 Rebels, Suffered for Food and Water—Panic Stricken Federals in Under Artillery Fire.

Mexico City.—Messages received here tell of a terrific Federal rout in Jiminez, in the State of Chihuahua.

Jose Gonzalez Salas, who left the War Ministry to become commander-in-chief of the Government forces in the campaign against Orozco, committed suicide at Berjenillo by shooting himself through the head while, with a part of his army, he was retreating to Torreon after a reverse at Corralitos, twenty miles south of Jiminez.

Both officers were killed and fifty officers taken prisoners to the City of Chihuahua, together with many privates.

General Pascual Orozco, with 164 carloads of rebel soldiery, is moving toward Torreon. All Federal troops have already retreated to that point.

The rebel victory came after four days of almost continuous fighting, in which the early advantage seemed to be with the Government army.

The Federals pressed forward through the outposts of the Orozco forces and compelled them to abandon the town of Escalon, where the first serious resistance was offered.

Under General Campa, 800 revolutionists were sent by a circuitous route some miles south from Corralitos with instructions to fall in behind the troop trains of the Federal army, which were bringing up the reinforcements.

Meanwhile a locomotive loaded with dynamite was prepared in the rebel camp. A volunteer engineer piloted the locomotive out of town, and when a Federal troop train approached the engine was started with an open throttle, the engineer jumping to safety.

In the explosion caused by the collision of the locomotives eighty Federal soldiers were killed. The move threw the Federal army into a panic. By this time Campa's deploying party had closed in behind the main Federal forces and the real attack of the revolutionaries began.

Under cover of the night the Federals retreated and at daybreak the revolutionists found their enemy had disappeared.

By special instructions of General Orozco, the prisoners sent north were received with all honors of war at Chihuahua, their wounds being given attention and the soldiers fed and treated with respect.

Nicholas Martinez, chief of staff of General Salas, is reported to be among those killed.

Federals are pouring into Torreon exhausted and panic stricken by their complete defeat. For days they had been advancing under the discomforts of heat and short rations, and are said to have been in poor condition for the battle.

Chihuahua.—With General Blanquest, their commander, wounded, the 2,000 Federal soldiers trapped near Corralitos by between 3,000 to 4,000 rebels fought desperately to escape the cordon and retreat to Torreon. The losses have been tremendous and they are without food and water. Four hundred dead are supposed to represent the Federal loss; 100 the rebel loss.

### KILL THREE AND LOOT BANK.

Paris Bandits Make Haul at Chantilly Branch of Societe Generale.

Paris.—Three bandits entered the branch of the Bank of the Societe Generale at Chantilly, murdered two watchmen and robbed the vault of \$8,000, all the money it contained. They made their escape in a high-powered automobile, and the police are certain they are the noted "phantom bandits" who earlier in the day held up an auto just outside of Paris, murdered the chauffeur, slightly wounded the owner and escaped in the car.

For bloodthirstiness and boldness of execution these crimes have seldom been paralleled. The trio responsible for a dozen murders and a score of the boldest robberies in the past month, stopped the motor car by waving their handkerchiefs to the chauffeur. As the car came to a stop one man walked around the car, apparently inspecting it.

At a signal the two others drew revolvers and shot the chauffeur who had sat quietly, seeming at a loss to understand the actions of the men. They picked up his limp body, carelessly dumped it into the roadway and then clambered into the car and made off at a full speed before two eye witnesses could make a move to stop them.

### WAGE INCREASE DENIED.

Locomotive Engineers Hold Out for 18 Per Cent.

New York.—The demands of the locomotive engineers for wage increases averaging 18 per cent, were flatly refused by the conference committee of the managers of the 50 railroads in the district east of Chicago and north of the Ohio River. The committee contends that "the present rates of wages are as a rule full and liberal, and the railroads are financially unable to bear the increased expense involved."

## MANY SEEK FLOWER

Edelweiss Grows Only on Sides of Mountain.

Blossom Is Responsible for Deaths of Many Climbers Every Year—Legend of the Coveted Posy Is Told.

Lucerne.—When the warm spring sun kisses the rugged slopes of the Alps the snow will gradually disappear. In the nooks and crannies of the rocks here and there will appear the shoots of a tiny plant. It will push its soft, velvety stems upward a few inches. Upon these fragile stalks later will appear dense clusters of white flowers—so white that they almost appear greenish in their purity of color. The heads of the flowers are covered with a fleecy substance, soft as down to the touch.

This modest little blossom is the edelweiss.

Every summer season intrepid mountaineers give up their lives to gather the edelweiss. It is precious because it is rare. It is desirable because it is difficult to obtain. For the edelweiss grows generally in the most inaccessible places. It nestles in the steep sides of the precipice and the chasm. Invigorated by the mountain air, intoxicated by the scenery, the climber beholds the blossom in its dangerous crevice. He determines to make his way to it and bear it away with him. Sometimes he succeeds in the quest, only to fall as he attempts to return. A loose stone that he has trusted as a foothold slips away. His hands are flung out to save himself. There is nothing secure to cling to. The end is deep down in the ravine below. The edelweiss has lured another to death because of his covetousness.

In a certain legend the edelweiss (poetic white) is related to heaven, from which it grows. An angel, weary of her celestial home, longed once more to taste the bitterness of earth. She received permission to appear in the flesh again, but she found herself unprepared to mingle again with a world where her eyes beheld crime, sickness, poverty, oppression, misfortune and discontent. So she chose a home for herself high up in the Swiss Alps. There she could look about upon the world and yet dwell apart from



The Coveted Edelweiss.

It. The angel soul of the visitor illumined her face and transfigured her form to one of slender, bewitching beauty.

Comes one day a climber, more daring than others before him. The icy fastness where she hides her loveliness is invaded by him. Having been seen by him her retreat soon is invaded by many men eager to behold her and, from the thrill of beholding her, doomed to love her hopelessly. She is kind, but cold to all. Unable to endure the sight of one so beautiful and still not possess her, her admirers join in a prayer to heaven. They ask that since they may not claim her for their own they may at least be spared the sight of one so lovely. The prayer is answered. The angel is taken back to heaven. She leaves behind her human heart in the edelweiss as a memento of her earthly residence.

And so from an object of love itself, the edelweiss has come to be the symbol of love. The Swiss maiden to whom some swain has brought the edelweiss knows that he has risked his life to gather the tiny blossoms for her. Receiving them, she understands, because the mute appeal of the edelweiss is stronger than words.

**Girls Steal a Bath.**  
Fort Worth, Tex.—Chief of Police Renfro and three policemen were called to a barber shop late at night to arrest burglars. With drawn revolvers they opened the door of a bath room where the "burglars" were hiding, and were amazed to find two pretty young women, nude, bathing in the tub. Muffled screams startled passersby. The two girls threw water into the chief's face and he beat a retreat. Later he arrested them for stealing a bath. They gave their names as Miss Katharyn Reid and Miss Jessie Hoover.

**Deposits Savings of 20 Years.**  
Monticello, N. Y.—Miss Cynthia Plintler deposited in a local bank nearly \$1,800 in old coins of small denominations, the savings of her brother during 70 years.

**Was Disappointed in Wife.**  
Chicago.—Held for deserting his 17-year-old wife, Albert Kosticky declared he was disappointed in her, for American girls were far prettier.