

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 cement block house 35 feet long by 31 feet wide, without measuring the porches, is given in this plan. The first cement houses were expensive and unsatisfactory, because no one knew how to make the blocks or how to avoid the many little difficulties that presented themselves. Mechanical ingenuity, however, and our acquired knowledge of mixing cements, gravel, broken stone, and cinders, with improved block-making machines, have simplified matters until it is now quite possible to build a better house of cement for less money than the ordinary wooden house costs.

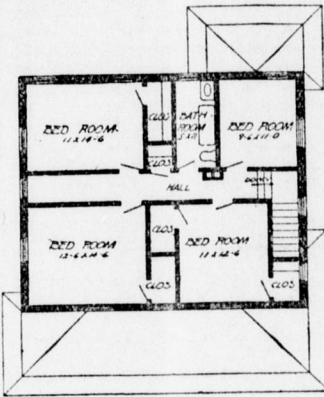
Of course there are many side issues which affect this general statement. In some parts of the country, the right kinds of sand and stone are abundant; in other places, they must be brought from a distance. In cement construction, one of the greatest problems is the cost of teaming the heavy materials necessary to make the blocks; but there are locations where the block machine can be set down on the lot where the house is to be built, and the gravel or sand from the cellar excavation used in the mixture that goes through the machine. In a case of this kind, the only teaming necessary is to have the bags of cement, the millwork joists and lumber necessary for the floors, and the shingles and rafters for the roof.

In building a cement block house where stone is plentiful, it is a good plan to lay up a stone wall to the grade line, and to plaster the wall on

himself and the owner into difficulties.

Hollow cement blocks are very much the best. They require considerably less material in the making; and the open space in the wall is a benefit, as it provides an insulation against heat, cold, and dampness, which is an absolute necessity for comfort and healthfulness.

Provision is made in this plan for a cement floor in the cellar, as well as a cement outside cellar entrance, the walls of which and the stairs are built together and, when finished, really make one big, solid stone—a monolithic construction. The con-



Second Floor Plan.

crete for the cellar bottom consists of four inches of grouting, which is composed of one part of good Portland cement, two parts clean, sharp sand, and four parts small, clean broken stone. The word "clean" to a cement man means that the sand and stone must be entirely free from, or contain only a trace of clay or ordinary earth,

Advertising Talks

WHAT GOOD ADVERTISING IS
Buyer's Viewpoint of Merchandise Must Be Considered First of All—Keep Everlastingly at It.

Good advertising consists in telling the public in language that they can understand, what they want to know about the goods you have to sell.

Failures in advertising follow the avoidance of this simple rule. It is all a question of viewpoint, says the Novelty News.

Most advertisers and copy writers are too full of what they see in the things they have to advertise. They fail to consider the reader's viewpoint.

It is a matter of only secondary importance to the buyer what you think of your proposition. With the buyer it is purely a question of how he (or she) can use what you have to offer.

Nothing is more absurd than to advertise the "biggest," "the best goods," "the highest quality." That's what you say about it. The public want to form their own judgment. They consider themselves competent and if you want to sell them you must convince them by showing what you have to offer.

It's nothing to them that you say your goods are "best," and of "highest quality." Most of the buying public are from Missouri; they want to be shown. They want to see what you have to offer.

Another common failing is for large concerns to assume that they are too well known to need advertising. Everybody knows us, they say, and if they are in the market for our line of goods we will surely learn of it. No concern is so great that they don't require advertising, none so well known that some new buyer in the field has not heard of them. It is sheer egotism to think otherwise.

A product similar to Postum Cereal was made in Battle Creek long before Post went there. But the public didn't know it. The concern that produced it thought everybody who might want it knew about it. But Post thought otherwise. And because he was wise otherwise, he made millions. Advertising did it.

And don't expect immediate, tangible and directly traceable results. Most advertising is a question of good publicity, of telling the people all the time.

Those who place the largest orders don't buy every day. They buy at infrequent intervals, hence the necessity of "keeping everlastingly at it."

You may quit just when a large order is about to be placed. And the buyer when he does make up his mind to buy doesn't remember the ad. you placed a few months ago.

The salesman on the spot generally gets the orders, the advertiser who confronts the buyer when ready to buy, reaps the harvest. That kind of advertising pays.

Parables of 1912.

If you toot your little tooter
And then lay aside your horn,
There's not a soul in ten short days
Will know that you were born.

The man who advertises
With a short and sudden jerk,
Is the one who blames the paper
Because it doesn't work.

But the man who gets the business,
And who the other fellow beats,
Is the advertiser with the adlet
That you read from week to week.

We can help you toot your trumpet,
We can bring the people in,
We can help you build your business,
Are you ready to begin?

Moral—He who toots his little trumpet
Can withstand a sudden shock,
"Or like the man in Scripture
He builds his business on a rock."
—Fourth Estate.

Don't be a wheelbarrow man
In a motor age. Scratch for business.
The hen does it, and as a money producer she has got
John D. Rockefeller beaten to a frazzle.

Patronize Home Merchants.
By patronizing home merchants you are rewarded by always having good enterprising merchants at home. Patronize them and they will benefit you in more ways than one. You are rewarded by seeing your patronage and the patronage of your influence in building up and maintaining your own town; patronize home merchants, home industry and home enterprise of all kinds in preference to those of any place. Spend your money at home with people who have interest in your town. By doing this the town is kept up, property is made more valuable, conveniences are enlarged and opportunities for financial improvements are opened.

The Lasting Kind of Advertising.
"The advertiser who tells the truth—nothing but the truth always—may not cut as wide a swath at first as the advertiser who puts into his announcements some of the glitter and temporary juggling power of insincerity," says Jerome P. Fleishman, "but he gets business that sticks and grows—whereas the man who doesn't live up to his advertising fools people once and drives them away forever."

BEST WAY TO REACH PEOPLE

Newspaper Advertising Will Accomplish Merchant's Object Quicker Than Any Other Method.

In an interesting address before the San Diego, Cal., Ad Club recently, C. S. Holzwasser said among other things:

"Should you want to say something to those whom you cannot reach by the various methods we have, such as personal conversation or telephonic communication, they are best reached through the medium of the newspapers.

"Advertising, in my opinion, is the art of creating a desire in the minds of those whom you wish to reach to possess something that you have. Since everybody reads the newspapers, it follows as a matter of course that if you advertise in the newspapers, you reach the greatest number of people. I find that whenever I say something to my public in the newspapers—when I have something real to say—I always get splendid results. I find, however, that when I talk in the newspapers and do not say anything—I may as well not have used the newspapers at all. When I first started out to write advertisements, we used to hear and read about a man named Charles Austin Bates. I believe this is the gist of what he said: He said: 'If you want to attract a man's attention in the newspapers you will call to him in 72-point type. After you have attracted his attention, if he makes the start to come to you, tell him what you want to say in 10-point type. I would go a little farther than Mr. Bates, and would say in a loud tone of voice, exemplified by the 72-point type, what I wanted to tell him. I would also lower my voice after I had attracted his attention, but I would be very sure that I had something to say which would interest him, before I called to him at all.

"I find the nearer I approach the common sense in our talks in the newspapers, the more successful we are. I also find that evasion of the truth or misstatements of any kind in the newspapers is the most expensive kind of advertising, from the fact that we do not get results and such methods of advertising have a tendency to reduce confidence in our advertisements by the readers. Therefore, we advertise in the newspapers, plain statements of fact, garnished a little by the elegancies of the English language, always telling the truth, the results are absolutely certain.

"What is absolutely necessary in newspaper advertising is to be specific. To have something to say and to say it. As I have stated before, to say it in plain words which do not go over the various heads of the readers. We can assume that the proportion of educated persons to illiterates, or the proportion of illiterates who do not read the English language, is very small—practically nil. Therefore, if we have something to say, and we say it through the medium of the newspapers, we are bound to receive a very good hearing. I find that newspaper advertising, like every other field of human endeavor, is becoming an art, and embraces a great many units of this art. Advertising is no less an art than the practice of law or medicine. We can estimate accurately the results that we may obtain from a certain amount of space, which may be used in newspaper advertising. We know that where we specialize in any one of the units of newspaper advertising; where we present a good, logical reason for our readers to buy a certain thing, we obtain results.

"We know the man who has made a specialty of advertising, for instance, windmills, has made a success of the selling of these windmills from the fact that he became a specialist in this one particular line of work, and brought the selling of windmills up to a very fine art. Like the practice of medicine, which is divided into a great many subdivisions—each a department and study in itself—so advertising has been brought to such a fine art that specialists in advertising have today reached a stage where they can advertise their particular specialty, and can reach the buying public, surely obtaining results every time.

"I believe, personally, in specific advertising. I believe in advertising in the newspapers more than in anything else. It is the natural avenue, and the only one method we have for conveying such information as we desire to one another. While there are other mediums of advertising, in my career as a merchant (something like twenty-five years) I have reached the net result that the newspaper is the only one method by which I can surely create a desire in the people's minds to buy something that I have on sale.

"The newspapers practically form public opinion on every question which arises. They, every day, contain lectures on sociology, on business, literature, philosophy, on everything that is of interest to man or woman. Therefore as time goes on, and minds enlarge, people become broader and the newspapers are filling a still broader field. I cannot see where any other method of advertising can be likened in any way with the advantages of those derived from newspaper advertising. I am quite sure, with the organization you have (composed, as it is, with a good part of the brains of the community—with the will to do and the knowledge to do it with—and the truth back of you), you cannot fail to bring results, even greater than you had previously aspired to."

BIG FORTUNE WELL HANDLED

Millions Left by the Late Russell Sage Are Being Expended for the Welfare of Humanity.

While the late Russell Sage was in the flesh he was one of the most prudent, shrewd and persistent money-grubbers in Gotham. The astute financier never plunged nor risked any money in wild-cat schemes. He was a "sure-shot" operator in Wall street, and when he died he left in the hands of his lone widow a fortune of something like \$75,000,000. Since becoming possessed of this enormous fortune she has worked as persistently and assiduously in scattering the money as her husband did in gathering it. The scriptures tell us that the miser is the man that "heaps up riches and cannot tell who shall gather them." Russell Sage knew better, and the good lady upon whose shoulders was imposed the burden of this enormous sum of money has worked hard in lightening the burden. Her philanthropies have been productive of as much wisdom as marked her husband's operations in the market. She is reported to be failing in health, and her task is only begun. Should she be taken from the world thousands will regret her departure, and it is very earnestly to be hoped that further care of the property will fall into good hands.

SCALP ITCHED TERRIBLY

"One evening while combing my hair, I noticed a few brown crustlike spots on my scalp and, of course, I thought it was only a little dust that had settled there during the week. So I washed my hair thoroughly but I saw that they wouldn't come out. Then at the end of the next week I washed my hair again, and to my astonishment I saw not only those few but many more had come. Then my head became worse and worse, and my scalp started to itch terribly, so that I could not sleep nor keep from scratching my head.

"The crustlike places later opened and made sores which bled, and they also itched something terrible. I tried many remedies but none helped and instead they made my head worse. This condition of my scalp kept up for a month, and then one day I met a friend and she advised me to use Cuticura Soap and Ointment which I did. In two weeks I was rid completely of this trouble, through the use of the Cuticura Soap and Ointment. I am never without them, for they are my most highly valued friends." (Signed) Miss Alva Gustafson, 677 Second Ave., New York City, May 17, 1911. Although Cuticura Soap and Ointment are sold everywhere, a sample of each, with 32-page book, will be mailed free on application to "Cuticura," Dept. L, Boston.

The Worm's Way.

"The Hon. Stephen Coleridge, the English anti-vivisectionist," said an anti-vivisectionist of Philadelphia, "is delighted with the recent English vivisection report, which promises to abolish even the use of the live bait in fishing.

"Mr. Coleridge once argued here in Philadelphia about the cruelty of fishing with worms.

"Oh," his opponent said, "the mere fact that a worm writhes and wriggles when impaled on a hook is no proof that it is actually suffering pain."

"No, oh, no," said Mr. Coleridge, sarcastically, "beyond doubt that is just the worm's way of laughing at being tickled."

Easily Answered.

"These kids I teach aren't a bit slow," observed a school teacher yesterday. "In fact, I'm afraid they read the papers. The other day I proposed the following problem to my arithmetic class:

"A rich man dies and leaves \$1,000,000. One-fifth is to go to his wife, one-sixth to his son, one-seventh to his daughter, one-eighth to his brother and the rest to foreign missions. What does each get?"

"A lawyer said the littlest boy in the class."—Case and Comment.

Do You Use Eye Salve?

Apply only from Aseptic Tubes to Prevent Infection. Murine Eye Salve in Tubes—New Size 2c. Murine Eye Liquid 25c-50c. Eye Books in each Pkg.

The wages of arbitration should be paid as peace work.

The old friend is better than the new. Garfield Tea is not only old but tried and found true. Made of pure wholesome Herbs.

No amount of culture will make a man stop snoring in his sleep.

Mrs. Whaslow's Soothing Syrup for Children teething, softens the gums, reduces inflammation, allays pain, cures wind colic, 25c a bottle.

Perhaps Lot's wife was turned to salt because she was too peppery.

Liver and kidney complaints will be greatly helped by taking Garfield Tea regularly.

Even the thirst for glory may have its direful after effects.

HOW GIRLS MAY AVOID PERIODIC PAINS

The Experience of Two Girls Here Related For The Benefit of Others.

Rochester, N. Y.—"I have a daughter 13 years old who has always been very healthy until recently when she complained of dizziness and cramps every month, so bad that I would have to keep her home from school and put her to bed to get relief.

"After giving her only two bottles of Lydia E. Pinkham's Vegetable Compound she is now enjoying the best of health. I cannot praise your Compound too highly. I want every good mother to read what your medicine has done for my child."—Mrs. RICHARD N. DUNHAM, 311 Exchange St., Rochester, N. Y.

Stoutsville, Ohio.—"I suffered from headaches, backache and was very irregular. A friend advised me to take Lydia E. Pinkham's Vegetable Compound, and before I had taken the whole of two bottles I found relief. I am only sixteen years old, but I have better health than for two or three years. I cannot express my thanks for what Lydia E. Pinkham's Vegetable Compound has done for me. I had taken other medicines but did not find relief."—Miss CORA E. FOSNAUGH, Stoutsville, Ohio, R.F.D., No. 1.

Hundreds of such letters from mothers expressing their gratitude for what Lydia E. Pinkham's Vegetable Compound has accomplished for their daughters have been received by the Lydia E. Pinkham Medicine Company, Lynn, Mass.



Lydia E. Pinkham's Vegetable Compound has done for me. I had taken other medicines but did not find relief."—Miss CORA E. FOSNAUGH, Stoutsville, Ohio, R.F.D., No. 1.

Splendid Crops

in Saskatchewan (Western Canada)

800 Bushels from 20 acres of wheat was the return from a Lloyd-minister farm in the season of 1910. Many fields in that year yielded other districts yielded from 25 to 35 bushels of wheat to the acre. Other grains in proportion.

LARGE PROFITS are thus derived from the FREE HOMESTEAD LANDS of Western Canada.

This excellent showing causes prices to advance. Land values should double in two years' time. Grain growing, mixed farming, stock raising and dairying are all profitable. Free Homesteads of 160 acres are to be had in the very best districts; 160 acre pre-emptions at \$3.00 per acre with 10 certain acres. Sections and churches in every settlement. The richest soil, the best building material and the best climate. For particulars as to location, low settlers' railway rates and full details of the Homestead, Last Best West, and other information, write to Dept. of Immigration, Ottawa, Canada, or to Canadian Government Agent.

J. S. Crawford, Canadian Government Agent, 301 Genesee Street, Syracuse, New York. Please write to the agent nearest you.

Sleeplessness

may be overcome by a warm bath with Glenn's Sulphur Soap

Sold by druggists. Hill's Hair and Whisker Dye, Black or White, 50c.

A WONDERFUL DISCOVERY.

This is the age of research and experiment, when all nature, so to speak, is ransacked by the scientific for the comfort and happiness of man. There has indeed made great strides during the past century, and among the by no means least important discoveries in medicine comes that of Therapion, which has, we understand, been used with great success in the French Hospitals and that it is worthy the attention of those who suffer from kidney, bladder or nervous diseases, chronic weaknesses, ulcers, skin eruptions, piles, etc., we think there is no doubt, in fact it seems evident from the big stir created amongst specialists, that "THERAPION" is destined to cast into oblivion all those questionable remedies that were formerly the sole reliance of medical men. It is of course impossible to tell whether all we should like to tell them in this short article, but those who are interested would like to know more about this remedy that has effected so many—no, we might almost say—miraculous cures, have only to send addressed envelope for FREE BOOK to Dr. Le Clerc Med. Co., Haverstock Road, Hampstead, London, Eng. and decide for themselves whether "The New French Remedy," "THERAPION," is what they require and which they may have been seeking in vain during a life of untold misery, suffering, ill health and unhappiness.

ABSORBINE STOPS LAMENESS

from a Bone Spavin, King Bone, Sprain, Curb, Side Bone, or Slight Trouble and gets the horse going sound. Does not blister or remove the hair and horse can be worked. Price in pamphlet with each bottle tells how to use. A bottle delivered Horse Book 5c Free.

ABSORBINE, (R.B.) Ointment for man, woman, child. Removes Painful Swellings, Rheumatism, Glands, Gout, Wens, Bruises, Varicose Veins, Varieties, Old Sores, Ailments, Pain, etc. Will tell you how to use. 25c and 50c a bottle at dealers or delivered. Manufactured only by W.F. YOUNG, P.D.F., 310 Temple St., Springfield, Mass.

FOR SALE—Gron 500 five acre superfine tract, lake region, New Hampshire, near Boston. Terms to suit. WILLETTS BUILDING, LAWRENCE, MASSACHUSETTS.

Don't Let Your Spare Money Lie Idle. Large dividends guaranteed. Write for prospectus. Merchants Loan & Insurance Co., Terre Haute, Ind.

W. N. U., NEW YORK, NO. 24-1912.

Carbolated Vaseline

The best dressing you can find for wounds, bites of insects, abrasions, etc.

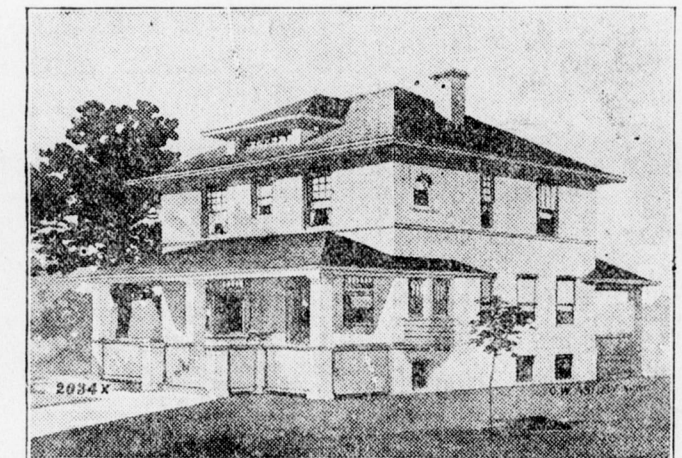
The Carbollic Acid helps to prevent infection: the "Vaseline" cleanses and soothes.

Especially valuable where there are children.

For sale everywhere in handy glass bottles. Be sure you get "Vaseline."

Our various "Vaseline" preparations make up a complete medicine chest that should be in every home. Write for free booklet telling all about them. Address Dept. E.

Chesebrough Manufacturing Company
17 State Street (Consolidated) New York



the outside with a layer of cement mortar to keep the dampness from the ground from striking through into the cellar. The top of this stone wall also receives a coat of cement mortar; in fact the stones that compose the wall are laid in cement, and the interstices are filled with broken pieces embedded in the soft cement mortar. This makes a very solid stone wall and a splendid foundation for the cement blocks.

One difficulty which has now been overcome is the designing of cement blocks that fit in around the windows and doors, and that match right at

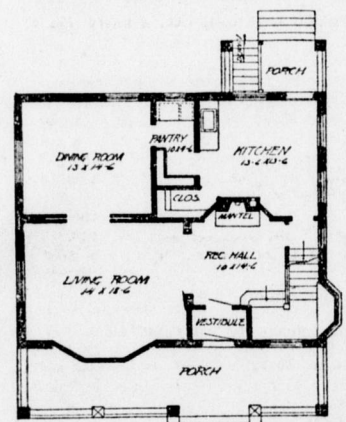
because clay or loam will prevent adhesion of the cement to the stone, and, if used, the concrete will be crumbly. The manner of mixing differs somewhat with different workmen; but the old method of mixing the materials thoroughly dry, then mixing them thoroughly wet, has never been improved upon.

If the owner understands some of the general principles of cement construction, he is in much better position to talk and deal with contractors on both sides. It is an important piece of work to start to build a house that one expects to live in probably for a number of years, and it pays well to read up and know for certain whether things are just as others represent them or not.

One point in making a cellar bottom that every one should know, relates to the manner of leveling the ground. A cellar bottom usually is not put in until after the first floor joists are in place. The joists, of course, are level, and it is easy to level the cellar bottom to the joists by using a measuring stick of the proper length; but the floor should be lower in one corner, enough to drain readily. Every cement cellar bottom should have a drain to carry off the water when the cellar is being cleaned. A clean cellar is necessary for health; and if provision is made for easy washing when the cellar is built, the cleaning will be done much oftener than it will be if this precaution is neglected.

Another point that should be carefully attended to, is the cement surface. This should be about three-quarters of an inch thick, composed of cement one part to three parts of clean, sharp sand, first thoroughly mixed dry, then thoroughly mixed wet enough so that water will follow the trowel in smoothing. This coat should be put on the concrete base while the concrete is still damp; otherwise it may not stick properly, and you will have a floor that sounds hollow, or that may crack and peel.

Another point in cement construction is the opportunity to make the cellar window sills of cement, and to embed the frames thoroughly and carefully in the wall. In the northern parts of the country where the cold is extreme in winter, this precaution will help a great deal in making a frost-proof cellar.



First Floor Plan.

the corners, without the necessity of making a whole lot of blocks of special sizes. Cement blocks are large, and the wall goes up quickly when everything goes together right; but when you have to stop and chisel blocks to fit, then the expense for labor mounts up at a lively rate.

Before signing the contract, find out positively if the builders know exactly how to design and manufacture blocks that will go together without this extra expense. The house-owner is the one to pay the bills whether the house is built under contract or by day labor. A contractor who understands his business will make a bid that is reasonable; but a contractor who has not had experience in cement block construction is likely to lead