

OLD PURITAN IDEAS FOR HOME BUILDERS

Church Tower W...
W...
Brew...

BY
W.M.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.

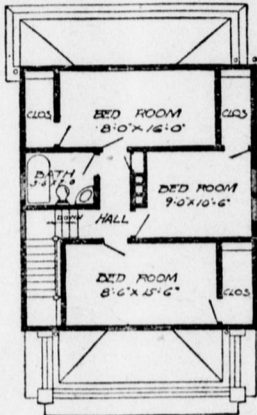
A severely plain, square-built little house that looks very neat when finished, may be built after the design here shown. This house is built on the new stucco plaster plan, that has come into use so much during the last few years. The invention of expanded metal lath is responsible for this manner of enclosing a house in mortar. There is something about the connection between cement, stucco mortar, and expanded lath that just seems to meet the requirements of a good outside building covering to take the place of wooden siding.

For 200 years, both in Germany and in England, builders have tried covering houses with some kind of plastic material that can be easily and quickly put on, and that will harden with age. In England it was called "rough-cast," but it might have been just as disappointing under some other name. Some of those old buildings did good service, but the most of them fell early into decay because the rough-cast plaster got into the habit of falling off in patches. It is doubtful if anything in the building line ever looked worse than a plaster house with zigzag openings here and there showing the ribs of wooden lath that were never intended to be exhibited to the public.

For some reason, lime mortar, no matter how carefully mixed or how well put on, could never be induced to hang fast to wooden lath year after year when exposed to the changes in temperature and outside moisture. But

heavy and solid. You don't want any thin, flimsy-looking porch columns or rails built in this way, for they are sure to prove disappointing; and the material is cheap enough to use in a prodigal manner. You don't measure it by the square foot, and pay for it at the rate of \$40 or \$50 per thousand; but you just cart it to the job by the wagon load, mix it up in quantity, and spread it on until you get enough.

You don't feed the expense the same when you do it yourself, although builders declare they can build a wooden house almost as cheap as one covered with stucco. This is partly due to custom. Carpenters can work to ad-



vantage on lumber, because they have been brought up on lumber. They were born in a carpenter shop, and used the saw and hand-ax as playthings when they were kids. They have now to learn how to use metal lath and how to attach it properly to

Health & Beauty Hints

By Katherine Morton

"I have a very thin skin and, alas, it is prematurely wrinkled. Please suggest some simple remedies for my great misfortune."

"A Woman of Thirty."

To be wrinkled at thirty is indeed a misfortune, and if the skin is very thin it must be admitted that it has less promise from beautifying treatments than the thicker ones. Thin-skinned faces are at a disadvantage with every wind that blows, with sunburn, fire heat, indigestion, worry, etc.

Thin skins need much more grease than others, for as a rule they are very dry and sensitive to all external influences, and sometimes it is necessary to cleanse such faces with grease instead of with soap and water. This formula will achieve a very good purpose if it is carefully made from pure substances:

- Almond oil 4 ounces
- Spermaceti 1 ounce
- White wax 1 ounce
- Cucumber juice 2 ounces

Select cucumbers ripe enough for table use; cut and chop them fine; then extract the juice by squeezing through a jelly bag. Then measure the juice and carry the required two ounces to a druggist, asking him to supply the rest of the ingredients and make up the formula.

When cleansing the face with the cream work the grease into the skin with the fingers and then wipe off the residue with very soft cloths. The soil from the skin will be very visible on these, and the face can be massaged and worked over with the cloths until it feels as fresh as if washed in the ordinary way. If it seems to shine a little too much sometimes, heat a tablespoonful of some delicate toilet water and go over the face with this and a fresh soft rag.

A lotion especially for strengthening relaxed muscles, and which is therefore extremely good for wrinkles, is made of the following simple things:

- Fresh rosemary tops, 2 pounds
- Sage (also freshly gathered) 1/4 pound
- Rectified spirit, 3 quarts
- Water 1 quart

Digest for ten days, then throw the whole in a still, add a pound and a half of common salt and draw off six pints. To this distilled portion put one ounce of bruised Jamaica ginger, and after the liquid has stood a few days longer either decant or filter it. This is regarded as a fine skin tonic, and it can also be used upon the hair to advantage.

Barley water was used in our grandmothers' times for wrinkles, and there is no reason why it should not be employed today and made up in the same old-fashioned manner. Ancient directions for this simple beautifier call for three ounces of pearl barley boiled in a pint of rain water until the gluten is extracted; then the liquid is strained and is applied directly to the face, after it has been washed, on going to bed. Some of the beauty people of the present day make up this wash with the addition of 25 drops of tincture of benzoin to a quart. The barley water so prepared is declared absolutely proof against wrinkles, but one can only know the truth of this statement by testing it. Strained honey and sour buttermilk are other simple remedies against these subtle enemies of woman's youth, and these modest medicaments are available to all.

The thin-skinned face must always be protected against strong winds, grinding dust, deep sunburn and much burning over the cook stove if its owner wishes to avoid the bane of deep-seated wrinkles.

Social Forms and Entertainments



A Delightful Party.
I expect my mother to visit me the latter part of June, and while she is here I wish to have a small company (in the afternoon) of ladies that she knows, as she used to live here. What would you do for entertainment? How would it be to tell each lady to bring her sewing and then have a guessing contest and have prizes? I find the woman's section very helpful.

MRS. M. L. C. H.

Your party as outlined is just right and your guests will be anxious to talk with your mother, so you will not need any more entertainment than you have planned. People always enjoy bringing their work. If you will send me a self-addressed envelope in care of the paper I will tell you of a new book of guessing contests that came out recently.

For a Class Party.
I notice you help many in your columns, so here I am asking information. I want to entertain for my school teacher, having our class present, and I would like to know the form of invitation to send the teacher. Should it be the same as the others, or different?

Please suggest some forms of entertainment and should I use the school colors?

EDNA.

Why not just speak to the teacher and tell her you wish to entertain in her honor, having the other members of the class as guests. I wonder if there could be too many of you to ask them all to supper? That would be just fine, then afterward you could have music and guessing games. By all means use the class colors.

A Junior-Senior Banquet.
Please suggest a suitable way of decorating a hall for a banquet given by the juniors in honor of the seniors, and also what refreshments to serve.

A JUNIOR.

Decorate with the class colors. Flags, pennants and Japanese lanterns are often a pretty addition when placed just right. If you wish a regular banquet start with soup, then fish, then whatever meat course seems desirable, then salad, followed by dessert, which should be either a plain or fancy cream, with coffee, salted nuts and bon-bons.

Removing Mourning.
Through your columns will you kindly inform me the best way for a gentleman to leave off mourning? Should he leave it all off at once, or gradually start in to wear colored ties while still wearing mourning? Is it proper to wear the same suits after the mourning band has been removed?

C. P.

In taking off mourning it is perfectly correct to wear colored ties and color in the linen, as many men wear black suits who are not in mourning.

Card Etiquette.
A lady calling at my home a few days ago left her card, also two of her husband's. Now, in returning the call, would it be more polite for me to go alone or accompanied by my husband? In case I go alone, whose card shall I leave?

A FAITHFUL READER.

Very few men make calls these busy days and all you have to do when you return the call is to leave two of your husband's and one of your own cards.

MME. MERRI.

Advertising Talks

ADVERTISING OPPORTUNITY IN THE PACKAGE

By A. E. Edgar.

The millions of parcels that are sent out from the retail stores in the United States offer a splendid opportunity for advertising that is almost entirely neglected.

The tendency of modern times is to use plain paper for wrapping packages. This is a great improvement over the old-fashioned method of having a broadside advertisement printed with poor, blotchy ink on the paper. This was objectionable in many ways and has generally been superseded by perfectly plain paper or by paper having a modest card printed in unostentatious type.

A shoe firm not long ago adopted a very good idea. They had a small card printed on the paper in such a position that it would come at one side of the package. It read:

If this package is lost finder will please return it to
BROWN BROS., SHOEMEN,
163 Main St., Jackson

This has merit of originality and is in itself a source of advertising for this firm. Any merchant in any line can use this idea on his smaller parcels if it is not so feasible on his larger ones.

Every merchant has at hand a means of advertising to his own select list of customers by means of his packages. Some merchants spend large sums of money in newspaper advertising and neglect the package altogether. The advertisement sent out with the package has many advantages over the newspaper advertisement but cannot be expected to take its place.

The advertisement sent out with the package reaches a customer of the store. It is read, usually, at a time when the customer is more or less pleased with a purchase just made at the store of the advertiser. The customer is predisposed to favor the store that has just given satisfactory evidence of its efficiency.

If a merchant did nothing more than have a "Thank you" card inserted in every bundle it would mean a great deal to him. An Ohio merchant uses one that reads:

WE THANK YOU

for your patronage. It is our aim to so please every customer with every sale we make that he or she will come back to us when requiring anything further in our line in the future. If the purchase you have just made is not in every way satisfactory to you upon a close examination in your own home, we will be pleased to exchange it at any time, or refund the price you paid. We mean just what we say, because we know that a satisfied customer is our best advertisement.

On the reverse side of this card he always had an advertisement of some reasonable article. Some times it was an article from one department, at other times it was from another. It was always timely and where practicable it was illustrated so as to attract attention.

A leaflet, or small booklet, offers itself as an inexpensive parcel insert. Inclosures of this kind, unless they are exceptionally cheap and poor, are laid away for a second and more thorough reading.

The merchant will find the package offers him one of the very best mediums for introducing new lines or products. Manufacturers and wholesalers often supply a lot of advertising literature and the merchant should see that it is used. This means many dollars and cents to the retailer as well as to the manufacturer.

A small department, or a weak one, may be brought very prominently to the fore by means of advertising matter sent out in the packages.

Small lots, odd sizes, remnants or special purchases may be speedily sold by means of little "Bargain Offers" inserted in the packages. A "Weekly Bargain Day" may be advertised effectually in this way.

Every line of trade can use these little trade bringing advertisements and the cost is so very, very small that all merchants should use them.

Even the one line merchant who sends out comparatively few packages can do good work along this line. Printing may be too expensive for him to use. If it is, he can resort to the use of one of the cheaper kinds of duplicators that can be purchased for from two to ten dollars. He can then make the changes in his advertisements to suit the exigencies of his case.

The larger stores may use a more complicated and expensive machine, such as the Multigraph or some similar duplicating device. In fact this may prove, through its differentness, a very good thing for even the largest firm to use. By using typewritten messages the advertiser will secure more readers than if ordinary type and printing were used.

As before stated, these advertisements should be timely and seasonable. They do not have to advertise

a kindred line of goods to that purchased. In fact, it is better if it does not. If a woman buys a pair of shears and finds wrapped up with them the advertisement of some other kind of shears the advertisement is surely wasted. But if it tells all about some kind of kitchen ware, or about some household labor-saving device, she will immediately be interested.

A general announcement is practically of no more value than a plain piece of paper. The customer knows all about the store and what it sells from actual experience. She does not know all about the different specialties the store carries, however, or advertising would not be worth a dime.

The advertisement sent out in the package should make a "specific offer" of some particular article at a particular price. The price need not be a specially low one, but it must be a fair one. In the price largely lies the value of the package insert as a means of business bringing. "How much?" is the first question asked, answer it at the earliest opportunity.

The shape of the parcel and the manner in which it is done up is of vast importance. Neatness and strength should characterize every package sent out. If a customer purchases a dipper and a careless clerk wraps it up so that half of it is exposed to public view the customer will not be particularly well pleased with the store's service, no matter how much she thinks of the wares sold. Neither will she be likely to return again if she finds her package has lost half its wrapper before she gets home.

The merchant should instruct every one of his clerks to take time enough to wrap every parcel so that no one will be ashamed to be seen in its company.

Pay strict attention to the package and a satisfactory return is sure to be the result. There is advertising opportunity in the package.—From Cream City Ware Champion.

WHY THE CIRCUS WENT BROKE

Placed Its Faith in Handbill and Bill-board Advertising Instead of Newspapers.

John F. Robinson, founder of Robinson's circus, made a voluntary assignment in bankruptcy the other day. Liabilities and assets are listed as "unknown."

Litigation and pressure of creditors were given as the causes of the assignment. Men who know the history of the Robinson circus can tell a different story. Litigation and pressure of creditors were but after-effects. Robinson's circus has gone on the rocks because it didn't know how to advertise. It used the billboards and thought it had appealed to the last court of advertising resort.

It placed advertisements of negligible value in country weeklies and small town dailies, but the placing of this business was always an apparent afterthought. Seemingly, the owners of this circus never realized that newspaper advertising could sell just as many circus tickets as it does gingham remnants and women's shirt waist patterns.

There's the reason Robinson's circus went wrong in a business way. If the circus had put its advertising appropriation in the newspapers the wolf pack of creditors would have been kept at long distance.

Results produced by advertising are no longer theoretical. H. H. Tamm, part proprietor of the Kansas City Post and Denver Post is the principal owner of the Sells-Floto circus. Floto, by the way, is the sporting editor of the two Tamm-Bonifis papers, and knows how to get quick action from newspaper publicity.

The Sells-Floto circus recently ended a season's engagement in Pacific coast cities, where it spent all of a \$30,000 appropriation in the advertising columns of the newspapers. The circus played to capacity business all season and broke all records for former years.

Billboards didn't do this. Handbills had no part in it. The big parade and the steam piano had little or nothing to do with it.

Newspaper advertising did it. And it did it because it is the one attention-compelling, result-producing method of selling either an article or an amusement to the public with the money to buy it.—Fourth Estate.

Knockers never win and winners never knock.

Parisian Advertising Scheme.
The following dispatch from Paris tells of a new advertising scheme made use of by a shopkeeper of that city.

The lady "animated advertisement" is the latest boulevard novelty. Yesterday afternoon an attractive looking girl, wearing a smartly cut tailor-made costume, patent leather shoes, and a large fashionable hat, appeared on the boulevard smoking a cigarette. In her hand she carried a riding whip.

A large crowd gathered as she continued her walk along the boulevard until she reached a shop in which she disappeared.

Emerging a moment after she announced to the crowd in a clear voice that admittance was free.

A Slum Banquet.
Street Urchin—Where yer goin', Maggie?
Maggie—"Goin' ter de butcher fer a' cents wort' uv liver."
Urchin—Chee! Yer goin' ter have company fer dinner, ain't yer?"



with our present knowledge of how to mix cement with lime, sand, and aggregate, and to spread the proper thickness on metal lath that is firmly fastened to the boarding, we have succeeded in providing a substitute for the old-time rough-cast and the long-honored clapboard with a material that is much superior to one and cheaper than the other.

One great advantage in the stucco finish is that you can color the mortar, and this saves painting. It is a short job to point the window casings, cornice, and outside porch steps and veranda floors when they get dingy, and you can afford to do it every two or three years; but when you have the whole outside surface to go over with

the side of a house, and you know it is difficult to teach new tricks to old dogs. The saw and ax don't work to advantage in the same way, but builders are learning. In the meantime, a few who have mastered the art of building a light frame house and covering it with stucco plaster are doing good work and making money.

This house is a popular size, 24 feet in width by 32 feet 6 inches in depth, exclusive of the front porch. It is full two stories in height, and can be built under favorable circumstances for \$2,200 to \$2,500.

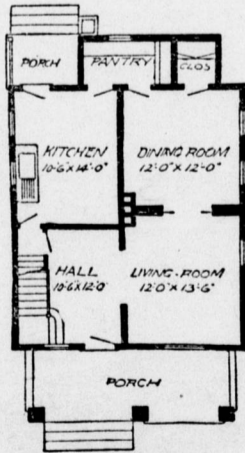
USE THE MODERN METHODS

Process of Manufacturing "Old Sheffield Plate" Has Been Brought Up to Date.

"Old Sheffield plate" is not manufactured in England at the present time; at least not the real old article in the real old way. The method formerly used was to braze or weld a thin sheet of silver on either side of a thicker sheet of copper, and then to roll this combined metal to a sheet of the thickness required, which would result in a sheet of copper coated on both sides with an actual surface of silver.

The process of electroplating is much cheaper and quicker and has superseded the old method to such an extent that articles manufactured by the old process would now cost quite as much as the same articles in sterling silver. In some parts of England, the United States consul at Sheffield says in Consular and Trade Reports, unscrupulous manufacturers do not hesitate to produce copies of old patterns by the electroplating process and then palm them off on unsuspecting purchasers as genuine.

Jealous.
The horse editor of the Monroe County Appeal remarks that the average man is secretly sore on the party who wears mutton chop whiskers, on the man who pastes his hair down over his forehead, on the fellow who wears a button hole bouquet, on the party who plays the piano and on the one who sports a plug hat. The other fellow says it is all due to envy. Can it be possible that he is right?—Kansas City Times.

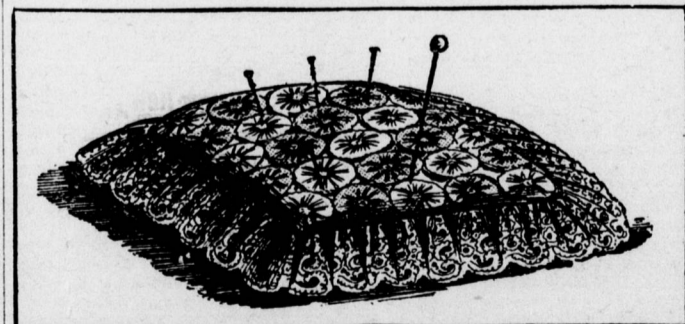


a paint brush, you hesitate until the house looks positively shabby before you decide to put up the necessary money.

A square-built house is all right in every respect, except that it looks rather severe. With this plan, the heavy front porch and the projection in the rear relieve the plain box appearance of the square corners and the square cottage-shaped roof, while the proportions are such as to leave a pleasing impression and the heavy porch work suggests solidity.

There is one thing about a stucco-finished porch that should never be forgotten, and that is to make it

Novel Pincushion



A very pretty pincushion is shown in the accompanying sketch, made in quite a novel fashion. It is square in shape, and the surface of the cover is composed of a number of small rounds of soft silk, arranged in two contrasting colors, such, for instance, as pale pink and green.

To prepare each of these rounds of silk, a piece of thin cardboard should be taken, the size of a shilling, and laid upon a piece of silk which should be cut about half an inch larger than the cardboard. The silk is then drawn up closely in the middle until

it takes the form of a large button; on the plain side of this work long stitches in silk or tinsel thread in the form of a star adorn the center. These buttons are lightly tacked together until the required size is obtained and the whole thing may then be mounted on white silk and, when finished, edged with lace.

The under part of the cover is plain silk to match.

Cushions of various shapes can be made on exactly the same principle, and the little silk buttons may be all of one color or in many shades.