

# IDEAS FOR HOME BUILDERS

BY W.M.A. RADFORD.

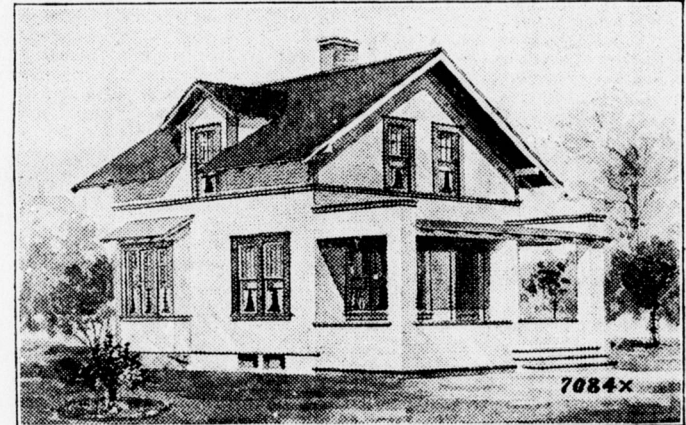
Mr. William A. Radford will answer questions and give advice FREE OF COST on all subjects pertaining to the subject of building, for the readers of this paper. On account of his wide experience as Editor, Author and Manufacturer, he is, without doubt, the highest authority on all these subjects. Address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

A small, convenient house that may be built for \$2,000 is just what a good many young people are looking for. The perspective and floor plans here shown go to make up just such a house.

You can't have everything in a little house the same as in a large house, but you can leave out a good many things that are not necessary; and that gives an opportunity to retain the important features. A big living room for instance is one of the great luxuries of modern houses.

Not so many years ago everybody seemed to have a craze for double parlors. An architect was obliged to design double parlors if he had to cut them down to ten feet square each. It is a curious comment on human nature that such a foolish fad would have to run itself completely out before people were ready to abandon it for something better. But small houses are no longer built with double parlors and the owners of old ones are having the partition taken out, wherever it is possible, and they are in that way making the two rooms into one good, big, comfortable, airy, sensible living room.

We are learning something all the time. We have learned better than to cut the front part of a house up into small rooms. Another thing we have learned is to put in windows enough to light the rooms and to put them opposite or on different sides of the room wherever possible, and another thing we are relearning is the use of an open fire. Good houses are all built



nowadays with a grate or fireplace of some kind in the front part of the house where it may be used when wanted.

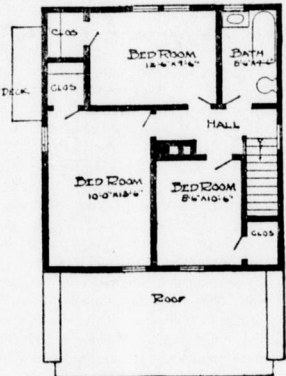
When the country was new and people were obliged to heat their houses with fireplaces, or freeze, they got very tired of them so that when stoves were invented fireplaces were considered a back number; but the human race has been accustomed to an open fire from the time when fire was first brought down from the clouds. In all these centuries the comfort of an open fire has been bred into the marrow of our existence until it has become second nature to enjoy it.

We would not like to go back to a fireplace as the only means of heating the house, but as an auxiliary heater it never has had nor never will have an equal. It adds more to the comfort, cheerfulness and sociability of the

grate fire waiting for the coffee to boil.

The one illustrated here is a six-room house with a good clothes closet for each bedroom, and a splendid bath room directly over the kitchen, just where it ought to be so that plumbing for both the bath room and kitchen sink may be arranged together to save first cost and after expenses.

The stairway arranged like this one is to be recommended for a small house because it does not cut up the front part of the house either up or down. It comes just right for the cel-



Second Floor Plan.

lar and it gives a short hall upstairs and takes scarcely any space from the first floor.

A very nice arrangement is the kitchen, pantry and the entrance to the cellar. Talk about having things in a nutshell; it would be difficult to get any nearer putting the working end of a house into a nutshell than this.

In the pantry you have shelf room enough to accommodate all the dishes

## Advertising Talks

### PUNISH FALSE ADVERTISERS

Misrepresentation of Goods and Prices a Serious Offense in Germany—Law Covering Such Cases.

False representation in advertising is a serious offense over in Germany, and is punishable by fine for the first offense and by fine and imprisonment for succeeding offenses. For that reason merchants in the Fatherland are careful not to put extravagant values on goods that are not worth the price quoted.

That part of the law covering such cases provides that:

Whoever with intent to call forth the appearance of an especially advantageous offer shall in public announcements or communications intended for a larger circle of persons, as touching business relations, especially as touching the character, origin, manner of production, or the fixing of the price of goods or industrial products, the manner of acquisition, or the sources of supply of goods, the possession of marks of distinction, the motive or purpose of sale, or the abundance of supplies, shall knowingly make false representations tending to mislead, is liable to imprisonment up to one year and to a money penalty up to 5,000 marks or to one of these punishments.

When a person is found guilty a fine of 5,000 marks (\$1,190) is imposed for the first offense; for the second offense a fine of 5,000 marks, or imprisonment up to one year; and for the third offense the guilty party is invariably sent to prison for a term not exceeding one year.

In addition to fine and imprisonment, a person convicted of false advertisement is obliged to insert an advertisement in a certain number of newspapers stating that he has been convicted of unfair competition. Usually he is required by the judge to insert the advertisement in at least 25 papers, and sometimes in as many as 100. The judge usually dictates the text of the advertisement and specifies the papers in which it shall be inserted.

### MAKING DREAMS COME TRUE

Persistent Advertising the Surest Way of Realizing Hopes of Most Business Men.

There is no man in business, no matter what business he may be in, who does not dream of success. When he fails to look forward and ceases to feel that success will eventually be his, he has arrived at failure.

I, too, have dreamed and am dreaming today; but do we put behind our dreams the energy and force we should to make them a reality?

There is no business, whether it be retail, wholesale or professional, whose owners do not want it to grow larger and stronger. It is human nature. I read in an advertisement of a large advertising agency the following slogan, which, I think, is worthy of repeating: "Discontent is the mother of ambition."

Advertising is a means of acquiring prestige and leads finally to the desired demand for your goods, wares, merchandise or services, provided they are designed to fill a constant, daily need of the customer. The only medium that is regularly read by the people is the newspaper, and therefore it is the only one in which you can present your messages daily and regularly. Persistent, insistent advertising in the daily papers has been repeatedly shown in actual practice to be pre-eminently the best means of creating and developing the largest and most compelling desire for your goods.

Your dreams will come true provided you have the energy and backbone to help them into realization.

The amount of profits varies with the way the advertising is attended to. As a general rule, the oftener the ad. is changed, the greater are the profits.

#### Banner Advertising.

Did you ever notice a big banner in front of a retailer's store reading as follows: "Discount from 50 to 150 per cent on all goods?"

How far do you think a blazoned banner in letters 20 inches high goes with an intelligent public? I wonder if there is a merchant in your town or elsewhere who is the possessor of a business that will net him 150 per cent or 50 per cent. If he does 50 per cent on his sales, that is one-half profit. That is outside of the ordinary lines of retail business and bordering on gold brick idea.

Any intelligent working person knows that grocery stock or other staple lines of business do not contain a margin of one-half; in fact, if he will try it for a time I am sure his convictions will be that 20 per cent is a very good rating for it. Then you do not figure in the large amount of people who buy things to keep them alive and when pay day comes pay some one else, or go away on a trip with the money this retailer should have had.

### POOR TYPE OF BUSINESS MAN

"Near Merchants" That Are a Constant Menace to Others—Lack Training and Enterprise.

There is a certain class of merchants to which the term "near-merchant" very fittingly applies, writes E. Newland Haynes, in the Southern Furniture Dealer. They are getting nothing out of business themselves and are permitting no one else to. They might be very aptly termed "tired" merchants, meaning those who have left other occupations and taken up merchandizing with the idea that here is easy work and easy money.

The lack of previous training of this class, together with its almost invariably over-estimate of its own business ability, is responsible for many of the shoals and sand bars of business navigation. If there is, as some economists assert, an over-supply of retail merchants, this over-supply is caused by the mistaken idea of the public that merchandizing is a soft snap.

We all know this type of merchant. When he launches into business it is with a most breezy disregard for such a trifle as running expenses. It induces him to think that his competitors are getting exorbitant profits, or else that they are better buyers. His goods are in consequence marked on the wrong basis, and since he is imbued, as this class invariably is, with the idea that price-cutting is the one way to get business, his prices are additionally low besides.

When that store is opened there will probably be the usual "curiosity crowd," and those low prices will draw some business and cause a lot of talk, and the dead beats will swarm to that store like vultures around good picking. This temporary flurry makes the novice think he has captured the business of the town; his competitor is on the run, he thinks; he assumes a condescending and supercilious air that is decidedly irritating to his competitors. But if they are wise they won't get mad. Experience will make him tame long enough to eat out of hand before long.

In the meantime business is disturbed; the other dealers are able to hold their trade on account of their better acquaintance with it, and also because of their better assorted stocks; but because prices are demoralized except on those goods protected by exclusive agencies. The difficulty is that it is next to impossible to ever get those prices back again to a fair level, even should the other fellow ever come to his senses.

The trouble with so many of those fellows is that they never become thoroughly "way-wised;" are not disposed to work with their competitors for the common good, and their rude awakening to the worries of business makes them sullen and tempery, and they are easily provoked by the representations of customers into a bootless trade war.

This class goes and comes. A few learn business and become good merchants, but the majority at the most where they continue in business, are only "hanging on by their teeth," gaining little for themselves and acting as a constant menace to the prosperity of others.

"As to the mediums to be used, you know, of course, that the most direct and most easily employed means at our ready command for use in educating desire is the newspaper."—E. O. McCormick.

### SCHEME OF SHOE MERCHANT

Hired Moving Picture Show for a Day and Illustrated Process of Manufacture of His Goods.

Noting the crowds that frequented the moving picture show directly adjoining his store, James J. Flynn, a Worcester (Mass.) shoe dealer, resolved that he would try to get the maximum publicity out of the host of pedestrians. He found out that he could hire the hall for a day for \$25 plus expenses of electrician, and he did so.

He advertised extensively among the people who frequented the small theater, also among his customers, and said that each and every one bringing the coupon in the circular, or in the newspaper, to the shoe store could have a reserved ticket for that special show. He placed himself in communication with the shoe manufacturers who have films on their hands of a working factory making shoes and acquired the loan of the films.

He had a dozen lantern slides made up and he was equipped for the publicity day. The crowd was immense; the regular bill shown and the extras explained in detail—and that wonderful story of the passage of the raw materials through 207 processes and handlings and the finished article—when he showed the line of shoes he carried in bold-faced type and illustration.

Everyone who attended one of the "performances" was presented with a little souvenir. Folding button-hooks were given the men—dainty pocket mirrors were handed out to the women, and a cheap toy was presented to every child.

All told, this plan brought more publicity for the Flynn shoe store than any plan that had ever been used before. This publicity made many new friends for the store, resulting in a lot of new customers.

## The KITCHEN CABINET

LOVE is not getting, but giving, not a wild dream of pleasure, and a madness of desire—oh, no, love is not that—it is goodness and honor, and peace and pure living—yes, love is that, and is the best thing in the world, and the thing that lives longest.

—Henry Van Dyke.

### SOME LUNCHEON DISHES.

These dishes are suitable for either luncheon or supper:

When there are bits of left-over chicken (not enough for a meal) prepare it by cutting it in small pieces, add to a white sauce and a cupful of tender cooked celery. Serve on rounds of buttered toast.

When there are a few slices of cold roast pork left from dinner, chop and mix with equal parts of celery, add dressing and serve on lettuce leaves. Veal and lamb are equally good served in this way.

Milk toast is a most delicious dish for supper. Prepare the toast not later than five minutes before serving; dry it in the oven until hot, then toast a golden brown; dip the edges into hot water to soften, spread generously with butter and pour over a white sauce made of two tablespoonfuls each of butter and flour cooked together and a cup of thin cream or rich milk added. Two cups will be needed for a large dish of toast. A little grated cheese of pronounced flavor grated over the dish just before serving adds to it.

Bits of bacon left from breakfast added to a white sauce and served with poached eggs is a change that is quite acceptable from the everyday poached eggs.

The old-fashioned codfish served in a good white sauce with steamed or baked potatoes is a dish which most enjoy.

If one has a little cold boiled ham chop it and add it to a thick white sauce, which may be used to cover broiled chops; then fry in deep fat and serve piping hot. The chop will need to be treated to egg and crumbs, as are croquettes.

Fish chowder is another dish which may be served at almost any meal except breakfast.

Hash served in mounds with a poached egg on each is a nice way to serve both of these common dishes.

Potatoes scalloped and seasoned with cheese or mixed with hard cooked eggs varies that time-honored dish. The addition of a few fresh mushrooms is relished by most.



It's the songs you sing and the smiles you wear that makes the sunshine everywhere.

—J. M. Barrie.

#### PICKLING TIME.

Every frugal housekeeper likes to have her shelves well stocked with good things for the winter. Today one may buy such good canned goods that much of the work has been given up; but we all have a few time-honored and handed-down recipes which we prepare each year. The following are a few which are old and reliable:

**To Can Green Corn Without Cooking.**—Take nine cups of corn cut from the cob, have the corn just picked, one cup of sugar, half a cup of salt and a cup of cold water; mix all together and place in sterilized cans, sealed tight. Freshen when using.

**Beet Relish.**—A quart of boiled beets chopped, two cups of sugar, tablespoonful of salt, a teaspoonful of white pepper, half a teaspoon of red pepper and a cup of grated horseradish; mix all together and add enough vinegar to make it moist. Can cold.

**Canned Red Peppers.**—These delicious little appetizers which cost too much in the winter to have often, may be canned successfully at home. First, raise your own sweet peppers, and when ready to can, wash and cut in strips with the scissors, cover with boiling water and let stand five minutes; drain and plunge into ice water to cover, in which there is a large piece of ice. Again drain and pack into pint jars. To one quart of vinegar add two cups of sugar. Boil together fifteen minutes and pour over the peppers until overflowing; seal and store in a cold place.

**Ripe Tomato Pickle.**—Mix the following ingredients in a stone jar: Three pints of peeled and chopped tomatoes, a cup of celery chopped, four tablespoonfuls of chopped red pepper, the "bity" kind, and four tablespoonfuls of chopped onion, the same of salt, six tablespoonfuls of same of salt, six tablespoonfuls of teaspoonful of cloves, the same of cinnamon, a teaspoonful of grated nutmeg, and two cups of vinegar. This will keep a year, and is good to use in a week. Fine for meats.

When Baking Potatoes.

Use one of the new wire frames that may be had for a few cents. You stick the potatoes on little upright points, the potatoes bake all over at once and you do not burn your fingers in turning them over or getting them out, for you can put a dozen potatoes on the frame and put it in the oven just like any other pan.

### STATES AWAKING TO DANGER

Additional Hospital Beds for the Treatment of Tuberculosis Are Being Established.

Nearly 4,000 additional hospital beds for consumptives in 29 states were provided during the year ending June 1, according to a statement issued by the National Association for the Study and prevention of Tuberculosis. This makes a total of over 30,000 beds, but only about one for every ten indigent tuberculosis patients in this country.

In the last five years, the hospital provision for consumptives has increased from 14,423 in 1907, to over 30,000 in 1912, or over 100 per cent. New York state leads in the number of beds, having 8,350 on June 1; Massachusetts comes next with 2,800; and Pennsylvania, a close third, with 2,700. Alabama showed the greatest percentage of increase in the last year by adding 57 new beds to its 42 a year ago. Georgia comes next with 109 beds added to 240 a year ago. New York has the greatest numerical increase, having provided over 1,800 additional beds in the year.

### SALT RHEUM ON ARMS

R. F. D. No. 30, Dawson, Pa.—"Some time ago my arms became rough and sore. The disease was pronounced salt rheum. My arms were inflamed, being very red from rubbing them to allay the terrible itching. What little skin remained had a dead white appearance. I kept them wrapped in linen bandages as I could endure no clothing to touch them. Nothing seemed to relieve the intolerable burning. I tried several remedies without success.

"After suffering much pain and loss of sleep for seven months I sent for the advertised sample of Cuticura Soap and Ointment which afforded me such relief that I purchased three cakes of Cuticura Soap and a box of Cuticura Ointment. Before they were used the disease had disappeared and has never reappeared." (Signed) Miss Fay Martin, Mar. 8, 1912.

Cuticura Soap and Ointment sold throughout the world. Sample of each free, with 32-p. Skin Book. Address post-card "Cuticura, Dept. L, Boston."

**Deliberating.**  
The Rev. James Hamilton, minister of Liverpool, while on holiday in Scotland, had a narrow escape from drowning. Accompanied by a boy, Mr. Hamilton was fishing for sea trout when he slipped on a stone, lost his balance, and being encumbered with heavy wading boots, had great difficulty in keeping his head above water. Finally he managed to get back to the shore, although in a very exhausted state, and said to the boy: "I noticed that you never tried to help me."

"Na," was the deliberate response. "but I was thinkin' o't."

**Living Up to Its Name.**  
"How do people seem to like your new song, 'The Aeroplane?'"  
"Just carried away by it."

Garfield Tea is invaluable for all irregularities of the liver, kidneys and bowels. It is made from pure and wholesome herbs.

When God calls, the safest step we can take is straight ahead.



TASTY? Yes indeed—they're real pickles—crisp and fine—just as good as you could put up at home and far less troublesome. But then—you should try Libby's Olives or Catsup—in fact, any of

**Libby's Pickles and Condiments**

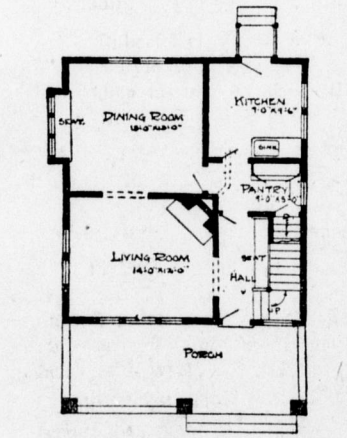
There's a goodness to them that beggars description. One taste and you'll want more. Purity? Libby's label is your guarantee. Economy? They're not expensive when you consider their superior quality.

**Always Buy—Libby's**  
Don't accept a substitute. Whether it be relish—soup—meat—aspargus—preserves or jams—insist on the Libby label. Then you're sure of satisfaction.

**At All Grocers**  
**Libby, McNeill & Libby**  
Chicago



FOR SALE—BEST EQUIPPED, COMPLETE foundry plant; half its value; cost \$49,000; stable business assured future; excellent location. J. Howard Patterson, Williamsport, Pa.



First Floor Plan.

front room than any other, or all other articles of furniture. You can get close to a grate fire and get warm and you can go back in the far end of the room and get cool, but its glow and sparkle will follow you with their attentions.

A grate fire is better company than some people, but its influence will brighten up dull persons. It adds a charm to music and wit to conversation and you enjoy your dinner better after sitting a few minutes before a

#### Business Is Business.

"There goes a man who continually boasts of his ability to please women."

"Well! Well! That's very bad form."

"In fact, he uses a great deal of printer's ink to set forth his claims."

"The idea of such a thing!"

"Oh, his conduct isn't so surprising. He sells millinery."