

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.

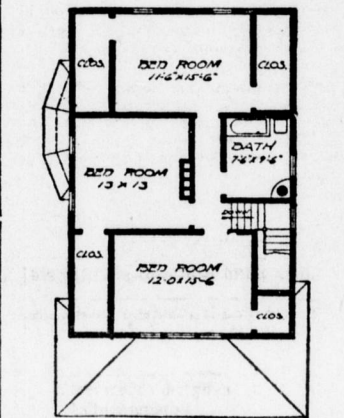
Almost perfect as regards comfort and economy, is the little house illustrated in the perspective view and floor-plans herewith. It is a 6-room house, 27 feet wide by 38 feet long, exclusive of the porch. It would be difficult to put the same amount of building material together in any other form to make such a perfect arrangement of rooms, and not exceed in cost the amount of money that this house can be built for. Prices vary so much in different parts of the country that it is impossible to make an estimate of cost which will apply to every location; but a range varying from \$1,400 to \$1,700 may be given as a rough estimate for this cosy little cottage.

The tastes of individuals in selecting materials has a great deal to do with the cost of a house—in quality of finish and hardware. The cost of extra fine locks and hinges is not so much in itself; but if the same grade of furnishing is carried throughout, there will be a great difference in the final footing-up of the bill. We have all heard the story about the man who was ruined by a pair of lace curtains. When the curtains were hung, it was discovered that everything else about the house must be in keeping or the curtains would not look right. It seems very easy to set a higher standard, but it is difficult to live up to it, because any high-ideal standard has so many branches leading off in different directions, and it is the following-up of the different branches that involves so much expense.

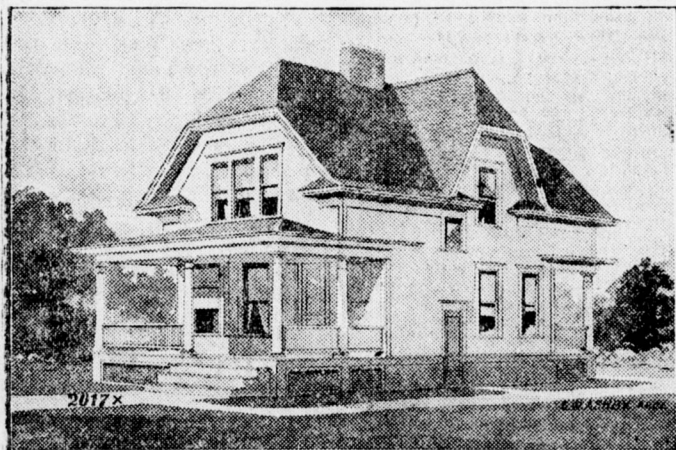
This is a style of house that will never go out of fashion. We may have fads about different kinds of entrance-ways and different arrangements of rooms; we may do away with the hall; we may do away with the front room; but after we have experimented with all the different arrangements possible to make, we shall come back to

one in the living room and the other in the dining room. It is intended, of course, to heat the house with a small furnace in the cellar; but there are many days in the spring and fall when we do not want a furnace fire, and yet the house is too chilly and uncomfortable without some artificial heat. Then, too, there is a saving in the winter time by running the furnace low, and having a grate fire to keep one room warm enough to sit in. A temperature of 60 to 65 is warm enough for the whole house if you have the dining room or living room heated up to about 72. By managing this way, probably a ton of coal would be saved during the winter.

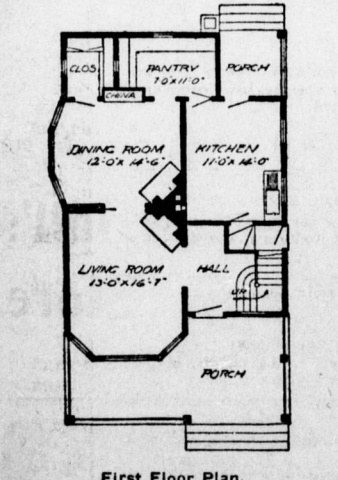
But there is a greater advantage than this. The open fire is not only the most cheerful fire that you can have, but it is the best ventilator that



was ever put into a house. You cannot have good air in a dwelling without some proper means of changing it, and this should be continuous. You can open the doors and windows once in a while, and let the foul air out and the fresh, pure air from outside come in and take its place; but you can't be doing this all the time. On the other hand, a fire in the grate is drawing the foul air from near the floor all the time, and sending it up



the front hall and the front stairway going up from it with a good, comfortable living room to one side, as an old standby for the most satisfactory and desirable entrance to a dwelling. Every woman likes to have a front hall and a front stairway, and she does not care to have the stairway placed in some inconvenient corner just because that happens to be a fad. Some of the peculiar structures that are now being built will be considered freaky and undesirable in a few years'



time. They may look very pretty when new, and the oddities worked into them may appeal for a time to certain young folks who think they want something smart or a little different from the ordinary; but such people usually acknowledge after a while that they made a mistake in selecting the house plan they did.

One of the most desirable features in this house is the two open fireplaces

the chimney. Good air from outside comes in through the cracks around the doors and windows to take its place. Some people make the mistake of using double windows and rubber strips to keep this pure air out. I do not understand intelligent people doing that way in these days of education. Everyone knows that pure air is absolutely necessary for good health, and I cannot understand the peculiar mental process by which people can deliberately set themselves to work to shut out their greatest necessity. I have acquaintances who never open a window if they can help it. I notice they usually open their pocket-books every little while to pay a doctor's bill. There is, however, no law to compel them to breathe pure air if they don't want to.

Another point of superiority about this house is the arrangement of the dining room, china closet, pantry, and kitchen. It would be difficult to invent an arrangement better than this for a woman who does her own work. There is, in addition, a good closet off the dining room, to hold a hundred things which a woman likes to have near by, but which are not always in sight. The fine, large dining room windows is a good place, for example, for the sewing machine; but a woman does not care to store a sewing machine in the dining room. With the arrangement here given, the machine can easily be wheeled into the closet, and left there until wanted next time.

A built-in back porch that can easily be screened against flies and mosquitoes, is another very good feature. It is impossible to keep flies out of the kitchen when they are gathered in multitudes on the back porch. A screen door is not sufficient. It is difficult and expensive to screen some porches, but this one is an exception. Screening can be done so easily that there is no excuse for leaving the porch open as an invitation for flies and mosquitoes.

Advertising Talks

SUMMER ADVERTISING PAYS

Helps Merchants Dispose of Seasonable Goods and Keep Fresh Stock on His Shelves.

August is a month in which newspaper advertisements are eagerly watched for and read very closely. Many people have deferred buying articles of wearing apparel until the present times and they are watching the columns of the newspaper carefully for the merchants' invitation to them to come to their store and inspect their stocks and prices. There are many others who purchase nearly all of their summer's clothing and wearing apparel of all kinds during July from the simple fact that they know the modern, live and up-to-date merchant will during this month inaugurate special bargain sales of seasonable merchandise in order to make room for his fall and winter stock. August newspaper advertising is eagerly looked for and carefully read. The merchant who advertises reaps a rich reward and gets rid of summer stock at a time when there is a demand for the merchandise. The merchant who advertises in August is not the man who fails to sell his seasonable merchandise and who is compelled to box it up and store it away to be displayed on his shelves and counters next season, when styles have changed and there is little or no demand for the goods he carried over and which he is then forced to dispose of for a trifle.

Newspaper readers realize that the live merchant is the one who always has a nice, new, clean, fresh stock of goods to show customers each season during the year.

The value that newspaper advertising is to any merchant depends on the kind of a newspaper he uses as well as the circulation of the newspaper has. A newspaper that is read by the most people not only in its home city but in the cities and towns surrounding, is the best medium through which to reach the people. The paid circulation that a paper has is what the live merchant buys. He wants to reach the people and he uses the paper that the people read. The live merchant knows that the people read the newspaper they have confidence in and respect for, and they also know that an advertisement in a newspaper of that character is worth more than it is in a newspaper that has scarcely any circulation in surrounding territory. People have confidence in the paper they read and no one understands this better than the really live merchant.

CANDID ADVERTISING NEEDED

Deliberate Misstatement Regarding Goods Means Business Suicide in the End.

Time was when even reputable merchants lacked full candor in their advertising. It was argued—by people with ridiculous ideas of the aims and purposes of advertising—that the people would only believe a small part of what an advertiser claimed, anyhow; hence it behooved him to exaggerate accordingly, so that after the reader's deductions for exaggerations had been liberally made, a basis of truth would remain.

As this was always a false argument it has been exploded—to stay exploded!

Self-respecting, thinking people are the people who read ads nowadays. And to deliberately misstate a fact in advertising now is simply a species of attempted business suicide.

A store which would thus forfeit the confidence or respect of all honest people would not soon find out that there were not enough dishonest people—or people who would condone dishonest advertising—in this town to support the smallest store in it.

You may read the ads nowadays with the satisfying knowledge that advertisers realize that falsehood is business suicide—unfailingly! Candid advertising is necessary nowadays.

Some men try advertising as the Indian tried feathers; he took one feather and slept on it all night; in the morning he remarked: "White man say feathers heap soft; white may big fool."

Advertising Creates Wants.

One of the proper functions of advertising is the creation of new desires and new needs among the people. This makes for a higher standard of living. It pushes civilization along. Twenty years ago no one felt any need for a snapshot camera. Today it is almost as necessary as a guidebook to a tourist.

If you have a commodity or even an idea of a commodity which would be a good thing for the people, you need not wait for them to ask for it. You can by advertising make them want it and then reap the rewards that come to the pioneer, and in the business world pioneering pays.—Curtis Publishing Company.

ODD ADS IN GERMAN PAPER

Those Matrimonially Inclined Frankly State Their Desires in Big Display Type.

Recent arrests and prosecutions of German "cupids" in the form of "marriage brokers" for matrimonial frauds, have again called attention to the lucrative business on the continent of joining hearts, hands and pocketbooks and a dip into the latter by the "cupid." Few days go by that the daily papers do not chronicle the arrest of some man or woman for misrepresentation or obtaining money by fraud in trying to bring two hearts and their worldly possessions together, or leading some one to believe that.

The "marriage broker" is a fixed institution in Germany and Austria, in fact in most continental countries. There is the "square" kind and the kind that is not. The former usually will tell you that they have a "reputation" to uphold and the other kind generally have none to lose. It is the business of a broker or a "brokeress," for the most successful "cupids" are women, to find two hearts that are willing to attempt to beat in unison under the magnetic influence of two pocketbooks united being larger and more imposing than each by itself and of being able to accomplish what one alone cannot.

One has but to look into the advertising columns of one of the big dailies on Sunday to note that in marriage, as in all other things, the average German is decidedly "practical." It would be going too far to say, as some have said, that love cuts no figure in marriages in Germany. There are many love marriages and the basis of such are often more lasting because of a sound financial foundation to start with.

An American is impressed, however, with the idea that all things "practical," such as income, estate and of course birth and social standing, come first, and are the grounds in which love is to sprout and grow stronger.

If he or she is inclined to close their eyes to that, his or her parents are sure to open them. Under conditions that obtain on the continent it may be well that this isn't lost sight of.

American newspapers have their matrimonial advertising columns also, but they are modest in size and reading as compared to many advertisements in the German papers. It is not unusual to see a display "ad" two or three columns wide with a heavy black border, as is used in America around death notices.

The qualifications for life companions sometimes are a bit queer. In a recent issue of a newspaper a man who advertised himself frankly as being "physically defective" says:

"As only like and like can be enduringly happy, I desire a wife who has a similar physical affliction. Young woman who has one leg shorter than the other preferred. Artificial leg not excluded. Give age, description and a history of defect." Another advertiser, a mechanic, twenty-nine years of age, wants "a wife with artificial leg and some means."

What strikes an American as a little too practical is the advertising of wanting to "marry into business." Here is an advertisement out of one of the largest Berlin papers:

"Widower, Israelite, 39, large, handsome, with son 14, seeks life companion with means. Would marry into some large undertaking as brewery, mill, grain or cattle business. Widows and guiltless divorcees not excluded."

Another "ad" in display type reads: "Cultured gentleman is offered opportunity to marry into lucrative Berlin machine factory."

A priest advertises that he is of fine appearance, is dissatisfied with his calling and would like to marry a woman of some means that would enable him to take some other vocation in life. A Jewess advertises:

"I seek for my daughter, who is musical and domestic, a proper husband. She has a dowry of \$10,000."

A chief clerk in a hotel who is about to start a large wine restaurant would like to find a young woman with \$6,000 to become his wife and business partner. A "relative," evidently desirous of getting rid of a burden, wants to find a husband for a widow, a merchant, twenty-nine, of large elegant appearance, would like to "marry into a factory or large industrial enterprise." He doesn't mind if it's a widow that brings him the factory.

In a large display "ad," two columns wide, a young Jewess asks: "Are there still men whose circumstances permit them to follow the inclination of their hearts in the choosing of a wife?" She is twenty, wants a husband in "good circumstances," and she will add \$5,000 to the family fund.

So run the advertisements which cover two pages of a large Sunday issue. After every two or three "ads" is the notice of some detective or detective bureau, with which Berlin is flooded, offering to look up the various matrimonial candidates, applicants, etc.

It should not be assumed from this that every German, or even a large percentage of Germans, marry through advertising. That the material and practical phase of marriage, which gives opportunity for fraud through marriage brokers, is emphasized in continental marriages from working classes up to the highest society circles, none will dispute.

Americans often express astonishment that, as a rule, such marriages are happy, both feeling that they are partners in things more material and substantial as well as in love.

OLD AND NEW WORLD BRIEFS FOR THE BUYER

The plant of the Segura Sugar Co. of New Iberia, La., was destroyed by fire with a loss of \$500,000, partly covered by insurance.

The United States training ship Newport arrived at Plymouth, England, from Sweden. All on board are well. Four men who went down in the Frontier lead mine at Benton, Wis., to bale out water were drowned when overcome by foul air.

Barnet Missy, owner of a small grocery store in Passaic, N. J., was blown to atoms by the explosion of a soda tank which he was charging.

Dam No. 3, just completed by the government in the Ohio River near Gallipolis, Ohio, at a cost of \$1,000,000, was washed away when the concrete foundation let go.

The American Retail Jewelers' Association in convention in Kansas City voted to abolish the time guarantee on gold plated watches and jewelry.

THE MARKETS.

(New York Wholesale Prices.)

MILK—The wholesale price is 3 1/2c a quart, in the 26c zone, or \$1.71 per 40-quart can.	Butter.	26 1/2c @ 27
Creamery extras	25 1/2c @ 26 1/2	Firsts
Seconds	23c @ 24	Thirds
State, dairy, sweet	22c @ 23	Good to prime
Common to fair	21c @ 22	Eggs.
State, Pa., and nearby hennery	white fancy, new laid	30 @ 31
State, Pa., and nearby, selected	white, common to fair	27 @ 29
State, Pa., and nearby selected	whites, common to fair	23c @ 26
Brown henery, fancy	gathered, brown, mixed colored	20 @ 24
Gathered, brown, mixed colored	Western, gathered, white	20 @ 25
Western, gathered, white	20 @ 25	Chicken—
Other nearby squab	broilers, per pair	50 @ 55
Broilers, per pair	Chickens, L. I., fancy, per lb.	22 @ 23
Chickens, L. I., fancy, per lb.	Pa. broilers, fancy	22 @ 23
Pa. broilers, fancy	Western, dry picked, milk fed	22 @ 23
Western, dry picked, milk fed	Western, dry picked, corn fed	21 @ 22
Western, dry picked, corn fed	Turkeys—	
Turkeys	Old hens and toms, mixed	16 @ 17
Old hens and toms, mixed	Fowls—Dry Packed.	
Fowls—Dry Packed.	Wn. bxs, 60 lbs & over to dz	14 1/2 @ 15
Wn. bxs, 60 lbs & over to dz	Wn. bxs, 45 lbs & under to dz	14 1/2 @ 15
Wn. bxs, 45 lbs & under to dz	Fowls—Ice—	
Fowls—Ice—	North & Gen west'n 4 to 4 1/2 lbs and over	16 @ 16
North & Gen west'n 4 to 4 1/2 lbs and over	Southern & southwestern av	15 @ 15 1/4
Southern & southwestern av	Ohio & Mich. scaled choice	15 1/4 @ 15 1/2
Ohio & Mich. scaled choice	Other w'n scaled, 4 to 4 1/2 lbs, small	15 @ 15
Other w'n scaled, 4 to 4 1/2 lbs, small	Other poultry—	
Other poultry	Old ducks, per lb	11 @ 11 1/2
Old ducks, per lb	Spring ducks, L. I. & east'n	18 1/2 @ 18 1/2
Spring ducks, L. I. & east'n	Spring ducks, Pa.	18 @ 18
Spring ducks, Pa.	Sqbs, pr white 10 lbs to dz	3 @ 3
Sqbs, pr white 10 lbs to dz	Sqbs, pr white 6 @ 6 1/2 lbs to dz	1.50 @ 1.75
Sqbs, pr white 6 @ 6 1/2 lbs to dz	Vegetables.	
Vegetables.	Beans, western N. Y., per bskt.	1.25 @ 2.25
Beans, western N. Y., per bskt.	Jersey, per basket	1.00 @ 1.75
Jersey, per basket	Long Island, per bag	1.00 @ 1.50
Long Island, per bag	Baltimore, per basket	1.12 @ 1.87
Baltimore, per basket	Beets, per barrel	1.25 @ 1.50
Beets, per barrel	Carrots—	
Carrots	L. I. and nearby, per barrel	1.50 @ 1.75
L. I. and nearby, per barrel	Per 100 bunches	1.00 @ 1.25
Per 100 bunches	State, per basket	50 @ 1.00
State, per basket	Cabbages—	
Cabbages	L. I., per 100	4.00 @ 5.00
L. I., per 100	Nearby, per bbl	85 @ 1.00
Nearby, per bbl	Baltimore, per crate	75 @ 75
Baltimore, per crate	Cauliflower, state, per bbl	3.00 @ 3.00
Cauliflower, state, per bbl	Celery, per dozen	15 @ 20
Celery, per dozen	Corn, Jersey, per 100 ears	50 @ 75
Corn, Jersey, per 100 ears	Cucumbers, pickles, per bbl	2.50 @ 2.50
Cucumbers, pickles, per bbl	Cucumbers, per basket	50 @ 75
Cucumbers, per basket	Per box	40 @ 60
Per box	Eggplants, per crate	1.50 @ 2.00
Eggplants, per crate	Per basket	75 @ 1.00
Per basket	Per carrier	1.00 @ 1.25
Per carrier	Horseradish, per barrel	6.50 @ 7.00
Horseradish, per barrel	Lettuce, per basket or crate	2.00 @ 2.00
Lettuce, per basket or crate	Leeks, per basket	50 @ 2.25
Leeks, per basket	Okra, per basket	50 @ 1.50
Okra, per basket	Onions—	
Onions	Orange Co., red, 100-lb bag	1.00 @ 1.25
Orange Co., red, 100-lb bag	L. I. yellow, per bbl	1.75 @ 2.00
L. I. yellow, per bbl	Jersey, per basket	60 @ 1.25
Jersey, per basket	Va. and Md., per bbl	1.50 @ 2.00
Va. and Md., per bbl	Peas, per basket or bag	75 @ 2.00
Peas, per basket or bag	Parsley, state, per crate or basket	30 @ 60
Parsley, state, per crate or basket	Peppers, bibb, boxes or crates	40 @ 60
Peppers, bibb, boxes or crates	Tomatoes, per basket	30 @ 60
Tomatoes, per basket	Squash—	
Squash	White, per bbl or bbl crate	1.25 @ 2.00
White, per bbl or bbl crate	White, per basket	2.25 @ 3.00
White, per basket	Crooked neck, bbl or bbl crate	1.00 @ 2.50
Crooked neck, bbl or bbl crate	Crooked neck, per basket	50 @ 75
Crooked neck, per basket	Tomatoes, per box	40 @ 2.00
Tomatoes, per box	Per carrier	40 @ 85
Per carrier	Hot-house, per lb	9 @ 10
Hot-house, per lb	Turnips, rutabaga, per bbl	75 @ 90
Turnips, rutabaga, per bbl	Turnips, white, per bbl	75 @ 100
Turnips, white, per bbl	Potatoes.	
Potatoes	Southern, white, No. 1 bbl	1.50 @ 2.25
Southern, white, No. 1 bbl	Southern, culls, per bbl	1.00 @ 1.25
Southern, culls, per bbl	Jersey, round, per bbl or bag	2.00 @ 2.25
Jersey, round, per bbl or bag	Jersey, long, per bbl or bag	1.75 @ 1.85
Jersey, long, per bbl or bag	Long Island, per bbl or bag	2.25 @ 2.50
Long Island, per bbl or bag	Sweets, Virginia, yellow, per bbl	3.00 @ 4.00
Sweets, Virginia, yellow, per bbl	Fruit and Berries.	
Fruit and Berries.	Apples, new, H. P.—	
Apples, new, H. P.	Duchess	2.50 @ 3.25
Duchess	Ashtachan	2.25 @ 3.00
Ashtachan	N. Y. P. P.	2.25 @ 2.50
N. Y. P. P.	Sour B.	2.50 @ 2.99
Sour B.	Sweet B.	2.25 @ 2.50
Sweet B.	Winefruits	1.00 @ 2.00
Winefruits	Pears, bbl—	
Pears, bbl	Keiffer	3.00 @ 3.50
Keiffer	De Conte	2.50 @ 4.50
De Conte	Sand	3.50 @ 4.50
Sand	Currants, per qt—	
Currants, per qt	Fancy	5 1/2 @ 6
Fancy	Small	4 @ 5
Small	Raspberries, qt—	
Raspberries, qt	W. N. Y.	8 @ 10
W. N. Y.	Up R	6 @ 8
Up R	N. Blackberries, qt—	
N. Blackberries, qt	Up River	7 @ 11
Up River	N. J.	8 @ 12
N. J.	Huckleberries, per qt—	
Huckleberries, per qt	Pa.	6 @ 12
Pa.	N. H.	5 @ 10
N. H.	Up R black	60 @ 80
Up R black	Up R red	50 @ 70
Up R red	Gooseberries—	
Gooseberries	Green small	9 @ 10
Green small	Peaches, per crate—	
Peaches, per crate	N. Y.	25 @ 1.25
N. Y.	N. Md.	25 @ 1.25
N. Md.	Del.	25 @ 1.25
Del.	Ga.	25 @ 1.25
Ga.	Muskies, crates	1.00 @ 1.50
Muskies, crates	Va.	75 @ 1.25
Va.	N. C., 488	60 @ 1.00
N. C., 488	BEEVES.—Poorest to best steers, \$5 @ 8.25; bulls, \$4 @ 5.75; cows, \$2.50 @ 6.35; fall ends, \$2. Dressed beef steady; native sides, 12 @ 15c; Texan do, 11 @ 12c.	
BEEVES	CALVES.—Common to prime veals at \$7.50 @ 10.75 per 100 lbs.; culls at \$5.50 @ 7. Grassers and buttermilks at \$4.75 @ 6. Yearlings at \$4 @ 4.50. City dressed veals, 14 @ 16c; selected, 17c; country dressed, 11 1/2 @ 15 1/2c; dressed grassers and buttermilks, 10 @ 12c.	
CALVES	SHEEP AND LAMBS.—Common to prime sheep at \$3 @ 4.50 per 100 lbs.; culls, \$2 @ 2.50. Common to choice lambs at \$6 @ 8.25; culls, \$4.50 @ 6. Yearlings, \$5 @ 6. Dressed mutton at 7 @ 9c; wethers at 9 1/2 @ 10c; dressed lambs at 11 @ 13 1/2c; hog dressed selling up to 14c.	
SHEEP	HOGS.—Market steady at \$8.65 @ 8.80 per 100 lbs., roughs, \$7.50 @ 7.80; stags, \$4 @ 5.	
HOGS	HAY AND STRAW.—Hay, large bales, Timothy, prime, 100 lbs., \$1.32 1/2; No. 3, 100 lb., \$1.30c @ 1.30c; shipping, 75 @ 90c; clover, 100 lb., \$1.05 @ 1.15; heavy, 80c @ 90c; straw, long, 80 @ 90c; oat, 35 @ 40c.	
HAY	Spot Markets at a Glance.	
Spot Markets	Wheat, No. 2, red, at	1.07 1/2
Wheat	No. 2, white, at	60 1/2
No. 2, white	Flour, spring patent, barrel	5.35
Flour	Corn, steamer, yellow	nom.
Corn	Lard, prime, 100 lbs.	10 1/2
Lard	Tallow, city hds	6 @ 8 1/2
Tallow	Pork, mess, barrel	20.00
Pork	Coffee, Rio No. 7 lb	14c.
Coffee	Tea, Formosa, lb	14c.
Tea	Sugar, fine, gran., lb	6 1/2c
Sugar	Butter, extras	27
Butter	Cheese, special	15 1/2
Cheese	Eggs, extra firsts	22
Eggs	Cotton	12.90c
Cotton	Tobacco	
Tobacco	Havana, R. D.	50
Havana	Conn. wrapper	60

Whittemore's Shoe Polishes