

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.

This is a ten room house. Sometimes when there are a number of children in a growing family a house of ten rooms becomes a necessity.

Ideas in regard to the size of houses have changed very much in the last ten years. People are not now building larger than they need, not so much because the expense of building has somewhat increased, but the principal reason is that help cannot be secured to do the necessary housework. A great many women have killed themselves trying to keep a large house looking nice enough to satisfy their women friends, but women are learning wisdom and are becoming content with smaller houses, houses that provide just room enough for their families and one or two occasional guests. Sometimes families need a house with four or five bedrooms, then a plan like this seems to fit in just right.

Looking at the perspective it will be noticed that this house tones up with the best of them. It is the kind of building that satisfies a person's pride and every one should have pride enough to appreciate a good home and feel satisfied with it.

The mere fact of having a large house won't satisfy anybody. There must be more to a home than the building, but a family of from six to ten persons should be able to establish a very satisfactory home in a house like this.

The building is thirty feet in width by thirty-seven feet six inches in length and the porch is extra, a size sufficient to lay out nicely into large pleasant rooms, with convenient hallways, stairways, etc. It is impossible to get nine or ten good and sufficient rooms in a house much smaller. If you try it you will surely spoil something.

For a great many years architects have been trying to arrange a satis-

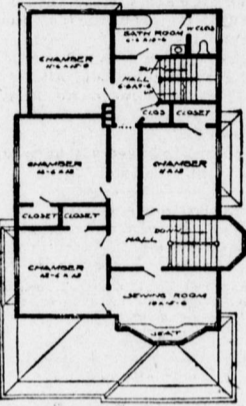
factory front stair that will look right and that will not spoil the front of the downstairs nor knock out the hall bedroom upstairs. This bow window extension on the side solves the problem by providing a landing for the turn of the stair outside of the wall line. Such a stairway leaves room for a satisfactory approach in the hall below,

and it lands in good position on the upper floor, leaving a splendid front room ten by fifteen and a half feet, over the lower hall, that may be used as a sewing room or bedroom.

A sewing room is one of the necessities where there are children growing up. It is very unsatisfactory to have sewing going on in one of the living rooms. It seems to interfere with the proper working of the whole house, but having a room like this, large and airy, the work may be carried on to advantage by having the proper materials, tables, sewing machine and other tools all together in the workshop. A woman can sit in a bay win-

ow like this and sew and drop the work at a moment's notice to be taken up at some other time without the necessity of putting every little piece away. The door may be shut and locked if necessary, so she knows nothing will be disturbed.

A house as large as this should have both front and back stairs. The back stair arrangement in this house is especially good, as it leads directly from the cellar to the attic with an easy entrance from the kitchen and a grade entrance from the side of the house. It makes the third entrance,



Second Floor Plan.

but they are all needed in such a house, you may be sure each one will be used frequently.

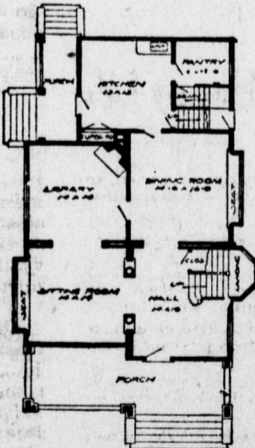
The side porch opening from the kitchen is another pleasant feature. A good deal of kitchen work may be done on a porch of this kind in the summer time, especially if it is shaded with a good climbing vine such as the Virginia creeper, some of the night shades, or a Dutchman's pipe vine. The pantry is big enough for a store-room, another feature that will be appreciated by a woman who is obliged to keep house for a large family.

A feature of this house that looks well outside and is appreciated inside is the manner of building the exten-



sion window seats. They add to the size of the room to the extent of the seat, but they add more to the appearance of the room because these windows may be dressed up very nicely. The seats are usually fitted with cushions having attractive covers of bright colors.

A little ingenuity will make such a seat very comfortable and the light is so good that they are preferred for reading and the children like such places for studying. It requires a little care to arrange them to look well and at the same time have them serviceable so that you do not feel nervous when the children appropriate them to their own purposes, especially the window seat in the dining room. It is not necessary that children should use the front room for their play. They can enjoy themselves better in some of the other rooms and annoy the mother much less.



First Floor Plan.

After the Battle of Corinth, where he was promoted to the rank of major general on the battlefield, he came into his tent and called his servant. "Jim," he said, "when you make up my cot, tuck those blankets well in at the foot. My feet stick out all night."

Looking up at him with an amused look, Jim said, "Marse Dabney, you ain't growed none, is you, since you got promoted yesterday?" —Lippincott's Magazine.

Effect of Phomotion. Gen. Dabney H. Maury of the Confederate army used to tell a story about his faithful negro boy, Jim, the son of his old mammy, whom he took with him to the war. The general was not a large man, except in the traits which make great men and great soldiers.

Effect of Silence. Mrs. Jones—My dear, dead husband never complained of my cooking. Mr. Jones (her second venture)—Perhaps that's why he's your dear dead husband.

Advertising Talks

SELLING INVOLVES FOUR BIG FACTORS

Advertising Expert Expounds Business Building and Art of Salesmanship.

By W. T. GOFF.

When we discuss the art of selling—the work of business building—and the principles of service, it is essential in so far as may be possible, that our facts shall be organized and classified.

I say, we must arrive at a "basis" of classification of business facts and truths, ere we can proceed satisfactorily in the discussion of business science. Its higher name, of course, is efficiency. And this applies to the institution itself, as well as to each individual employe. It embraces exactly four factors—no more nor less. These are, first, one who sells or makes proposals of sale to another. Second, the proposition which is made, including the thing for sale. Third, one to whom proposal is made or goods sold. And fourth, agreement or transaction consummated between the first and third factors, the seller and his customer. In short, the linking-up of the buyer with the seller in full agreement regarding the goods or proposal.

These elements, the seller, the buyer, the goods or proposition, and the agreement or sale, constituting, as they do, the whole of any transaction, commercial or otherwise, and without all of which no trade can exist, it becomes both interesting and instructive to examine into the facts and see how far knowledge of them has been organized and classified, if at all, and how much truth there is in the saying of Mr. Sheldon, I. e., that "business is a science, and the practice of it is a profession."

A successful salesman's equipment, in addition to his goods, comprises a rational knowledge of the factors which enter into a transaction or agreement of any kind. "Rational" knowledge is the result of systematic reading and study—and please believe me—I do not speak this as an attorney for a cause. It is systematic study plus personal experience; and it adds to our own personal experience, that of others born in the same way.

Many men have deluded themselves into the belief that a knowledge of the goods is the only essential thing. They have not realized that a knowledge of the goods really represents but one-quarter of what one needs to know, and that all the factors entering into a sale must be comprehended, as well as the laws and principles that underlie each. And the laws underlying the art of selling are the same, no matter what the article may be. That is true, just as the science of music is the same, quite regardless of the particular instrument which is being played.

Everyone who is normal is a bundle of wonderful possibilities. Each has undeveloped powers. Professor James, formerly of Harvard university, who was one of the greatest psychologists this country or any other ever produced, discovered before he died and announced that the average man habitually uses but one-fourth of his physical powers and one-tenth of his mental powers.

I said that there were four factors in every transaction or agreement. The individual himself is one of them—the first one. The second factor in a sale is the buyer or customer. Your success must depend in a very great measure upon your ability to get a hearing with the customer—and you can do this most successfully after you have learned how to approach and adapt your methods to the customer's character and temperament—"to rub the fur the right way," as the saying goes. Through habit the customer's eyes and ears are closed to the ordinary appeal. That is, the seller, whether in person or by the written method, more often than not, finds the prospective patron behind a wall of mental resistance, which only the ablest and best-trained men and women can get over and gain a proper hearing.

The study of human nature, when properly viewed in the light of systematized and classified knowledge of man, is of the greatest possible importance to every one. The student of human nature learns how to quickly and accurately read and measure the customer's mental activities, motives, ideas, and so forth, and how to judge different men and women from evidence furnished by their bearing, facial expression, eye and head movements, tones, emphasis, and so on; thus learning how to adapt himself more often to the various types. Different methods are necessary with different types, as for example: There are pugnacious people, who reason definitely. There are also evasive people, who are very difficult to bring to a decision, and so it goes with many styles and types of men and women. To be able to measure individuals accurately, and to place each one in his proper right class, is to know how to

AD POINTERS

Most advertising pays some, but good advertising always pays.

Manufacturers and retailers are not enemies. They are partners and should work together for their common welfare.

Quit work and you will go on the down-and-out list. Nature has not any time for men who neither advertise nor work.

Your advertisements are salesmen just as much as a man you have in your store. One sells through the eyes of your customer, the other through the ears. Be as careful in the preparation of your advertisements as you are in the hiring of your clerks.

Real salesmanship supposes co-operation with your customer, not conquest. We both realize this. Co-operate more with your customers—look at things from their viewpoint—and you will decide that it is a paying plan.

work along lines of least resistance with the largest possible number.

Next, we come to the factor in the sale known as the goods, or the thing being sold. This factor involves three lines of study, first, how to get at all the facts of it through analysis; second, how to build up, or construct facts in the most logical order; and third, how to express in the most effective language, all the facts relating to its selling points. Herein especially does the successful advertising salesman excel. All this is necessary that the customer may be led to see and know that the representations made are true. In this way the seller gains new ideas about the goods—gets new views and features—in the same way that one discovers objects under a magnifying glass which otherwise remain hidden. There are many points that can be made about any article of commerce, and to know only a part of these points is to be only partially posted on what to say when interviewing the customer, and you see, then, that the customer's conception of the goods or proposition, the advantages to be derived by him, and so on, comes very largely through the seller's presentation to him. If the seller has a hazy, fuzzy, blurred and indistinct picture in his own mind, the customer will get the same kind of a picture, and very often will not buy. Much valuable business is lost by people who do not know how to analyze things for selling points, how to construct points, nor how to properly express the facts he has in words.

Indeed, the true business builder is fast becoming "professional," and is coming to understand that as the professional class has in the past, and must in the future, lead in the activities of mankind he must see to it that leadership in society, while continuing to be "professional," shall be taken by the professional business man.

BAN ON FAKE ADVERTISING

Columbia, Mo., Merchants Form Organization to Do Away With Graft Schemes.

The merchants of Columbia, Mo., have organized to put a ban on objectionable advertising and to end some of the so-called graft schemes.

Twenty-one business houses have signed a petition not to purchase tickets or give donations unless the written indorsement of the committee of the organization is given. No programs or any printed matter, except that ranked as second-class mail matter by the postal regulations, will be used by the merchant members of the organizations.

Even the newspaper of the town will have to have the indorsement of this committee before it can be considered as an advertising medium. The committee members will not be known to the public.

Too Much Talking to Talk.

In my opinion the most important thing in working up an export trade through advertising, whether it is trade paper, daily paper or catalogue advertising, is to know how to tell your story—to bring out the points of individuality, novelty, difference or improvement that distinguish your goods.

And it is precisely in this direction that many a manufacturer and many an advertising agency fails. I should be afraid to tell of the number of catalogues that I have seen, to say nothing of advertisements and of letters designed to provoke orders, that did not include the very points which the salesman representing these goods relies on most when he is talking face to face with a prospective customer. It seems to me that the strongest selling points ought to be incorporated in every bit of advertising copy as well as in other literature and in correspondence.—B. Olney Hough, editor American Exporter, to Detroit Aircraft Club.

In the Right Order.

Reverse the code of morals of a large percentage of those who are engaged in commercial pursuits today, and make it read: "Get honest, get honor, get on." Instead of "Get on, get honor, get honest."—George H. Williams.

INTERNATIONAL SUNDAY SCHOOL LESSON

(By E. O. SELLERS, Director of Evening Department, The Moody Bible Institute, Chicago.)

LESSON FOR OCTOBER 6. JESUS WALKING ON THE SEA.

LESSON TEXT—Mark 6:45-56. GOLDEN TEXT—"But straightway Jesus spake unto them, saying, He of good cheer; it is I; be not afraid."—Matthew 14:27.

The miracle of the feeding of the five thousand marks a crisis in the life of Jesus. (John 6:15). The humanity of Jesus is shown in that as soon as he had performed that miracle he first sends away his disciples, then sends away the multitude, while he departs "into a mountain to pray." To pray the prayer of thanksgiving, to pray for strength to withstand this new temptation, (John 6:14, 15); to pray for those whom he had fed; and surely to pray for his chosen ones that they might understand him and his mission.

Jesus had taken his disciples into the mountain for their own good. (Mark 6:31) and now he sends them away lest they yield to the advice, the importunities, of the crowd and consort with them in their desire to make Jesus a temporal rather than a spiritual king. Such a course would have precipitated matters. But in his solitude as he prayed, Jesus was watchful of his own.

He had sent them into the storm to avoid a greater danger, would he not watch over them? So with many a testing in our lives. They seem severe, but how little we know of the greater danger we have missed. He saw (v. 48) their distress long before they saw their relief (v. 49). Jesus knew the need of prayer. Jesus knew the need of solitary prayer as he must pass this crisis, so it was that while he lingered in prayer they were distressed till "the fourth watch,"—near daybreak.

Ill Considered Test.

It is not strange that they did not recognize Jesus. He often comes to us in ways we do not at first recognize, in ways that at first terrify us, but he does not leave us long in suspense. We read, he "straightway" rescued them "It is I; be not afraid." Notice he assures them first who it is that is near, "It is I." They recognize the tones of his familiar voice and then they were ready for his words of confidence, "be not afraid." So God speaks to us in the hour of our darkest trial, saying "Lo, I am with you always;—be not afraid."

From the parallel account by Matthew (Matthew 14: 28-36) we read of Peter's attempt to walk upon the water. His rash and ill considered test of the reality of Jesus' presence, then we see him as he too compares himself with the angry storm and taking his eyes off of Jesus begins to sink. Peter's sharp, piercing cry; his clear, definite, appeal is at once answered and Jesus leads him safely back into the boat.

How different is the picture once Jesus was in the boat, and how soon they reached the goal toward which they had been struggling. (John 6:19, 21). If any one is at sea, if any one is fruitlessly toiling against wind and wave, only let them take Jesus on board and soon they will reach a safe landing place.

The disciples were amazed and their hearts were hardened (vv. 51, 52), and this even after the creative miracle of feeding the five thousand—why so? It is evident that even those nearest to him did not apprehend the true meaning of this miracle, on the contrary their hearts were hardened, e. g., blind.

Spiritual Application.

The real interpretation of Christ's miracles is not that we are to be amazed at the material manifestation but that we are to see the spiritual lesson and application.

It was a different reception Jesus received when they reached Genesaret (vv. 53-56). There he is recognized at once. There they flock to him with their sick ones and Mark with a few deft strokes shows us the picture of a vast deal of healing. None is disappointed, for we read that as many as touched him were made whole. His healing is not confined today to a single person, nor limited to a peculiar place or shrine.

In this lesson we see Jesus directing his disciples. We see the disciples obeying that direction even though it led them into contrary winds. We see him as he walks into them bringing relief, superior to boisterous wind and wave. His presence brought peace as it always does to storm tossed humanity. His assurance is that of his own presence (Matt. 28:20), "It is I; be not afraid." We see Jesus answering the fear of the disciples.

This is a lesson of many applications. The story is clear and simple. Its values are for our comfort and help. The unseen Christ is by our side. Miracles? They are only wonderful things, that is all. Something beyond our ordinary experience. Shall we discredit the sunlight because a pin point enters to blind the eye? Miracles to the Christian are the manifestations of a loving God, they are what one would expect of the Christ, if he be the Christ. Let us look them squarely in the face and pass on awaiting the light of a clearer and more beautiful day.

A HIDDEN DANGER

It is a duty of the kidneys to rid the blood of uric acid, an irritating poison that is constantly forming inside.

When the kidneys fail, uric acid causes rheumatic attacks, headache, dizziness, gravel, urinary troubles, weak eyes, dropsy or heart disease. Doan's Kidney Pills help the kidneys fight off uric acid—bringing new strength to weak kidneys and relief from backache and urinary ills.

A North Carolina Case Mrs. J. P. Lee, 30 Ashland Ave., Asheville, N. C. says: "I know that Doan's Kidney Pills are a fine remedy. I suffered intensely from pain in my back and sides, and the action of my kidneys was irregular. I often became nervous and dizzy. Doan's Kidney Pills fixed me up in a short time and I am now well. I recommend this remedy highly." Get Doan's at Any Drug Store, 50c a Box DOAN'S KIDNEY PILLS FOSTER-MILBURN CO., Buffalo, New York

Resinol clears away pimples

BATHE your face for several minutes with hot water and Resinol Soap and very gently apply a little Resinol Ointment. In a few moments wash off again with more Resinol Soap and hot water, finishing with a dash of cold water to close the pores.

Do this once or twice a day, always using Resinol Soap for toilet and bath and see how quickly pimples and blackheads vanish, and your skin becomes clean, clear and velvety.

Resinol is also most effective for itching skin troubles.

Your druggist sells Resinol Soap (25c) and Ointment (50c), or mailed on receipt of price. Resinol Chemical Company, Baltimore, Md.



Trial Marriages Favored. Mrs. Hoyle—What is your husband's platform? Mrs. Doyle—I think he favors the recall of marriage certificates.

Inspiring Experience. A lady who must certainly have been related to the late Mrs. Partington recently returned from a seventy-day tour of Europe.

To her friends she said with enthusiasm that of all the wonderful things that she had seen and heard, she believed the thing she enjoyed most of all was hearing the French pheasants sing the mayonnaise.—Youth's Companion.

JOYS OF SUMMER.



Wife—All flesh is grass. Hubby—I suppose that's what the lawn mower thought when it cut my foot.

CAREFUL DOCTOR Prescribed Change of Food Instead of Drugs.

It takes considerable courage for a doctor to deliberately prescribe only food for a despairing patient, instead of resorting to the usual list of medicines.

There are some truly scientific physicians among the present generation who recognize and treat conditions as they are and should be treated regardless of the value to their pockets. Here's an instance:

"Four years ago I was taken with severe gastritis and nothing would stay on my stomach, so that I was on the verge of starvation.

"I heard of a doctor who had a summer cottage near me—a specialist from N. Y.—and as a last hope, sent for him.

"After he examined me carefully he advised me to try a small quantity of Grape-Nuts at first, then as my stomach became stronger to eat more.

"I kept at it and gradually got so I could eat and digest three teaspoonsful. Then I began to have color in my face, memory became clear, where before everything seemed a blank. My limbs got stronger and I could walk. So I steadily recovered.

"Now after a year on Grape-Nuts I weigh 153 lbs. My people were surprised at the way I grew fleshy and strong on this food." Name given by Postum Co., Battle Creek, Mich. Read the little book, "The Road to Well-Being," in pkgs.

"There's a reason." Ever read the above letter? A set one appears from time to time. They are genuine, true, and full of human interest. Adv.