

SELLING A HOUSE IN A DULL SEASON

How I Sold "Hughie" Jennings, Manager of the Detroit "Tigers"

(By S. Roland Hall.)

It had always seemed to me that houses of even the middle grade were things of considerable individuality, and that real estate men and other advertisers of house property often lost opportunities in treating their offerings in a commonplace way or in inserting merely a brief notice and leaving so much to be guessed at. I had often thought that if I had a house to sell I would enjoy the job of advertising it in a distinctive way, and I got my chance!

At the time I decided to leave Scranton and sell a house that I had built there, the real estate market was about as dull as it possibly could be. The people of some sections of Scranton were worried about mining operations that were causing surface settlements and drops. The suspension of the mine-workers was on. Business was flat, and the real estate men were wearing long faces. I got it on every hand that it was a bad time to put a property on the market. But it seemed to me if an advertising man couldn't sell his own property he had little cause for offering to help other people sell their commodities. And so I had a newspaper half-tone made up of the house and prepared copy for a two-column advertisement.

The newspaper men smiled when they saw this advertisement, said it was the real thing, and shoved it up into good position as a live lesson on real estate advertising. I had had a suspicion that they would do this!

The advertisement was inserted three times, but it turned out that the first insertion really made the sale. Some ten or a dozen inquiries came immediately, and calls over the telephone kept up for several days. As usual, most of the people drawn by the advertisement were those who for one reason or another did not get down to serious bargaining; but after all, only one inquirer of the right kind was needed to make a sale, and there were three or four of this class.

People all over the town seemed to have read the advertisement, and the respected head of my household was asked by several new acquaintances if she were the wife of the International Correspondence Schools man who was selling his house and moving to New York. At least one newspaper reader is known to have cut the advertise-

ment out as a model to use later in advertising his own property. The wife of Hughie Jennings, of baseball fame, mailed the advertisement to the manager of the Detroit Tigers as the best way of describing the property that she thought they would do well to buy. Mr. Jennings, it may be remarked, is a capable attorney of the city of Scranton during the months when baseball is in winter quarters.

At a total expense of less than thirty dollars, arrangements were entered into for the sale of the property to Mr. Jennings just one month from the day it was advertised, and this time would have undoubtedly been considerably shortened had not the writer started on a long Western trip shortly after inserting the advertisement.

It has been interesting to see the number of large illustrated advertisements that have appeared in Scranton newspapers since this advertisement was inserted, and the writer is immodest enough to imagine he had a little something to do with this style of advertising in the Scranton real estate market. In fact, a few weeks ago another man, planning to leave Scranton and to sell a house there, called on me and asked if I wouldn't look over an illustrated advertisement that he had prepared after the style of mine.

Allen D. Albert, Jr., now the general manager of the Minneapolis Tribune, tells interestingly of how he resolved when he took charge of the Tribune to throw out certain untrustworthy advertisements of distant real estate properties. He was asked how he would make up for the loss of the business, which amounted to considerable, and he replied by making an onset on local real estate men and exterior, of their properties and put in advertisements that pulled strongly on the attention and desires of people who ought to own homes. Mr. Albert is authority for the statement that in a short time the deficit caused by throwing out shady business was almost entirely made up with advertisements of the most interesting sort.

There are several other Western newspapers that carry a good variety of these human-interest real estate advertisements. And my own little personal experience merely deepens my previous impression—that a house is a distinctive advertising subject that can be treated in a most interesting way.

CUMULATIVE EFFECTS.

As a rule, the mills of advertising grind slowly, but they grind thoroughly, and dollars are the grist.

Some advertising mediums refuse certain kinds of "one-time" business.

"Once and out" isn't fair to the newspaper, to the advertiser or to advertising as an institution.

Through advertising the purchaser is brought little by little to the buying point.

One cent invested at compound interest at the dawn of the Christian era would to-day amount to a sum so vast that to state it would stagger the imagination.

So the effect of judicious advertising compounds, accumulates, pyramids—and it doesn't take 1900 years to make good, either.

As one of America's best known merchants says:

The first appearance of an ad may merely cause a ripple.

The second trip it is seen.

The third time we note the illustration.

The fourth time we read the catch-line.

The fifth time the first paragraph is perused.

The sixth time we complete the reading.

The seventh time it sets us to thinking seriously.

The eighth time we are convinced.

The ninth time we desire.

The tenth time, having perhaps in the meantime felt a need for the article, we buy.

ADVERTISING.

"Yes, it does pay. The most successful merchants in any place are those who believe in and practice advertising. But, in order to pay, it must be intelligently done. The day of the hackneyed 'best goods,' 'lowest prices,' 'greatest bargains,' and so on, has passed.

"People now distinguish between the truthful advertiser and the blatant booster."—Little Talks by the Want Ad-Man.

In every thousand of the wage-earning population in the United Kingdom forty-two earn less than \$1.00 a week.

FROM MERRY OLD ENGLAND

NEWS BY MAIL ABOUT JOHN BULL AND HIS PEOPLE.

Occurrences in The Land That Reigns Supreme in the Commercial World.

The Lord Mayor's Titanic fund now totals \$308,300.

In Birmingham "Jew's harps" are still made in thousands.

Army statistics show that there are only four foreigners in the British Army.

There are 42 parishes in Anglesey, none of which possesses a public-house.

Income-tax for the past financial year yielded the Exchequer 44 millions sterling.

More matches are used in Great Britain than in any other country in the world.

About 8,000,000 men are employed in regular occupations in the United Kingdom.

During the last fifteen years the price of living has advanced by twenty-five per cent.

A Peer of the realm can act as a Justice of the Peace in any part of the United Kingdom.

Prisons are now made so comfortable that prisoners prefer going there to going to the workhouse.

The heat in London has been extraordinary. London is consuming between 1,500 and 2,000 tons of ice daily.

Great Britain requires about \$12,000,000 worth of leather every year for boots and shoes for its people.

The Lord Chief Justice advocates flogging as the only possible cure for aggravated assaults upon young persons and children.

Speaking at Northampton the Rev. Basil Roberts declared that there is a close connection between bad cooking and intemperance.

Sir C. H. Wakefield has contributed \$250 towards the expenses of sending a contingent of London Cadets to Canada next month.

Mr. Grange, the veteran Town Clerk of Grimsby, has attained the age of 91. He is the oldest Town Clerk in England, and is still in active work.

Lord Devonport has had policemen put on guard at his house since the leaders of the striking London dockmen began praying for his sudden death.

It was Dickens who said, over and over, that the reform of people's habits must precede all other reforms, and that without it all other reforms will fail.

According to statistics just published it appears that last year there were in the United Kingdom no fewer than 873 persons killed and 20,228 injured through motor accidents.

At Lambeth Police Court on the 16th inst. Charles Gray, of Croydon, charged with assaulting Mr. Lloyd-George at Kensington Theatre, was sentenced to two months' hard labor.

The Cunarder Aquitania, which is approaching completion, though it will not be launched until the early part of next year, is shaping to the largest and most interesting vessel afloat.

Queen Victoria's reigning record has been broken. She occupied the British Throne for 83 years, 7 months and 2 days. The Emperor Francis Joseph has governed for one day more.

The record in speed, hurry and rush seems to have been achieved on one of the London tube railways, which has worked up to the point of running 40 trains in the hour over one line of metals.

The death occurred at Cheltenham on the 13th inst., at the age of 75, of Colonel George Forbes, formerly of the Argyll and Sutherland Highlanders. He took part in the Indian Mutiny, including the relief of Lucknow, and served in the North-West Frontier and other campaigns in India.

The Manchester City Mission has received a legacy of over \$200 from a totally unexpected source. It is under the will of an old lady who died a few days ago, and who lived in a cottage rented at 4s. in one of the poorest districts of the city.

She was thought to be so poor that for years she had been given a ticket for the old folks' Christmas treat at the Free Trade Hall. Her now transparent that she made her will about seven years ago in favor of the City Mission as a mark of appreciation of its work in her own locality.

IMMODEST.

Walter Kelly, who does the "Virginia Judge," in vaudeville, was walking up the Strand with an English friend, and he remarked on the darkness that enveloped that famous street after 9 p.m.

"Why," he said, "Broadway until after midnight is as bright as noonday. There is one sign alone that contains more than fifty thousand winking, blazing electric lights."

"But tell me, old chap," said the Englishman, "doesn't that make it frightfully conspicuous?"—Saturday Evening Post.

The victory of success is half won when one gains the habit of work.—Sarah K. Bolton.

THE TALK OF MONKEYS.

Interpreting Expression of Emotion and Speech.

Dr. William Furness, who is acknowledged to be a trained psychologist, skilled in modern critical technique, has, after two years of work in the experimental department of the University of Pennsylvania, succeeded in teaching two big African chimpanzees to converse with a limited number of words over and above their native and philogenetic (racial) sounds. In other words, the instinctive calls of the hoaxes and families, tribes and individuals, have been definitely and positively excluded, and these two chimpanzees have been successfully educated to the point where they exhibit all of the earmarks of imagery, memory and elemental conceptions.

Further than this, Dr. Furness has imported two other Borneo monkeys of the same species, which he intends to breed to the educated monkeys, and to teach the offspring, thus seeking to discover the relative facilities of the younger and older in acquiring a vocabulary independent of instinctive noises and jargons.

In his work Dr. Furness has used many of the newer psychological methods, many of them discovered by Dr. John Watson, of Johns Hopkins University, of definitely associating a given image or object with a corresponding simple sound, different from, yet as simple as the native instinctive calls and speech of the monkey family. Although the two chimpanzees have no large vocabulary, they have so far been successfully taught about twenty indubitable sounds that are objectively and exclusively associated with certain things.

Thus, "gob" means food, "teeh" means water, "rrr" means jump or run or walk, "rrrrr" means mirror, "srrr" means box, and so on. Dr. Furness was careful to approach as close to the instinctive racial calls as possible, though never quite doing so. It is possible, according to Leonard Hirschberg, for even a child to note the difference in quality, pitch and timbre of the two sounds, speech and instinct calls.

Dr. Furness, like other psychologists, says that no one can ever take Professor Garner and others who live with the animals and interpret merely the animal means of notifying each other of fear, love, danger, food, drink, etc., as serious or scientific attempts at developing animal speech. The method must be the human pedagogical one. The animal must show curiosity toward an object, and then must always be given a strictly and exclusively associational vocal noise upon seeing or wanting the same object.—Popular Mechanics.

BUSINESS BEFORE PLEASURE.

How a Police Officer Sized the Matter Up.

In the police court of a city in the middle West three young men were convicted of an attempt to defraud a railway company of their fares. A special officer of the company, finding them tucked away in a freight-car, had arrested them. His testimony had been clear and to the point.

But no sooner had the three been fined than the officer, telling the judge that they had no money, asked him to remit the fines and set them at liberty. When the court did not quite see its way to comply, the officer took some bills from his pocket and paid the small fines himself. The action roused the judge's curiosity.

"It's your own testimony that convicted these men," he said. "Do you mind telling me why you are now so anxious to have them freed?"

"Sure, your honor," said the officer, good-naturedly. "I'm paid by the road to keep people from doing this sort of thing, and when I catch 'em, it's my duty to get 'em convicted."

"You certainly did," said the judge, smiling.

"But you see," continued the officer, "they're young, and they say that all they want is a job. And if they've got a job, they can't take it when they're working off those fines, can they?"

"But they haven't any job," said the judge.

"That's where you're wrong, judge," said the officer. "I have a cousin who knows a contractor who's tearing down some buildings. As soon as I got those chaps into their cells this morning I went out and got jobs for 'em. It's a dollar seventy-five a day as long as it lasts, so I guess I'm safe to get my money back."

"But why didn't you tell me all this before I'd fined them?"

The guardian of the road shook his head.

"Couldn't do it. My job as an officer was to have 'em convicted. That's what I'm paid for. Business first, you know, and pleasure afterward."

Film—"Hallo, dear boy, you look very sad this morning. What's the trouble?"

Film—"I've just under-gone a most annoying operation."

Film—"What was it?"

Film—"I had my allowance cut off."

GAMBLERS DEFEY THE POLICE FROM BONNIE SCOTLAND

LONDON, ENGLAND, SOCIETY ARE HEAVY LOSERS.

Aristocratic Patrons Put Them Out of Reach of Raids by "Vulgar Bobbies."

Despite the recent police raids and the imposing of heavy penalties, the number of private gambling houses in London, England, is rapidly increasing.

The total sum being won and lost nightly in a few streets in the heart of Mayfair at baccarat and Chemin de Fer amounts to the hundreds of thousands of dollars. Old stagers declare that there has been more high play in London this season than at any period since George IV. was Prince Regent.

Every night there can be found at one or another of these gaming houses well-known peers, their sons, prominent financiers, stock brokers and professional gamblers, not to speak of a number of society women and actresses.

The losses sustained by a few young men in the last few months have been enormous. There are many stories of eldest sons who have incurred debts which will be burdens on several family estates for years.

The police know all about these establishments, which in many cases do not come within the scope of the law because many are private flats. An owner can always prove that he is merely giving a party to a few personal friends.

POLICE DARE NOT RAID.

Some places the police dare not raid on account of the social standing of the regular frequenters.

Not long ago the authorities planned a dramatic raid on one of the best known of these establishments. A dozen detectives, disguised as crossing sweeps, cab boys and newspaper vendors, were posted around to note who entered the gaming house and to make telephone reports to headquarters.

When the police chiefs found that at the time they had set for the raid there were in the house a junior member of the Government, at least half a dozen peers and members of Parliament, as well as a number of celebrities in other walks of life, they decided to leave the place alone. They remembered that twenty years ago, when the Field Club was raided and the present Earl of Dudley and a number of other notables were arraigned in a police court the next morning the zealous officers who planned the raid were sharply frowned on from high places and got little credit for their zeal.

LONDON'S LARGEST.

The biggest of the gaming house keepers in London less than a decade ago wore a white cap and apron as the manager of the meat department in a big London store.

After a little experience as a book-maker he became the manager of a hotel, and a couple of years ago, having arrived at the conclusion that Englishmen are the greatest gamblers in the world if they only have the opportunity, he took a flat where young men could resort to play whenever they chose. Now he owns half a dozen such places as well as a big social club on Piccadilly, which until recently was the home of a millionaire. His places are all conducted on the most straightforward lines.

The worst evil in this connection is the loutish system for the gambling houses here. It is impossible to go into a restaurant or a bar vaudeville show without meeting an agreeable stranger who knows the address of one, and magnanimously offers to take you there just to see what it is like.

DISCUSS THE ORIGIN OF LIFE.

Big Feature of the British Association's Meeting.

The origin of life, which may be termed the biggest subject with which science is concerned, will be the main topic for discussion at the meeting of the British Association opening at Dundee Sept. 4. Professor Shafer, of Edinburgh, the eminent psychologist, will devote his presidential address to this vital subject.

At the association's annual congress important additions to the sum of knowledge are likely to be made, and vigorous discussion among many notable scientists is expected on the question: "Is it possible that life can be manufactured chemically?"

Discoveries made by students of plants have, in some cases, corroborated results of animal life study. It has, therefore, been arranged for the sections of botany and zoology to meet jointly to discuss the mystery of life.

Dr. Chalmers Mitchell, of the London Zoo, who will join the discussion, has an interesting theory of the origin of life. Many scientists believe they have touched at least one important secret in making rudimentary life which may lead to practical results in the laboratory.

Many a good woman prays for her husband, but she keeps an eye on him just the same.

NOTES OF INTEREST FROM HER RANKS AND BRAES.

What is Going on in The Highlands and Lowlands of Auld Scotia.

David Brown met with a serious accident while cycling down Bilsland Drive.

Two men were injured severely by a runaway horse at Queen Street, Govan.

William Provan died in the Glasgow Infirmary as the result of a cycle accident.

Edward Doyle, bookmaker, was fined \$10 at Airdrie for betting on the public road.

Robert Chalmers died through falling down stairs at 127 Naburn Street, Glasgow.

William McDermid, residing at Anderston, fell off the quay wall and was drowned.

Agnes McNicol was found dead in her house at Bridgeton with her throat cut.

Edinburgh Parish Council fixed the poor rate to be levied for the year at 7½d per £1.

A serious outbreak of swine fever occurred in the Morningside district of Edinburgh.

During the month of June 47,930 gallons of whiskey were exported from Campbelltown.

While hay cutting on Milton Farm, Bonhill, a farm servant had his foot badly mangled.

Archibald McEachern, of Nelson Street, Tradeston, died through falling from a window.

A fire broke out in the ironmongery store of Messrs. Laurie Bros., of Fox Street, Glasgow.

The death occurred of Mr. James McLelland, Kirtland, Colvena, Dalbeattie, aged 83.

This year assessments for the parish of Girvan show a reduction of 4-1-0d in the £.

A man was found in the Lee Woods, midway between Canuke and Lanark, with his throat cut.

John Stewart died in Greenock Infirmary as the result of injuries received in an accident.

Paisley Corporation have agreed to the establishment of a phthisis dispensary in Bridge Street.

A young man named Johnston, of Parkhead, was thrown from his bicycle and severely hurt.

A laborer named J. Smith was severely injured at Greenock when a large stone fell upon him.

Thomas Feeley sustained a fracture of the left arm when he fell while getting off a car at Portobello.

Henry Haggarty was killed at St. Enoch station when the horse he was driving got beyond control.

The death is announced of Captain William Macmillan, aged 70, for 40 years harbormaster at Troon.

Mr. L. S. Booth has been appointed headmaster of Maxton Public School, in place of Mr. Thomas Boyd.

A fire broke out in the oatcake bakery of Mr. Thomas Gray at Cagluke. The building was gutted.

"BETTER ROADS" MOVEMENT.

Several Concrete Highways Have Recently Been Built.

Canada is awakening to the needs of a systematic effort for better roadways. All the Provincial Governments are providing aid, and with the assistance of specially engaged engineers, are showing the various municipalities the way to build for permanence and avoid the heavy and constantly recurring upkeep charges that are the inevitable result of cheap and inferior road-building.

The road building laws of various European countries and the United States are discussed, attention being called to the fact that the United States Government maintains a Bureau of Public Roads at Washington, and although the maintenance of roads there is primarily a charge upon the municipalities, thirty-three states have laws providing for varying degrees of assistance and control.

Until the advent of the automobile the principal types of road were dirt, gravel, macadam and telford, but it soon became apparent that none of these would stand the wear and tear of automobile traffic for any length of time. It thus became necessary to try some new form of construction. This led to experimentation with various different materials, among them being concrete.

Quite a number of concrete highways have been built in the last few years. Like all new materials, the early experiments were not a complete success. This was due, principally, to the lack of experience in handling the material for this purpose, and at first there were as many different ways of building the roads as there were roads themselves. But in the light of the experience gained by these pioneers, several forms of construction have survived.

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