



Over \$5,500,000 Per Acre A tiny portion of ground at Charing Cross, which adjoins the entrance to the Mall archway, comprising 461½ square feet with a frontage of 69 feet, has been sold by the London, Eng., County Council, to an Insurance Company for £58,685 which works out at over \$5,500,000 per acre. The photo shows the frontage of the site.

—Topical, photo.

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Augustus, Indeed

Lord Decies has been telling a good story about an American millionaire.

"His first name is the sounding one of Augustus," Lord Decies said. "You know how he travels—with what a retinue of valets and chauffeurs and secretaries. Well, it was with even a grander retinue than usual that he arrived, at the opening of the shooting season, at a certain English country house. He arrived with seven motor-cars.

Of course, he was treated on all sides with the profoundest deference. But the head keeper called him by his first name. Actually!

"The head keeper didn't seem lacking in respect; gave him a splendid place, saw that he got lots of birds, and so on; but, all the time, it was 'Augustus this' and 'Augustus that.' 'Is your gun all right, Augustus?' 'A very good shot, Augustus.' 'Augustus, is your stool comfortable?'

"The millionaire flushed darkly and glared at the old head keeper the first time he was called Augustus. But he said nothing. And afterwards he got used to it. But his host happened to appear, and hearing the keeper say to the haughty millionaire, 'Well winged, well winged, Augustus!' he took the old chap aside and whispered:—

"Why, keeper, I don't know what to make of you! Are you drunk, man? The idea of your calling Mr. Van Golden by his first name like that!"

"His first name, sir?" And the old keeper flushed under his tan.

"Yes, Augustus, indeed! What do you mean by it?" "The keeper looked terribly distressed.

"Oh, sir," he stammered, 'I hope you'll excuse me, sir. I thought "Augustus" was a title—a very high title, like "My lord duke" or "Your Serene Highness," Sir.'

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