

The horse may starve, waiting for the grass to grow; and your store may grow if you wait until you are ENTIRELY READY to advertise it adequately.

DESERET EVENING NEWS.

TRUTH AND LIBERTY.

SATURDAY, JUNE 17, 1905. SALT LAKE CITY, UTAH.

If you are building a house to sell don't wait until it is finished before advertising it. You might as well have the first cash payment in hand by the time painters and decorators are through.

PART TWO.

FIFTY-FIFTH YEAR.

The Saturday "News" Special Foreign Service.

AMERICAN CASH GOES LIKE MAGIC.

Leases of Magnificent Mayfair Mansions Contain Destructive Pitfalls.

THE LESSEE IS DISTRACTED

American Who Wanted to Cut a Dash Finds Himself Up Against a Hard And Costly Proposition

Special Correspondence.

LONDON, June 8.—What does it cost to take a house in London for the season? The question is rather pertinent, for in no previous year have so many aristocratic mansions in Mayfair been secured by fashionable Americans for May, June and July, the three months which London most connotes to social gayety.

Mrs. Potter Palmer of Chicago was early in the field and did a particularly good stroke by getting the Duke of Abercorn's historic town residence in Green street, close to Hyde Park. The former May大使, now Duchess of Roxburghe, is installed in the Earl of Dudley's house in Carlton Gardens, just around the corner from Carlton House where William Gladstone and Mrs. John Mackay have permanent homes and where the retiring American ambassador, Mr. Choate, has resided while in the metropolis.

Mrs. John Jacob Astor, who has never before had a house for the season, is encroaching that of Sir Alfred Ede, nondescript of Portman place. Mrs. Glasgow of Virginia has the Earl of Scarborough's town residence in aristocratic Park lane, where also stands Dempsey House, soon to be opened by the new American envoy, by Whitelaw Reid. Mrs. Frank Mackay of Boston, for the coming season in the Curzon street of that other famous Anglo-American Mrs. Adams—Mrs. Leggett, whose house in Bryan street, the Louise of New York, one in Lennox Gardens, and before these lines are printed it is probable that Eben Jordan of Boston, the Ballantines of Newark and Mrs. George Law also will have secured residences for the season—Mrs. Law, in addition, that of a German square just vacated by the American Dowager Duchess of Manchester.

And this list of Americans who have taken London houses for the season but nothing like complete.

AN EXPENSIVE BUSINESS.

The question that naturally comes to one's mind is, How much does it cost?

There is a fair number of ways of getting rid of money, and most of them are known to Americans, but according to the information obtained by the London-house-for-the-season enterprise is about the most expeditious of the lot.

It can't be done for less than \$50,000.

My informants, who are the best authorities on their respective subjects, say that their respective seasons will probably cost Mrs. Frank Mackay and Mrs. Potter Palmer from \$150,000 to \$200,000 each. Both of these ladies are going to do the things just as well as can be done. Other American hostesses such as Mrs. John Jacob Astor, the Duchess of Roxburghe and Lady Hartmann—the former Mrs. Knapp—probably will get off for something like \$100,000.

There is no stigma attached to renting a house for the London season, rather than owning one, and the reason that fully two-thirds of the mansions in Mayfair are unparcable through being "rented"—which means that the estate of which they are a part passes on from their heir and can't be sold. About the low-

est price at which one can get a fashionable house for the season is \$2,500.

Mrs. Glasgow, to be sure, is paying the Duke of Abercorn \$1,500 for his comparatively small place.

Nominally one can secure for \$2,500 a

mansion containing, say, 19 bedrooms,

three reception rooms, a ballroom and stabling for five or six horses. The value, however, is not necessarily the sum

by good in this connection, for the sum

mentioned applies to the house just as

it stands—with furniture, of course,

and doesn't include either linen, plate,

servants or horses and carriages. All

of these are costly, and to possess them

and to pay for them is the

task that is expected from Americans

in the West End will make the

cost of keeping up an establishment of

the size mentioned not less than \$10,000

a month. That foots up \$50,000 for a

month.

Mrs. Potter Palmer starts off by paying the Duke of Abercorn \$15,000 for the use of his house that including plate and linen, but in return for her money she has the satisfaction of possessing one of the most historic mansions in Mayfair, and one of the

"Hampton House," as it is called, was

built in 1728, and derives its name from the late Viscount Hampton, who for many years inhabited it. Viewed from outside, it is low and rambling and looks like many medieval castles, being built of ugly red brick. It is a curious place, however, and with its gardens occupies nearly an acre of ground. Its bedrooms number 22, and there are sitting rooms, a state drawing room and a dining room.

Hampton House contains also the finest individual collection of paintings in London. Many of the works of art are priceless, and they will remain in the mansion during Mrs. Palmer's occupancy. The house is famous, too, for the beauty of its art panelings.

LAVISH MRS. MACKEY.

From the figures given to me it is easy to see what must be spent in running a London house for the season. As already explained, the business is likely to cost Mrs. Frank Mackay, as well as Mrs. Potter Palmer, twice that sum. The former, whose first assault on London society last year proved so unsuccessfully successful, will make a good start this year by getting Mrs. Astor's house, for it is one of the largest rental places in Mayfair. Like Mrs. Palmer's house, it is an old Georgian mansion modernized. Painted of this kind is most esteemed for the season, as they bring historical associations with twentieth century comforts. Mrs. Mackay's house contains twenty-five bedrooms, a splendid ballroom, eight reception rooms and especially commodious quarters for service. There is a stable for nine horses. There is stability.

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WHITELAW REID'S ADOBE BEATS "BUCK" PALACE

Only One of Many Sumptuous Apartments in the Magnificent Mansion Which the American Ambassador, Whitelaw Reid, Will Occupy in London.

In Dorchester House New American Ambassador Has Obtained the Finest Private Mansion in the English Metropolis, and Which London Paper Says Is More Desirable Than King's Own Home.

Special Correspondence.

LONDON, June 8.—Dorchester House, which is now practically ready for occupancy by Whitelaw Reid, the new American ambassador to the Court of St. James, is acknowledged to be the finest private mansion in London. As a residence, "rankly states the London Chronicle," most of us would prefer it to Buckingham Palace." It does not admit of dispute that externally it is a far handsomer building than the somber, block-like structure in which the British sovereign is housed. And with its sumptuous apartments will suffer nothing by comparison with the favorite rooms of royalty. For staleness there is nothing in the palace that equals its grand marble staircase which is interesting to note, said one of its first residents. It lacks nothing to make it an ideal grand residence. The furniture and interior decorations are in keeping with the architectural scheme of the building that of the Tudor period, which is itself peculiarly ornate effects. Everywhere is harmony and good taste. Money has been expended lavishly but with that wise restraint which always avoids vulgarity. Everything is rich, there nothing gaudy. A visit to Dorchester House is not calculated to impress one with a great yearning for simple life.

RENTS IT FURNISHED.

Mr. Reid rents it furnished—all but the house and garden. The reason English folk are rather chary of distinguishing even temporarily to the care of strangers. It has been stated that he pays for it \$27,000 a year—which is \$3,500 a year more than his official salary. But the English are fond of saying that the man who builds a house for himself need not pay for it. The cost of the house and garden estate are of themselves the chief expense. The latter has been reckoned by that famous Marquis of Hertford whose literary monument remains in the "Stevie" of Thackeray and the "Mouth" of Diaz's "Coningsby." Stevyn Holford has inherited a large sum of money, but he has not yet counted the richest chamberlain of his time. When he purchased the old mansion many predicted that he would spoil a splendid site with a hideous structure, while others said he would do well to let it stand. But he was much more than a merely rich man. He had the temperament of the artist and had cultivated it assiduously. He put all that he knew into the building and furnishing of the new Dorchester House, as he modestly called it, in imitation of another man's name to that public Italian palace which he created. Since then several men, richer than he was, have built palaces for themselves in Park Lane, which years ago was dubbed "Millionaire Row," but the grandeur and magnificence of decoration of these is the equal of Dorchester House.

Dorchester House is a comparatively modern building. It was erected in 1851 by Captain Holford's father, Stevyn Holford, on the site of an older Tudor creation which had stood in Park Lane. The latter had been designed to attend to the stocking of the pond, later on another piscatorial expert will permanently retain whose son says it will be to see it that the fish are maintained in good condition. Meanwhile, the transformation of the historic hall proceeds apace, and the grounds are being laid out in a fashion which proclaims a lofty disregard for such a trivial detail as expense.

DOORSTON HOUSE.

The king, it is said, took a great liking to Mr. Reid on the offhand way that he spoke of his old master. The king is a fine specimen of Titian Velasquez, Tintoretto, Vandyke, Rembrandt, Murillo, Teniers, Paul Veronese, Claude and Wouvermans. Another of the attractions of the house is a superb library which may be compared with the first edition of the "Bible."

It is indeed a place fit for a king, though it is not quite so grand as the "Buck" Palace. It does not admit of dispute that externally it is a far handsomer building than the somber, block-like structure in which the British sovereign is housed. And with its sumptuous apartments will suffer nothing by comparison with the favorite rooms of royalty. For staleness there is nothing in the palace that equals its grand marble staircase which is interesting to note, said one of its first residents. It lacks nothing to make it an ideal grand residence. The furniture and interior decorations are in keeping with the architectural scheme of the building that of the Tudor period, which is itself peculiarly ornate effects. Everywhere is harmony and good taste. Money has been expended lavishly but with that wise restraint which always avoids vulgarity. Everything is rich, there nothing gaudy. A visit to Dorchester House is not calculated to impress one with a great yearning for simple life.

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Only One of Many Sumptuous Apartments in the Magnificent Mansion Which the American Ambassador, Whitelaw Reid, Will Occupy in London.

Special Correspondence.

LONDON, June 8.—James Van Alen, the American millionaire who, like Mr. Astor, prefers England to America, is bent on acquiring something that shall surpass anything of its kind in Europe. He has decided that it shall be a fish pond. For some time he has had one under construction at Rushton Hall, the fine old English estate in Northamptonshire, which is bringing up to date. He has several times enlarged the boundaries which he had originally set to it, but it is now approaching completion. To mark it as something unique, apart from its size, it will be enclosed by a wall of specially prepared mosaic. An Italian artist named Nadai, from Milan, is now at Rushton Hall working up the design for it. When it is erected anybody who sees eyes on it will know that it cost a mint of money. Nature unaided may have pond and stream in a park surrounded by trees and pretty scenery, but it being an inflexible rule where foreigners are concerned. Earl Clarendon bills that office. He was out of town and none of the palace officials knew where a message would find him. Apparently the difficulty was an insuremable one, and was certainly been deemed by any but Americans. One of the party suggested that the lord chamberlain's permit might be dispensed with by obtaining the consent of the king himself. When the palace official had recovered from his attack of the mumps, he advised that that also was impossible as the king was attending the races at Newmarket. Not one whit abashed the spokesman of the party implored if he could not be communicated with by telephone. When the official had recovered from his illness, he asserted that it was possible and that the palace contained a telephone which could be switched on to any place where his majesty might be staying, but there was no precedent for employing it for anything but a royal purpose. Apparently another impasse had been reached. However, after a good deal of palavering the persevering American succeeded in reaching the young man in charge of the palace telephone. It took some time to bring him around, but finally he decided to risk it, though he declared emphatically that he would never have dreamt of doing a thing so unusual for any but Americans.

HOW KING EDWARD WINS AMERICANS

Quickly Orders That Party of Them Be Shown Over Big Palace.

A FINE LUNCHEON FOLLOWS.

King Alfonso's Visit Had No Connection With Matrimonial Project—Rich New Yorker and Divorce.

Special Correspondence.

LONDON, June 8.—King Edward never lets a chance slip of doing anything that tends to promote friendly relations between England and America. That was strikingly illustrated by an incident that occurred the other day, the particulars of which I have just heard. Incidentally also it illustrates what American audacity can accomplish. Armed with a letter from Henry White, formerly first secretary of the American embassy in London and now ambassador to Rome, a party of Americans called at Buckingham Palace to "do" the royal residence and the royal "news," as aristocratic stables are always termed here. The letter sufficed to get them shown over the stables, where they were able to feast their eyes on the king's horses and carriages, but they were told that they could not go over the palace without obtaining a permit from the lord chamberlain, that being an inflexible rule where foreigners are concerned. Earl Clarendon bills that office. He was out of town and none of the palace officials knew where a message would find him. Apparently the difficulty was an insuremable one, and was certainly been deemed by any but Americans. One of the party suggested that the lord chamberlain's permit might be dispensed with by obtaining the consent of the king himself. When the palace official had recovered from his attack of the mumps, he advised that that also was impossible as the king was attending the races at Newmarket. Not one whit abashed the spokesman of the party implored if he could not be communicated with by telephone. When the official had recovered from his illness, he asserted that it was possible and that the palace contained a telephone which could be switched on to any place where his majesty might be staying, but there was no precedent for employing it for anything but a royal purpose. Apparently another impasse had been reached. However, after a good deal of palavering the persevering American succeeded in reaching the young man in charge of the palace telephone. It took some time to bring him around, but finally he decided to risk it, though he declared emphatically that he would never have dreamt of doing a thing so unusual for any but Americans.

WILL HAVE FINEST FISH POND IN EUROPE.

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A SPEEDY REPLY.

It did not take long to obtain a reply. If the Americans were properly informed, "By his majesty's command" to be allowed to go over the whole palace without being subjected to any irritating scrutiny. That settled it. They, "We" the palace, most thoroughly, and the attendant flunkies could not have been more pleased. When they had finished sightseeing they were invited to partake of luncheon in the palace, by one of the big wigs attached to his majesty's household.

NUTMEG TREE AND FRUIT.

"A nutmeg tree," said the New Haven gardener. "It looks like a laurel, though it is not. It bears fruit in bunches, hanging down from the branches. The fruit resembles an apricot, and when the fruit is ripe it bursts open, showing at its center the black nutmeg enclosed in a network of seeds.

The nutmeg, after plucking, must be dried. It is dried over a slow fire, the process is tedious, it often occupies two months.

Before shipping, the nutmegs are always packed in a water and lime, which is used to protect the fruits from insects. They are not shipped to insects to fear.

In an insect-free condition they keep well, though they keep practically forever.

—New Haven Register.

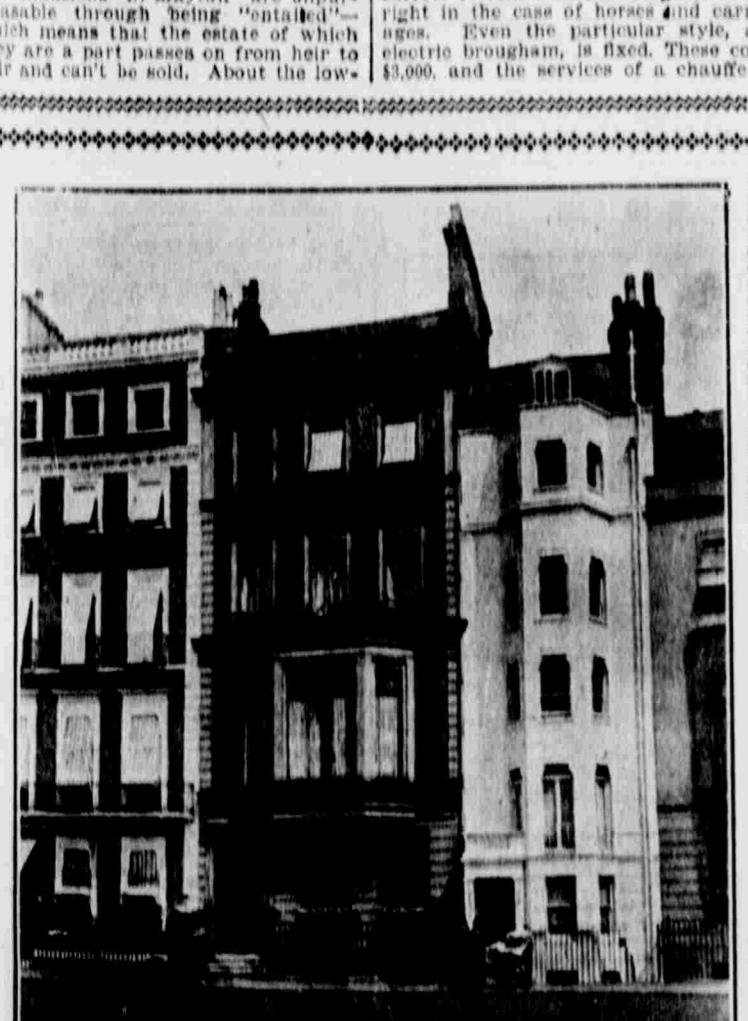
LEFT THEIR CARDS.

The cards left at the palace showed that the Americans thus honored were Miss Edith A. Norman and Mrs. Clarence Hudepeth of Boston, Miss Edna Bruen of New York, George W. Haisted of Pittsburgh, William H. Brewster of Philadelphia, Henry E. Samson of Washington and Morris J. Macdonald of Jersey City.

When they return to America it may

WHERE AN AMERICAN WOMAN IS ENTERTAINING LONDON.

The Earl of Scarborough's Town House, 21 Park Lane, where Mrs. Glasgow of Virginia, is at home during the season.



HAMPDEN HOUSE.
One of the Most Historic Mansions in Mayfair, which Mrs. Potter Palmer Has Taken for the London Season From Its Owner, the Duke of Abercorn.



THE DRAWING ROOM AT DORCHESTER HOUSE.
The Drawing Room at Dorchester House, in which the American Ambassador, Whitelaw Reid, will occupy in London.



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