



Be "different"

---Wouldn't you hate to live in a world where everyone looked alike; dressed alike; talked alike; were alike?

---Surely NOT! ---YET many of you are content to let your advertising copy look like the "other fellow's," every day, same size, same type, same drowsy impossible talk.

---I at times write advertising for a dozen different concerns, but each ad looks and sounds as though written by a different man.

---How do I do it? ---That's my secret, but I MAY be hired.

T. Toby Jacobs "He Writes Ads" Office and Studio 1012 N. Y. L. Bldg.

QUAKER MAID RYE S. HIRSCH & CO. KANSAS CITY, MO.

CLARK'S CRUISES OF THE "CLEVELAND" Round the World

IT KILLS EVERY FLEA SHERMAN & McCONNELL DRUG CO.

CATARRH OF THE BLADDER SANTAL MIDY CAPSULES RELIEVED IN 24 HOURS

DON CARLOS' ROYAL STATE

Kept Some Little Remnant in His Swiss Hotel.

NOT ALL EXPECTED OF A KING

Two or Three Courtiers Hung About Him and His Wife and a Great Dog Always Guarded Him.

NEW YORK, July 31.—The recent death of Don Carlos, the pretender to the Spanish throne, will recall to many Americans who have toured in Switzerland during the last few summers the picturesque figure which this exiled bit of royalty made in the hotels and along the lake front of Lucerne.

The cosmopolitan crowd that drifts along the Swiss and National quays, composed as it is to a certain degree of the exiled element of European courts who find this smiling resort a convenient place in which to lose themselves, has an attraction that never grows tiresome.

"What do you suppose he has done?" you will hear a bright faced American ask the man sitting with him under the chestnuts that line the walk along the waterfront, as an erect and distinguished personage dressed in the clothes that Europeans consider fashionable passes in the crowd.

He lived in one of the big cool hotels that face the lake. Not especially in evidence during the day, it was at the dinner hour that he came into the limelight. Those who knew his habits would point out a little group, generally consisting of two women and a man in evening clothes, seated near one of the elevators.

The three courtiers rose as the elevator door opened and Don Carlos and his wife stepped into the large reception room. Each of the ladies-in-waiting would approach Don Carlos and drop the deepest of courtesies.

When the little ceremony was finished the party would converse for a few minutes, joined perhaps by a few other persons around the lobby, who would approach Don Carlos with the same expressions of courtesy.

When Don Carlos walked into the restaurant he was followed by every eye in the room. As he crossed the threshold he would walk ahead of the others, and at the table, of course, the place of honor was his.

With his massive shoulders stooped far over the cloth and his big, heavy face lowered to a point a few inches from his plate, Don Carlos would eat enormously, conversing volubly with those around him without regard always for the amount of food which at that moment he was in the act of swallowing.

"Well, that isn't my idea of a king at all," the American young women would say as they watched him spear a peach with his knife, quarter it with a few bold strokes and then carry the pieces to his mouth by means of the blade.

Later in the evening he would take his stick and soft straw hat of generous brim and go with his wife for a promenade along the quays.

Dragged along by the leash which looped the dog's collar was a little Moorish boy, possibly 12 years old. His coal black face and shiny white teeth shone out beneath a scarlet face. A blue jacket not long enough to hide a broad gold fringed sash and baggy pantaloons made up his costume.

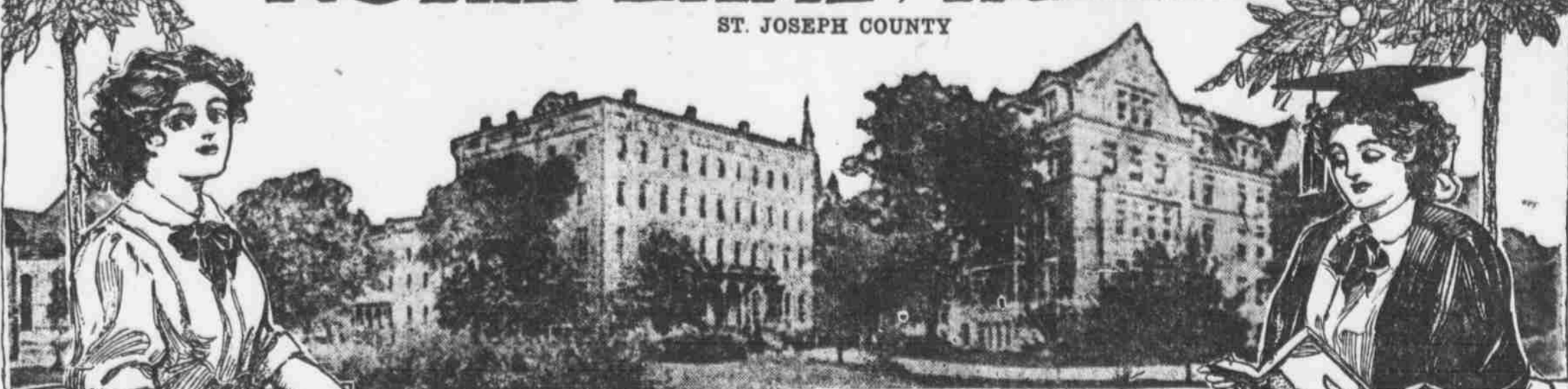
Some said that Don Carlos feared assassins and that the dog was trained to fly at the throat of any one who exhibited symptoms of approaching him with evil intent.

But whether savage or not, the appearance of the animal served as an unassailable bulwark behind which the Moorish boy could retire whenever he desired.

When his master came in sight what a change came over the rascal. His arms would describe a great semi-circle, all servility, he would trot along beside the dog to mount guard over the pretender.

If you have anything to sell or trade and want quick action advertise it in The Bee Want Ad column.

ST. MARY'S COLLEGE AND ACADEMY NOTRE DAME, INDIANA



CONDUCTED BY THE SISTERS OF THE HOLY CROSS. CHARTERED 1885

TWO HOURS FROM CHICAGO. TWO MILES FROM SOUTH BEND, IND.

IN choosing a School for your daughter, what are the main considerations? The educational advantages, of course, with reference not only to the mental but to the physical and moral training as well, are of first importance.

Parents particularly who appreciate the advantages of an educational institution from all these standpoints are invited to investigate St. Mary's College and Academy, Notre Dame, Ind.

An institution with a record of over a half century of constant growth and successful effort.

One which has grown year after year, physically and educationally, in the esteem of its many thousands of graduates and of educators generally. One the graduates of which—scattered throughout the United States and in foreign countries—occupy positions of prominence, socially or in a business way, and who are respected both for their mental attainments and their moral virtues.

LOCATION IDEAL St. Mary's is but two hours' ride from Chicago, and only a few minutes from South Bend, Ind.

The location is particularly advantageous for an institution of this character. High up on the main highway, standing where the eye sweeps over forest and valley and nodding fields of grain, one cannot help but feel that Nature is here at her best.

ELEVATING SURROUNDINGS. The grounds are spacious and artistically laid out. Amidst such inspiring surroundings, pupils are aided during the most critical period of their lives in the development of those higher qualities which mark the woman of true refinement and culture.

COURSES. Primary Course—Embraces three years of elementary work. Preparatory Course—Pupils are well grounded in the essentials of Grammar, Geography, Arithmetic, U. S. History, Civics, Government, Physiology, Etymology, Composition and Letter Writing, etc.

Collegiate Course—Studies include Logic, Philosophy, Analytical Geometry, Calculus, Astronomy, Advanced Botany, Physics, Chemistry, Pharmacology, Zoology, Geology, Political Economy, History, Rhetoric, Literature, Latin, Greek, French, German, Spanish, etc.

AIDS TO INSTRUCTION. Pupils in the various departments are aided in their work by long known and most complete library—a special library of reference books for each department by the best authors and recognized authorities.

DEGREES CONFERRED. The following degrees are conferred by St. Mary's College and Academy: B. A., B. S., B. L. S., B. Ed., B. Sc., B. Ph., B. Div., B. Th., B. C., B. M., B. F., B. G., B. H., B. I., B. J., B. K., B. L., B. M., B. N., B. O., B. P., B. Q., B. R., B. S., B. T., B. U., B. V., B. W., B. X., B. Y., B. Z.

PHYSICAL TRAINING. The grounds are provided with Archery and Tennis Courts, Golf Links, etc. Boating in the artificial lake, skating in winter, walking, tennis and other forms of outdoor exercise, afford ample variety in recreation and physical training.

NOTRE DAME UNIVERSITY ONE MILE WEST. Parents who have also borne to educate, and who wish to give their daughters the advantages of Notre Dame University will be interested to learn that St. Mary's is only one mile west of the University, which enables brothers to visit their sisters.

VISITORS CORDIALLY INVITED. Parents are invited to make a personal inspection of St. Mary's College and Academy, Notre Dame, Ind. Illustrated Catalogue and full information as to terms, etc., may be had by addressing:

THE DIRECTRESS, Box 63, NOTRE DAME, (ST. JOSEPH CO.) INDIANA



STANGELAS HALL (GYMNASIUM)



TENNIS COURTS



ARCHERY CONTEST

Many noted speakers appearing throughout the year, participating in the meetings of Literary Societies, etc.

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LIFE BEHIND THE SCENES

Some Things the Postmaster Knows About His Patrons.

UNCLE SAM AND HIS MAIL BOXES

Efforts to Break Up clandestine Correspondence and How Trouble Occasionally Arises Therefrom.

"Something queer happens every day in the postoffice," observed one of the officials of the Omaha postoffice Monday. "It would hardly do to print all of these things because they embrace every phase of life, covering the romantic, tragic and criminal.

It is the purpose of the Postoffice department to make the postal service essentially convenient to every walk in life. And right there is where the department is confident and gold-bricked to the limit. Not that the department is easy, but rather that the very system is availed of by sharpers to work their grafts.

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NEPTUNE AID TO HARRIMAN

Sea Monarch with His Pork Pots in a Strong Lick for Edward.

It has remained for E. H. Harriman to show those gentlemen who have long known the efficacy of water as applied to stock how to water land and cash in the water.

It is not known whether Mr. Harriman had any private understanding with the ocean or not, in violation of the commerce clause of the constitution, but however that may be the big water kept right on the job year after year, piling up land for the railroad man and taking it away from his neighbors, and now the courts have held that Mr. Harriman is in no wise to blame for the generosity of the waves and that the former owners of the land cannot expect to get back what was handed over to him as the gracious gift of manifest and oceanic destiny.

Jeremiah Lott was the owner of Barron Island and his descendants now hold the title. Tradition says that one day Collis P. Huntington was flirting with the sea down at Rockaway Point when he heard Luke Perkins, the oysterman, allow that it was a cinch that the water would some day cut off a lot of Lott's land and transfer it over to Rockaway Point.

Nobody ever had to hit the late Mr. Huntington on the head with a sledge hammer in order to make him take a hint and he hiked up to Albany and told the state that he would appreciate a grant that would transfer Rockaway Point to him. The state was obliging and let him have it.

Then it was turned over to the Southern Pacific railroad, so that one day, when the ocean had done its work, just like old man Luke Perkins said it would, the Harriman road might come along and build a big shipping and railroad terminal on the bank that the state gave and the property that was caught from the sea with a bait.

Day by day and night by night while Mr. Harriman was contributing to the campaign fund and elevating Mr. Fish to the position of president emeritus of the Illinois Central, to say nothing of gobbling up millions all the way from Long Staple Island, S. C., to Chihuahua, Mexico, the sea kept piling up more of Lott's land for the use of the future station and docks.

The Lott outfit fell into the error that when the sea moved their land they had a right to move with it, and they went over and squatted on Rockaway Point. They watched the sea moving over the rest of their possessions with satisfaction, under the delusion that they were getting moved over to the mainland without paying any moving charges.

Just about the time the ocean got through moving the land, along came Mr. Harriman with pile driver to anchor what had been handed him and told the Lotts to get off. Judge Thomas F. Chatfield, in the federal court at Brooklyn, decided Saturday that the ocean had the right to give Mr. Harriman the land it if wanted to and that the Lotts would have to move and let the Southern Pacific have the transplanted estate.—New York World.



ST. JOSEPH'S HALL (INFIRMARY)



CHAPEL



LAKE MARIAN

Couldn't Stand the Rivalry.

Rome was burning and the wall of Nero's fiddle shrilly arose above the roar of the crackling timbers.

As the awful discord reached the ears of the members of Roman Hose company No. 1 they threw down the nozzle and drew back.

"Play away!" shrieked Pompilius Octavo, the foreman.

"Not on your life!" roared Pipeman Sando. "If he plays, we don't!"

And he shook his fist at the rasping employer.

Whereupon the exasperated flames redoubled their fury and speedily reduced the hot old town to ashes.—Cleveland Plain Dealer.

"BABY MINE"

Becoming a mother should be a source of joy, but the suffering incident to the ordeal makes its anticipation one of dread. Mother's Friend is the only remedy which relieves women of much of the pain of maternity; this hour, dreaded as woman's severest trial, is not only made less painful, but danger is avoided by its use.

THE BRADFIELD REGULATOR CO. Atlanta, Ga.